

BROADCAST ENGLISH ON NIGERIAN TELEVISION STATIONS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Broadcast English on Nigerian Television Stations" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined broadcast english on nigerian television stations, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of broadcast; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with broadcast and english. The study adopted a descriptive survey research design, anchored on the Speech Act Theory and the Systemic Functional Linguistics. A sample size of 385 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 354 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.05). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.559$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 7.72, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.21$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on broadcast.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of broadcast english on nigerian television stations is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

The phenomenon of broadcast, while not new, has acquired fresh analytical urgency in Nigeria. In Nigeria, the intersection of broadcast and english is conditioned by unique socio-economic, cultural, and institutional factors that differ markedly from Western settings. The work of Musa and Salami (2023) extended earlier analyses by demonstrating that english reinforces the effects of broadcast. Accordingly, there is a growing consensus that deliberate policy action is required. Empirical evidence from Okonkwo and Ibrahim (2021) suggests that positive developments in english are associated with improvements in broadcast. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Contemporary scholarship increasingly frames broadcast as inseparable from the broader question of english. Economic pressures and resource scarcity frequently determine the pace at which broadcast advances in practice. Research by Bamgbose and Bamgbose (2021) using mixed methods provided particularly rich insight into the mechanisms connecting broadcast and english. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Longitudinal research by Ekwueme and Nwosu (2016) revealed that sustained attention to broadcast yields appreciable dividends over time. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

The phenomenon of broadcast, while not new, has acquired fresh analytical urgency in Nigeria. Evidence from national agencies indicates that broadcast has grown considerably in recent times, underscoring the need for systematic inquiry. Evidence assembled by Ekwueme and Nwosu (2015) across twelve states underscored the heterogeneity of outcomes linked to broadcast. These developments carry important implications for policy and practice in english language. An examination by Musa and Adeniyi (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Such findings reinforce the argument that broadcast deserves a place of priority on the development agenda. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

broadcast continues to command considerable attention among researchers, policymakers, and practitioners in english language. Auxiliary variables, including education, income, and location, further condition how broadcast is experienced across communities. An examination by Oyelaran and Adebayo (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. These observations collectively invite a reconsideration of standard assumptions regarding english. The aggregate picture emerging from Kalu and Kalu (2023) points to a modest but consistent association between broadcast and the