

Article

BBC News Yorùbá and Digital Public Sphere: Promoting Yorùbá Cultural Traditions among Youths of South-West Nigeria

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Abstract: This paper examines the impact of the BBC News Yorùbá on the promotion of Yorùbá cultural traditions among youths of the South-West Nigeria. Research has established that youths of today are, perhaps, the most significant users of social media and they have the liberty and ability to make their own choices through the platform. Thus, this study poses the question of how much the media influences their choices. The study aims to investigate the relationship between *BBC News Yorùbá* and the promotion of Yorùbá language among the youths, particularly those of the South-West Nigeria and how the medium is used for the rejuvenation of Yorùbá language among them. It was revealed that indigenous languages play a significant role in the revitalisation of mother tongue, with respondents agreeing that the *BBC News Yorùbá* has reawakened their consciousness towards the cultural capital of their language. Employing cultural effects theory, the study utilised survey research design, while purposive sampling was also used to elicit data from the youth population in Lagos, Oyo and Ondo States through the distribution of 1,200 questionnaire copies. Findings show that the establishment of the *BBC News Yorùbá* is a timely intervention in the drive towards the revitalisation of Yorùbá language. It is thus recommended that concerned stakeholders should make concerted efforts towards the development and standardisation of Nigerian indigenous languages.

Keywords: *BBC News Yorùbá*; Cultural Traditions; Yorùbá Language; Social Media; South-West Nigeria

Introduction

The role of Yorùbá broadcasting in the propagation of indigenous languages among the youths in Nigeria has become the fulcrum of academic discourse in recent times. There has been an increase in the incorporation of indigenous language into broadcasting since the Western Nigeria Television Service (WNTV) was founded in Ibadan, South-West Nigeria, in 1959. Yorùbá language programmes, in particular, were part of the first set of broadcast content relayed in that year (Bakenne, 2023; Duke, 2021).

Duke (2021:52) states that "through the years, Nigeria's broadcasting business has undergone significant expansion with a variety of media channels like daily newspapers, TV systems, and radio stations. In almost every Nigerian state nowadays, there is a radio station. As a result, Ojebuyi (2020) surmises that there are currently more than 300 radio stations in Nigeria, with several States having multiple stations. The majority of these radio stations are privately owned, although the government also owns a significant proportion. According to Ihome et al. (2013), the government of Nigeria owns 70 of all the TV channels in

Nigeria, while a sizeable portion of the remaining channels are held by private individuals. Another important dimension to highlight is that since 2007, Nigerians have had access to satellite subscriptions.

The question of indigenous language in news broadcasting is contentious not only in Nigeria but other African countries as well. Indigenous languages are essential means of communication that influences actions in various contexts (Ogundeyi, et. al., 2023). In its Editorial Policy for 2020, the South African Broadcasting Corporation pledges to integrate the use of monolingual and bilingual programmes while also considering the use of subtitles. Kamwangamalu (2000) reaffirms the SABC's commitment to broadcasting news bulletins in each of the official languages on radio and television. The station acknowledges that the most underrepresented languages are Xitsonga, Tshivenda, Swati, and Ndebele. This position is persuasively argued by Alexander (2002: 93) and Kaschula (2006), who call "harmonisation" of various "languages" to advance indigenous languages in news reporting. This, nevertheless, recognises mutually intelligible languages like Xhosa, Zulu, Ndebele and Swati.

The significance of indigenous people and their culture has been underestimated by the majority of the mainstream media. The need for accessible community-based media has been sparked by mainstream media's inability to connect with and engage local populations (Sharma, et al. 2021). Therefore, the promotion of indigenous languages in news production and presentation in Nigeria has been the subject of extensive research over the years. Nevertheless, a number of scholars have long highlighted that the BBC's presence in Nigeria as an outlet for international news and of course, the recent launch of the *BBC News Yorùbá* is noteworthy and timely with a view to revitalising the language (Bakenne, 2023; Nye, 2004; Sreberny et al., 2010). The primary objective of this study is to investigate the impact of digital communication systems on indigenous Nigerian languages and the damaging effect of foreign languages on African cultures, by examining the contributions of BBC News Yorùbá on the preserving Yorùbá language among the youths.

Literature Review

1. Yorùbá Language Broadcasting in Nigeria

Many of Nigeria's native tongues have an affinity for the English language, which has led to the blending of linguistic terms, especially through loans, and the crossover of forms and structural elements. A sizeable portion of speakers in South-West Nigeria and outside of Nigeria, that is in the Republic of Benin, Togo, Cote d'Ivoire, Senegal, the Gambia and Ghana among others, speak Yorùbá as their native tongue, which is one of the three primary languages of Nigeria together with Hausa and Igbo (Osunnuga (2021; Yusuff, 2018).

