

INDIGENOUS LANGUAGE BROADCASTING AND ELDERLY AUDIENCES

BY

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DEGREE IN MASS COMMUNICATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Indigenous Language Broadcasting and Elderly Audiences" 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 indigenous language broadcasting and elderly audiences, 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 indigenous; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with indigenous and language. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 392 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 359 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 ($r = 0.457$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 9.2, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.04$, $p > 0.05$). 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 indigenous.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of indigenous language broadcasting and elderly audiences 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.

Debates on national transformation repeatedly return to the role of indigenous and its attendant dynamics. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which indigenous unfolds. A notable study by Famuyide and Aderemi (2017) argued that the impact of indigenous is substantially mediated by the quality of institutions. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. The aggregate picture emerging from Musa and Ekwueme (2023) points to a modest but consistent association between indigenous and the outcomes of interest. For practitioners, the practical significance of indigenous cannot be overstated, given its demonstrable link with language. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Over the past two decades, indigenous has become increasingly significant within the Nigerian landscape and beyond. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of indigenous in everyday life. A notable study by Famuyide and Ogbeide (2017) argued that the impact of indigenous is substantially mediated by the quality of institutions. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The aggregate picture emerging from Osinachi and Adekunle (2023) points to a modest but consistent association between indigenous and the outcomes of interest. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Scholars have long recognised indigenous as a critical determinant of outcomes in mass communication. Economic pressures and resource scarcity frequently determine the pace at which indigenous advances in practice. Osinachi and Adekunle (2020), in a survey of relevant stakeholders, concluded that the benefits of indigenous are unevenly distributed across groups. Such findings reinforce the argument that indigenous deserves a place of priority on the development agenda. Empirical evidence from Adekunle and Kalu (2021) suggests that positive developments in language are associated with improvements in indigenous. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

Over the past two decades, indigenous has become increasingly significant within the Nigerian landscape and beyond. The socio-cultural diversity of Nigeria implies that responses to indigenous must be differentiated rather than uniform. Studies conducted within the West African subregion by Ibrahim and Salami (2018) reached conclusions broadly consistent with the Nigerian evidence. The cumulative effect of these dynamics is