The oral literature of Yorùbá descendants living in Brazil, Cuba, some of the West Indies, Trinidad and Tobago, and other locations is also intelligible in Yorùbá. According to Adetugbo (1967), Yorùbá speakers is predominantly found in South-West Nigeria while the Nigerian census of 2006 states that there were thirty million (30,000,000) speakers living that region, or one-fifth of the country's total population. Thus, Yorùbá holds the status of a national language, along with Hausa and Igbo (Yusuff, 2018; Makama, 2007). Section 55 of the Federal Republic of Nigeria's 1999 Constitution (FRN, 1999 Constitution) reflects this legislation that the Senate of the Federal Republic of Nigeria also approved the language as one of the three major languages for business and political transaction in the country. Additionally, Yorùbá was listed in the National Policy on Education (2004:5, 10, 11 and 14) as a language that should be employed as a medium of instruction in lower elementary schools, alongside Hausa and Igbo.

Since Broadcasting in Nigeria is on the concurrent list of the constitution, and that all tiers of government can uphold it within their region and as well participate in its operations, hence, the use indigenous languages in the Nigerian broadcast media is industry is paramount (Akinloye, 2020).

2. Yorùbá Language Broadcasting as a Source of Indigenous Language in Nigeria

The founding of *Ìwé Ìròhìn Fún Awọn Ará Ègbá àti Yorùbá* (Newspaper for the Ègbá and Yorùbá Peoples), published in 1859 by Rev. Henry Townsend, in Abeokuta, Ogun State, South-West Nigeria laid the foundations of indigenous language media in Nigeria. This development and the genesis of many indigenous tabloids afterwards contributes to an understanding of the current Yorùbá language Broadcasting on the BBC

channel (Salawu 2003, Alabi, 2003 and Akinfeleye, 1985) and the literature that has dwelt on this pedestal on early Yorùbá newspapers in Nigeria.

On October 1, 1959, marked another milestone in the history of broadcasting in Nigeria as the Western Nigeria Broadcasting Corporation (WNBC) established the first ever television station, Western Nigeria Television (WNTV), in Ibadan, South-West Nigeria. This medium marks the beginning of Yorùbá language broadcasting in Nigeria. Despite the fact that broadcasting cares about emerging values, Peigh (1979:9) argues that it "must care even more about those transmitted values without which no society can achieve continuity and stability." Therefore, broadcast media is obliged to design programmes that encourage the teaching of indigenous languages across schools in Nigeria in order to prevent their marginalisation and extinction (Edwin and Etika, 2018).

The perceptions of Yorùbá speakers and major stakeholders can all be used to evaluate the usage of indigenous languages in the broadcast media as a public entity (Omoregbe, 2010; Adegbija, 2004; Adegoju, 2008; Awonusi, 2008; Salawu, 2006). Sadly, indigenous Yorùbá information networks and technologies are fading quickly today as a result of the dominance of English over indigenous languages in particular and African media at large. This is largely due to the destruction of rural production systems brought about by rapid urbanisation, as well as the exodus of skilled workers from rural to urban areas. This migration has had a significant negative impact on indigenous information systems that were originally developed through indigenous production systems and services (Salawu & Amenaghawon, 2023; Dzurgba, 1999).

3. Brief History of the *BBC News Yorùbá*

BBC News Yorùbá has become a major part of the BBC World Service since inception, providing up-to-speed news and information in the Yorùbá language, primarily to audiences in Nigeria and other West African countries where Yorùbá language is spoken. Established in February 19, 2018 by the British Broadcasting Corporation World Service to provide Yorùbá language programmes for the Yorùbá people of South-West Nigeria and beyond. *The BBC News Yorùbá's* primary ecological and geographic base has gone beyond the country but spread to those in the diaspora. Its programmes are strictly digital and aired on two major social media platforms: Facebook and Instagram (BBC, 2018). Ibekwe (2018) posits that through these digital platforms, *BBC News Yorùbá* has equally helped at curbing the endangerment of the Yorùbá language by attracting a young audience and galvanizing them into peaking Yorùbá language the more. The *BBC Igbo* and *Yorùbá* services as two of three new languages to be established simultaneously by the BBC for Nigeria and the West and Central African area. This announcement is a watershed in the history of the BBC World Service, and indeed for the Yorùbá and Igbo languages.

BBC's mission, values and public purposes are not different from the non-English outlets of the BBC all over the world, *BBC News Yorùbá* inclusive. This is because these platforms have the potential to deliver autonomous, impartial and unique news that address the needs of listeners in Nigeria and West Africa (BBC, 2018; Nwammuo and Salawu, 2019). *The BBC News Yorùbá* service was established in order to broaden the reach of the medium and as well influence the audience in Africa. The Yorùbá language was adopted as part of the strategy because it is one of the most widely spoken languages in West Africa, especially in Nigeria, where about 50 million people speak the language (BBC News, 2020). The Yorùbá service was intended to provide balanced news coverage, counter misinformation, and offer diverse perspectives, especially during a period when many African nations were gaining independence or experiencing political unrest as the case may be.

BBC News Yorùbá primarily provides news, live coverage reportage, current affairs, and cultural content. The medium also provides programmes that are audience-savvy which include a mix of news bulletins ranging from entrepreneurship, African traditional religions, personalities/celebrities news, Yorùbá culture, health news to crime reporting, judiciary, politics, sports, marriage, fashion and fad to oddities, videos news, conventional news, feature stories, editorial, commentary, special interviews, photographic news as well as special features that address local, regional and foreign reports relevant to its Yorùbá-speaking audience. In order to keep the Yorùbá-speaking audience informed about global happenings, the *BBC News Yorùbá* delivers excellent, objective, and factual news. However, the service shifted to digital platforms as mobile and

internet technology evolved. Today, *BBC News Yorùbá* provides programming via its website, mobile applications, and social media networks such as Facebook, Twitter and YouTube (BBC News, 2020). This digital shift has, thus, allowed it to reach a younger, more tech-savvy audience and by doing so has extended its global reach.

4. Theoretical Framework

Cultural Effects Theory

Vivian's (2009:411) cultural effects theory explores how the mass media, including books, films, and videos may be utilised to shape values in various cultures. In light of this, Vivian (2009:412) points out two alternative angles through which the media can convey values. The first is historical transmission, which is the transfer of knowledge from an earlier generation to the next. The second viewpoint is contemporary transmission, which, in the words of Vivian (2009:412), reflects how values are conveyed within modern communities and societies, occasionally leading to changes that would not otherwise take place. This theory builds on the groundwork laid by agenda setting theory, which discusses the ability and impact of the media to draw attention to critical societal issues while assigning significance to them in a way that the general public will perceive as significant. Lash (1990a) thus, criticizes the theory as being one-sided as it does not give room for the even distribution of culture, values and tradition but total dominance of one culture over the other while Pertierra and Horst (2009) criticizes the theory by illustrating the negative effects of capitalism's method of cultural dominance on other people's lives. The justification for adopting this theory was that it acknowledges the media as a major factor in influencing how individuals perceive the world. Instead of being quick and short-term, this is more likely to occur over an extended period of time (Sparks, 2012). Therefore, the theory is germane to this study.

Methodology

The survey was selected as a method of gathering data for this study to provide a way of evaluating the accuracy of findings. Using the survey approach, a sample from the youth population in Lagos, Oyo, and Ondo States was selected to accomplish objectives of this work. The region is made up of six (6) States: Lagos, Ogun, Oyo, Ekiti, Osun and Ondo. The researcher administered 400 copies of questionnaires per state and this was conducted in two phases to obtain a reasonable response rate. Young Yorùbá adults between the ages of 20 and 39 years in Oyo, Ondo and Lagos States, South-West Nigeria made up the population for the survey. These three states were selected from the six South-Western States of Nigeria simply because they have the highest number of youths among the six (Makama, 2007) which are Yorùbá-speaking. In view of this, the researcher distributed 1,260 questionnaire copies catering for an additional 5% of the sample size. Despite the fact that oversampling increases survey expenses, Fink (1995) advises that it is necessary to avert low response rates. As indicated above, 1,260 questionnaire copies were distributed to participants in the first phase of data gathering. 1,070 completed and usable questionnaire copies were returned. A follow-up survey was conducted in the second wave of data collection to obtain the actual sample size, which generated another 150 responses 2 weeks after the first phase. Therefore, the overall total number of completed questionnaire copies established for this study was 1, 220 respondents (out of which sample size was drawn), yielding a response rate of 100% (Hair et al., 2017; 2015). Following the data editing process, 1,200 questionnaire copies were deemed to be useful. Consequently, 1,200 respondents made up the final sample size used in this study, using SPSS (Statistical Package for Social Sciences) to evaluate quantitative data for the survey. The results were then presented using descriptive statistical methods, such as frequency distribution tables and charts. Data from the questionnaires were analysed primarily using the most recent version of the SPSS (3.0) to analyse the data.

In addition to this, the justification for adopting young adults for this survey over others is that most youths have lost interest in Yorùbá language which portends language endangerment for future generations, thereby, exposing Yorùbá language to imminent extinction. The data provided in the National Population Census (Makama, 2007), was utilised for the mechanics of population and sampling. Meanwhile, the rationale

for using the 2006 census figure is because there has not been any official census conducted in Nigeria after that of 2006. Therefore, total population parameters are represented in Table 1 below:

Table 1. The population of selected Yorùbá youths in Oyo, Ondo and Lagos States

| States | Population | | Total |
|---------------|------------------|------------------|------------------|
| | 20-29 years | 30-39 years | |
| Oyo | 1,047,008 | 713,492 | 1,760,500 |
| Ondo | 640,438 | 427,595 | 1,068,033 |
| Lagos | 2,212,811 | 1,490,124 | 3,702,935 |
| Total: | 3,900,257 | 2,631,211 | 6,531,468 |

From the table above, there are 3,900,257 persons aged 20-29 years in Oyo, Ondo and Lagos, while the total number of persons aged 30-39 years is 2,631,211. The total population in Oyo is 1,760,500; 1,068,033 in Ondo and 3,702,935 in Lagos. Altogether, the entire population is 6,531,468.

Before embarking on this research, ethical clearance was sought and received from the Basic and Social Sciences Research Ethics Committee (BaSSREC), Faculty of Humanities, North-West University, Mafikeng, South Africa (Ethical clearance No: NWU-00967-22-A7). Therefore, the researcher ensured that eligible participants voluntarily consented and were motivated by their own free will. There was no hazard, coercion for information, intimidation, or victimization and risk on the part of respondents, irrespective of age, sex, marital status, educational background or any other forms of demography. Hence, The data collection tool posed no risk or danger to participants.

The Findings

1. Extent to which Yorùbá youths in South-West Nigeria access the *BBC News Yorùbá*

It is evident that the incursion of the *BBC News Yorùbá* into the media ecosystem of Nigeria has given the youths unrestricted access to the medium to engage with their native language and culture through social media technologies provided by the *BBC News Yorùbá*. Doing this allows the youth to reclaim their identities that have been suppressed by society and other imperial pursuits.

Table 2. Relationship between age and the access to the *BBC News Yorùbá* among Yorùbá youths

| | | Great Extent | Minimal Extent | Total |
|------------------------------|--------------|---------------------|----------------|--|
| Age of the respondents | 18-20 | 81 | 20 | 101 |
| | 21-25 | 308 | 31 | 339 |
| | 26-30 | 144 | 16 | 160 |
| | 31-35 | 116 | 27 | 143 |
| | 36-40 | 311 | 53 | 364 |
| | 41 and above | 82 | 11 | 93 |
| Total | | 1042 | 158 | 1200 |
| | | Value | Df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | | 14.938 ^a | 5 | .011 |
| Likelihood Ratio | | 14.673 | 5 | .012 |
| Linear-by-Linear Association | | .668 | 1 | .414 |
| N of Valid Cases | | 1200 | | |

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.25.

Table 2 depicts the age range of the respondents with Pearson Chi-Square coefficients of the extent of access to the *BBC News Yorùbá* among Yorùbá youths. These parameters indicate the significant influence of

the differences in respondents' age on the extent of access to the *BBC News Yorùbá* among Yorùbá youths. That is, the fitted equation was used to construct the prediction that all parameters of the extent of access to the *BBC News Yorùbá* among Yorùbá youths are positively correlated with Pearson Chi-Square χ^2 of 14.938a, Linear-by-Linear Association of 0.668, and Asymptotic Significance value of 0.011. The definition of the youth clearly shows this; more than 80% of respondents are aged between 18 and 40, which is significant at a 5% level.

This analysis corroborates with the submission by Obadun (2014), which states that outputs from broadcast media outfits determine the attitudes of youths regarding the usage of indigenous languages. The results of the study also show that youths are more inclined to use indigenous language in the media, where a total number of 1, 042 youths agreed that their access to *BBC News Yorùbá* is high. According to Putra (2015), this trend provides the younger generation with the power to decide what happens to their native language, as well as their allegiance to and support for their culture and identity.

Table 3. Do you watch BBC News Yorùbá?

| | Frequency | Percent | Total |
|-----|-----------|---------|---------|
| Yes | 1013 | 84.4 | 1200 |
| No | 187 | 15.6 | (100.0) |

Table 3 focuses on whether participants watch *BBC News Yorùbá* or not. The table shows that most respondents watch *BBC News Yorùbá*. For instance, 1,013, equivalent to 84.4%, responded that they did, while an insignificant few of 187 (15.6%) said they did not. It could be logically inferred that most respondents do watch *BBC News Yorùbá*. If yes to Table 3, which of the following news items interests you in the *BBC News Yorùbá*? You can choose as many options as possible in this case.

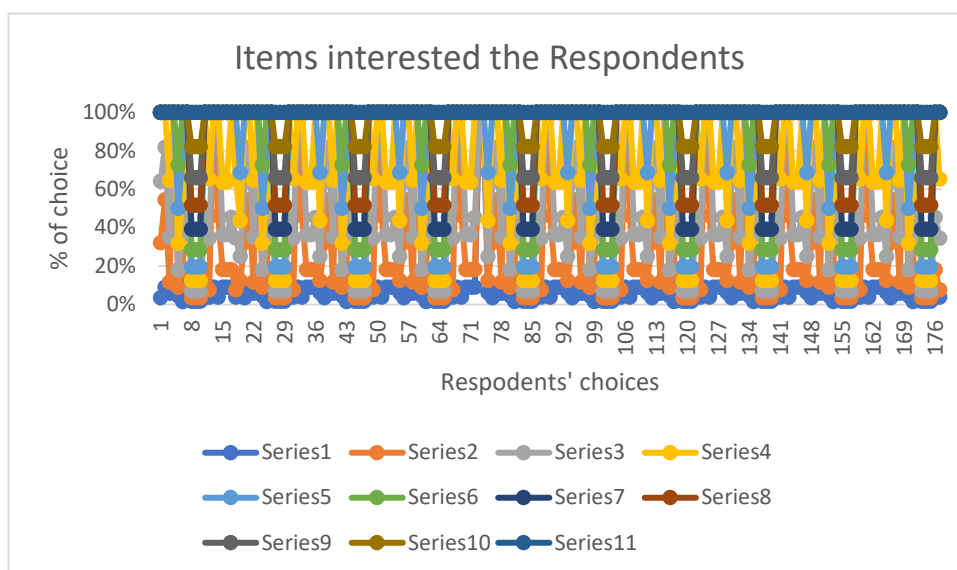


Figure 1. Items of interest in BBC News Yorùbá Source: MS Excel Output (2022)

Figure 1 expatiates the question in Table 3 where respondents were asked whether they watch the *BBC News Yorùbá* and which news items interest them most. Respondents were selected based on their affinity for the news items by the *BBC News Yorùbá*. These news items range from African traditional religions, celebrities, Yorùbá culture, crime, judiciary, politics, sports, fashion and fad to oddities, conventional news, feature stories, editorial, commentary, special interview, photographic news and foreign reports. Although, various options were chosen from the item, the major items commonly found among respondents were Yorùbá culture and news.

Table 4. How often do you watch BBC News Yorùbá?

| | Frequency | Percent | Total |
|-------------------------------------|-----------|---------|---------|
| None | 141 | 11.8 | |
| Lowest (Once a month/ occasionally) | 341 | 28.4 | |
| Low (Once a week) | 208 | 17.3 | 1200 |
| High (Two-three times a week) | 288 | 24.0 | (100.0) |
| Highest (Everyday) | 222 | 18.5 | |

Table 4 depicts respondents who watch the *BBC News Yorùbá*. The table shows that 141 (11.8%) do not watch *BBC News Yorùbá*, 341 (28.4%) watch it once a month/occasionally and 208 (17.3%) with low tenacity of once a week. Meanwhile, 288 (24%) of the respondents were on the high side/two-three times a week and 222 (18.5%) were the highest; they watch the *BBC News Yorùbá* daily.

Table 5. How many hours in a day do you watch the BBC News Yorùbá?

| | Frequency | Percent | Total |
|-----------------------|-----------|---------|---------|
| None | 334 | 27.8 | |
| Lowest (1-2 hours) | 683 | 56.9 | |
| Low (3-5 hours) | 132 | 11.0 | 1200 |
| High (6-9 hours) | 30 | 2.5 | (100.0) |
| Highest (10-15 hours) | 21 | 1.8 | |

Table 5 portrays how many hours in a day respondents watch *BBC News Yorùbá*. The table shows that 334 (27.8%) settled for none, 683 (56.9%) watched it for 1 to 2 hours and 132 (11%) with low tenacity of 3 to 5 hours. Meanwhile, 30 (2.5%) of the respondents chose between 6 to 9 hours and 21 (1.8%) watch *BBC News Yorùbá* between 10 and 15 hours in a day.

Table 6. How frequently do you discuss content accessed from the BBC News Yorùbá with friends, family members, colleagues, parents?

| | Frequency | Percent | Total |
|---------|-----------|---------|---------|
| None | 153 | 12.8 | |
| Lowest | 200 | 16.7 | |
| Low | 273 | 22.8 | 1200 |
| High | 410 | 34.2 | (100.0) |
| Highest | 164 | 13.7 | |

The question in Table 6 asked how frequently respondents discuss contents accessed from the *BBC News Yorùbá* with friends, family members, colleagues and parents. Table 6 portrays that 153 (12.8%) chose none, 200 (16.7%) do discuss the *BBC News Yorùbá* and 273 (22.8%) were of low intensity. Meanwhile, 410 (34.2%) of the respondents chose high and 164 (13.7%), showing that they discuss content accessed from the *BBC News Yorùbá* with friends, family members, colleagues and parents.

Moreover, analysis from Table 6, shows that 153 (12.8%) chose that they do not engage in such discussion; 473 (39.5%) discuss the *BBC News Yorùbá* but not frequently and 584 (47.9%) frequently discuss contents accessed from the *BBC News Yorùbá* with friends, family members, colleagues and parents. Similarly, analysis from Table 5 further depicts the accessibility of youths to the *BBC News Yorùbá* and how it has impacted the cultural traditions of the Yorùbá people on them. This shows that 74 respondents (6.2%) do not have interest in the contents being churned out by the *BBC News Yorùbá*; 141 respondents (11.8%) say that they have access to the *BBC News Yorùbá*, however, their exposure to the content does not have much impact on them while 985 respondents (82.1%) have affinity for the Yorùbá cultural tradition from the organisation. Hence, it could be said that respondents perceived the *BBC News Yorùbá* as impactful in creating awareness on issues about the cultural traditions of the Yorùbá people.

2. Extent to which *BBC News Yorùbá* promotes Yorùbá cultural traditions of South-West Nigeria

Given the idea that the endangerment of Yorùbá language has emerged as a recurring factor and the focus of scientific evaluations by scholars from many linguistics and communication fields, *BBC News Yorùbá* has

decided to take a giant stride by bringing Yorùbá back to its feet for the sake of humanity and society at large through its various indigenous programmes on social media platforms, especially those programmes are youth-oriented.

Table 7. Relationship between marital status and extent to which the BBC News Yorùbá promotes Yorùbá cultural traditions

| | | Great Extent | Minimal Extent | Total |
|------------------------------|-------------|--------------------|----------------|-------------------------------------|
| Marital Status | Married | 437 | 72 | 509 |
| | Single | 571 | 80 | 651 |
| | Widowed | 12 | 2 | 14 |
| | Separated | 16 | 4 | 20 |
| | Divorcee | 6 | 0 | 6 |
| Total | 1042 | 158 | 1200 | |
| | | Value | df | Asymptotic Signif. (2-sided) |
| Pearson Chi-Square | | 2.607 ^a | 4 | .626 |
| Likelihood Ratio | | 3.296 | 4 | .510 |
| Linear-by-Linear Association | | .349 | 1 | .554 |
| N of Valid Cases | | 1200 | | |

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .79.

Table 7 presents the relationship between marital status and extent to which the *BBC News Yorùbá* promotes Yorùbá cultural traditions and contains the marital status of the respondents with Pearson Chi-Square coefficients to examine the extent to which *BBC News Yorùbá* promotes Yorùbá cultural traditions. These parameters indicate the significant influence of the differences in respondents’ marital status and the extent to which *BBC News Yorùbá* promotes Yorùbá cultural traditions. The fitted equation was used to construct the prediction that all parameters exert an impact in the *BBC News Yorùbá* promoting Yorùbá cultural traditions. This is a weak-positive and statistically-insignificant association with Pearson Chi-Square χ^2 of 2.607a, Linear-by-Linear Association of 0.349, and Asymptotic Significance value of 0.626. This shows that the *BBC News Yorùbá* does not correlate in promoting Yorùbá cultural traditions, which is insignificant at a 5% level. Thus, the relationship between *BBC News Yorùbá* promoting Yorùbá cultural traditions is modest in the overall test of significance. Meanwhile, marital status does not have a significant influence on the outcome of the *BBC News Yorùbá* in the promotion of cultural tradition, indicating that the dimensions are not pronounced in promoting Yorùbá cultural traditions.

Table 8. In your opinion, does BBC News Yorùbá promote Yorùbá cultural traditions?

| | Frequency | Percent | Total |
|----------------|-----------|---------|---------|
| Great Extent | 1130 | 94.2 | 1200 |
| Minimal Extent | 70 | 5.8 | (100.0) |

Concerning the opinions of respondents on whether the *BBC News Yorùbá* promote Yorùbá cultural traditions in Table 8, it was evident that most respondents agreed that *BBC News Yorùbá* promotes Yorùbá cultural traditions with 1130 (94.2%). At the same time, the remaining 70 (5.8%) thought that *BBC News Yorùbá* has not done enough to promote Yorùbá cultural traditions.

Table 9. If yes, how useful are the contents in promoting Yorùbá cultural traditions?

| | Frequency | Percent | Total |
|-------------------|-----------|---------|---------|
| Not useful | 39 | 3.3 | |
| Less useful | 26 | 2.2 | |
| Useful | 173 | 14.4 | 1200 |
| Moderately useful | 350 | 29.2 | (100.0) |
| Highly useful | 612 | 51.0 | |

Table 9 granulates the opinions of respondents that agreed to Table 7 which explains how valid contents of the *BBC News Yorùbá* promote Yorùbá Cultural traditions. Their responses confirm that 39 (3.3%) settled for ‘not being useful’ for promoting Yorùbá cultural tradition and 26 (2.2%) also considered it less

useful. 173 (14.4%) said it is useful, 350 (29.2%) of the respondents were moderately useful and 612 (51%) believed that contents of the *BBC News Yorùbá* promote Yorùbá cultural traditions.

Table 10. To what extent has BBC News Yorùbá improved your knowledge of Yorùbá cultural traditions?

| | Frequency | Percent | Total |
|---------|-----------|---------|---------|
| None | 102 | 8.5 | |
| Lowest | 21 | 1.8 | |
| Low | 124 | 10.3 | 1200 |
| High | 636 | 53.0 | (100.0) |
| Highest | 317 | 26.4 | |

The extent to which *BBC News Yorùbá* improved respondents’ knowledge of Yorùbá cultural traditions is depicted in Table 10, confirming that 102 (8.5%) have no cultural understanding resulting from *BBC News Yorùbá*, 21 (1.8%) with the lowest option and 124 (10.3%) were of the low intensity. Meanwhile, 636 (53%) of the respondents have the cultural knowledge resulting from the *BBC News Yorùbá* and 317 (26.4%) were of the opinion that they gained cultural knowledge from the *BBC News Yorùbá*.

Table 11. How impactful (in terms of creating awareness on issues that bother on cultural traditions of Yorùbá people) would you adjudge information received or accessed from the BBC News Yorùbá?

| | Frequency | Percent | Total |
|---------|-----------|---------|---------|
| None | 74 | 6.2 | |
| Lowest | 14 | 1.2 | |
| Low | 127 | 10.6 | 1200 |
| High | 686 | 57.2 | (100.0) |
| Highest | 299 | 24.9 | |

The question in Table 11 points out how impactful (in terms of creating awareness on issues of the cultural traditions of Yorùbá people) would respondents adjudge information received or accessed from the *BBC News Yorùbá*. Table 11 displays the extent of impact from none with 74 (6.2%), lowest with 14 (1.2%), Low with 127 (10.6%), High with 686 (57.2%) and highest with 299 (24.9). Hence, it could be inferred that respondents perceived the *BBC News Yorùbá* as impactful in creating awareness on issues on the cultural traditions of the Yorùbá people.

Table 12. Has BBC News Yorùbá succeeded in its drive to revitalise Yorùbá language?

| | Frequency | Percent | Total |
|----------------|-----------|---------|---------|
| Great Extent | 1042 | 86.8 | 1200 |
| Minimal Extent | 158 | 13.2 | (100.0) |

Table 12 explains whether *BBC News Yorùbá* has succeeded in its drive to revitalise Yorùbá Language. Evidence from respondents illustrates that the majority agreed that *BBC News Yorùbá* succeeded in its drive to revitalise the Yorùbá language with 1042 (86.8%). At the same time, 158 (13.2%) were of the opinion that *BBC News Yorùbá* has not done enough in its drive to revitalise the Yorùbá language.

In Table 8, most respondents agreed that *BBC News Yorùbá* promotes Yorùbá cultural traditions with 1130 respondents (94.2%) while the remaining 70 respondents (5.8%) thought that *BBC News Yorùbá* does not promote Yorùbá cultural traditions. Then Table 9 depicts that 39 respondents (3.3%) submit that the *BBC News Yorùbá* contents do not promote Yorùbá cultural traditions, 199 respondents (16.6%) note that its contents are moderately useful while 962 respondents (80.2%) agree that the contents of the *BBC News Yorùbá* promote Yorùbá cultural traditions. In addition to this, Table 10 discloses that 102 respondents (8.5%) do not gain any cultural knowledge from the *BBC News Yorùbá* which is contrary to the submission of 1098 respondents (91.5%) who were of the opinion that they gained cultural knowledge from the *BBC News Yorùbá* contents.

The *BBC News Yorùbá* equally promotes Yorùbá people’s culture and traditions through its analysis and application of different Yorùbá proverbs and witty sayings. As a result, most respondents agreed that there

is hardly any area of Yorùbá culture and traditions that *BBC News Yorùbá* does not cover and promote. It also emerges from the submissions of respondents that the *BBC News Yorùbá* has enhanced the rejuvenation of Yorùbá language and that people who do not have the grasp of English language now have an alternative platform of listening to news and events. Osa (2023) avers that most indigenous language stations like the *BBC News Yorùbá* give people the space to learn their language while journalists explore the language through the medium by encouraging people to learn Yorùbá language unlike before. This, in turn, enriches the lifestyle of the Yorùbá people through dynamic language use. Going by the analyses from Tables 7, 8 and 9 respectively, it was deduced that the *BBC News Yorùbá* promotes Yorùbá cultural traditions.

Discussion

To establish how many Yorùbá youths in South-West Nigeria have access to *BBC News Yorùbá*, the data confirmed that many Yorùbá youths have access to the *BBC New Yorùbá*. Meanwhile, the survey shows that more than 80% of the respondents are between the ages of 18 and 40, who by definition, are youths who have unrestricted access to their native language and culture online through social media technologies. Doing this will allow the youths to reclaim their identities that have been suppressed by society and other imperial pursuits (Wyman, et al., 2016). Cru (2018) points out that indigenous language use through digital media helps those who stay far away from their homes and villages by reawakening them of the cultural capital of their language. The large percentage of youths who have access to the *BBC News Yorùbá* further affirms the commitment of youths towards their indigenous language.

In assessing the extent to which *BBC News Yorùbá* promotes Yorùbá cultural traditions in South-West Nigeria, the data in Tables 7 and 8 show that there is insignificant relationship between *BBC News Yorùbá* Facebook page and promotion of Yorùbá cultural traditions. Thus, the 5% level of insignificance indicates that the dimensions of *BBC News Yorùbá* are not really pronounced in promoting Yorùbá cultural traditions. Correspondingly, findings from this work suggest that more research is needed to identify how predisposing factors affect *BBC News Yorùbá* in promoting Yorùbá cultures and traditions. The study was based on the contributions of the *BBC News Yorùbá*, aimed at preserving the Yorùbá legacy in particular and the revitalisation of the nation's indigenous languages at large. The study acknowledges the lax attitude of Nigerian youngsters towards adopting their native languages and cultural traditions, which puts the Yorùbá language in immediate risk of extinction. The study also criticises the media for failing to adequately promote indigenous languages through their various platforms while it calls on language experts and scholar to contribute meaningfully to the survival of Yorùbá language.

Finally, data confirmed that respondents concur that there is need for language stakeholders in Nigeria to come together and work on language policy framework that prepares the youths on how to select their language from the media and master the art of Yorùbá language appropriately. The result further showed that *BBC News Yorùbá* has contributed to the development of journalism in the Yorùbá-speaking regions by setting standards for professionalism and impartiality (BBC News, 2020).

Conclusion

BBC News Yorùbá has played a significant role in shaping public opinion and providing reliable news in a region often characterised by political instability, economic challenges and media censorship. *BBC News Yorùbá* continues to evolve, maintaining its commitment to providing accurate news in the Yorùbá language. Its ability to adapt to the changing media landscape, with a growing emphasis on digital and social media platforms, has ensured its continued relevance. Despite its short period of establishment, *BBC News Yorùbá* has contributed stupendously to the media space by informing and educating the Yorùbá-speaking public.

To increase the vitality of Yorùbá language and protect it from losing its important domains and consequently being endangered, it is recommended that intentional and purposeful efforts must be mounted by all the stakeholders on the sustenance and continuous use of the language ranging from the speakers of the language to media management and policymakers and more importantly, government which should legislate on how to guard the language from going into extinction. To further safeguard Yorùbá language from

imminent death, there is also need for proper documentation of Yorùbá cultures, traditional occupations, medicine and technology among others - these will be a panacea to the endangerment of Yorùbá language.

The findings of this research demonstrate that the establishment of *BBC News Yorùbá* aims to revitalise Yorùbá language and enhance the quality of information accessible to the diverse populations in South-West Nigeria. The broadcast medium is a viable tool for reviving Nigerian indigenous languages which emphasises the role the media play in bringing indigenous languages back to life. Government, parents, schools' owners, policymakers and language planners are among the important stakeholders who must act swiftly to revitalise Yorùbá language from going into extinction. Repositioning the language and increasing cultural awareness will accomplish this, by encouraging a typical Yorùbá person to take pride in their native identity.

Future studies should concentrate on the media's function as social change agents. Local media outlets should collaborate closely with academic institutions to integrate 'the town and the gown' in programme design, policy and planning, particularly for youth-focused programming in Yorùbá language. To achieve this collaboration, a study on children's media, such as children's literature and television programs would shed light on how children are encouraged to embrace their native languages, cultures and traditions. Additionally, scholars should look into the challenges that prevent the establishment of wholly indigenous stations, such as funding, poor ad patronage and lack of qualified personnel and equipment while government should champion the establishment of Yorùbá academy, which would be entrusted with academic research into the customs and cultures of the Yorùbá region in South-West Nigeria.

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