

**AUDIENCE ATTITUDE AND PERCEPTION OF PIDGIN ENGLISH
BROADCASTING IN ENHANCING NEWS COMPREHENSION AMONG
RURAL SETTLERS**

BY

**JIBRIL NANA AISHA
ART2000693**

**A PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF BACHELOR OF ARTS TO THE
DEPARTMENT OF MASS COMMUNICATION, FACULTY OF ARTS,
UNIVERSITY OF BENIN, BENIN CITY**

JANUARY 2025

DECLARATION

This project is based on a study undertaken by me (JIBRIL NANA AISHA), in the Department of Mass Communication, Faculty of Arts under the Supervision of DR. (MR.) NNABUIFE CHUKWUNONSO.

All ideas are the products of my personal research, where the views of others were used, they were duly acknowledged.

JIBRIL NANA AISHA
Art 2000693

CERTIFICATION

This is to certify that the research carried out by Jibril Nana Aisha with the matriculation number ART2000693 in the Department of Mass Communication, Faculty of Art, University of Benin, in partial fulfilment of the requirements for the award of Bachelor of Arts Degree in Mass Communication.

Dr. Nnabuike Chukwunonso
Project Supervisor

Date

Dr. D.O Ekharefo
Head of Department

Date

DEDICATION

This research work is dedicated to God Almighty for his guidance, strength, protection, knowledge and understanding during the period of this study.

ACKNOWLEDGEMENT

First of all, I want to appreciate God Almighty for his wisdom, protection and guidance all through this journey.

I want to specially thank the following persons who have supported and encouraged me in one way or the other. Dr. Daniel (H.O.D Mass Communication UNIBEN), Dr. NNABUIFE CHUKWUNONSO and all other lecturers that have greatly contributed to my learning and stay in the prestigious university of Benin.

To my lovely parents Mr. and Mrs. Jibril, and all my siblings who have been there for me physically, financially, spiritually and psychologically.

Lastly, I want to acknowledge everyone who supported me, Eke Joan, Abdul Fatah Abbas, Umar Abdul Waheed and all others who contributed to the success of this research work, I humbly appreciate all your efforts.

TABLE OF CONTENTS

Title Page	-	-	-	-	-	-	-	-	-	i
Declaration	-	-	-	-	-	-	-	-	-	ii
Certification	-	-	-	-	-	-	-	-	-	iii
Dedication	-	-	-	-	-	-	-	-	-	iv
Acknowledgments	-	-	-	-	-	-	-	-	-	v
Table of contents	-	-	-	-	-	-	-	-	-	vi
Abstraction	-	-	-	-	-	-	-	-	-	viii

CHAPTER ONE: Introduction

1.1	Background of the Study	-	-	-	-	-	-	-	-	-
	1									
1.2	Statement of the Problem	-	-	-	-	-	-	-	-	4
1.3	Objectives of the Study	-	-	-	-	-	-	-	-	-
	5									
1.4	Research Questions	-	-	-	-	-	-	-	-	6
1.5	Significance of the Study	-	-	-	-	-	-	-	-	7
1.6	Scope of the Study	-	-	-	-	-	-	-	-	7
1.7	Operational Definition of Terms	-	-	-	-	-	-	-	-	-
	8									
1.8	Limitations of the study	-	-	-	-	-	-	-	-	-
	8									

CHAPTER TWO: Literature Review and Theoretical Framework

2.1	An Overview of Nigeria Pidgin English Language	-	-	-	-	-	-	-	-	10
2.1.2	Advent of Pidgin in Nigeria	-	-	-	-	-	-	-	-	11
2.1.3	Status of Nigeria Pidgin English	-	-	-	-	-	-	-	-	13
2.1.4	Relation between Language and Communication	-	-	-	-	-	-	-	-	15

2.2	Conceptual Review	-	-	-	-	-	-	-	17
2.2.1	Concept of Pidgin English	-	-	-	-	-	-	-	17
2.2.2	Broadcasting	-	-	-	-	-	-	-	18
2.2.3	News comprehension	-	-	-	-	-	-	-	20
2.2.4	Rural Areas	-	-	-	-	-	-	-	22
2.2.5	Attitude and Perception	-	-	-	-	-	-	-	-
	23								
2.3	Empirical Study	-	-	-	-	-	-	-	-
	24								
2.4	Theoretical Framework	-	-	-	-	-	-	-	-
	30								
2.4.1	Perception Theory	-	-	-	-	-	-	-	30
2.4.2	Knowledge Gap Theory	-	-	-	-	-	-	-	32

CHAPTER THREE

3.1	Research Methodology	-	-	-	-	-	-	-	-
	33								
3.2	Population of the Study	-	-	-	-	-	-	-	-
	33								
3.3	Sampling Size	-	-	-	-	-	-	-	33
3.4:	Sampling Technique	-	-	-	-	-	-	-	34
3.5:	Research Instrument	-	-	-	-	-	-	-	34
3.6	Research Instrument Validity	-	-	-	-	-	-	-	34
3.7	Method of Data Collection	-	-	-	-	-	-	-	35
3.8	Method of Data Analysis	-	-	-	-	-	-	-	35

CHAPTER FOUR: Presentation of Data and Discussion of Findings

4.1.1	Data Presentation and Analysis Based on the Demographic								
-------	---	--	--	--	--	--	--	--	--

	Data of Respondents	-	-	-	-	-	-	-	36
4.1.2	Presentation and Analysis of Psychographic Data of Respondents	-							40
4.2	Discussion of Findings	-	-	-	-	-	-	-	-
	48								

CHAPTER FIVE: Summary, Conclusion and Recommendation

5.1	Summary	-	-	-	-	-	-	-	58
	Conclusion	-	-	-	-	-	-	-	59
5.2	Recommendation	-	-	-	-	-	-	-	59
	Reference	-	-	-	-	-	-	-	61
	Appendix	-	-	-	-	-	-	-	63

ABSTRACT

The study is focused on analysing audience attitude and perceptions of pidgin English broadcasting in enhancing news comprehension among rural settlers. The objectives of the study were to Investigate the attitudes and general perception of rural settlers towards Pidgin English usage in broadcasting, assess the effectiveness of Pidgin English in enhancing news comprehension among rural settlers, examine how certain factors affect the attitudes and comprehension of news in Pidgin English, determine the impact of Pidgin English broadcasting on the engagement and participation of rural settlers in news-related discussions and to investigate the communication gap between the rural settlers and the media. The researcher employed survey research method and made used of questionnaire as a research tool. A total of 396 questionnaire was used in gathering data for this study. Findings shows that majority of rural settlers considers pidgin English as a suitable language for news broadcasting. The study explains that pidgin English usage in news broadcasting, has made rural audience more engaged in pidgin news than standard news. Thus, news becomes more interesting, entertaining and educative, arousing their cognitive ability to comprehend news program. In conducting this study the researcher also found out that pidgin news has heightened their news literacy, giving them better insight to partake in news related discussions. The researcher therefore concludes that pidgin English language as a tool for broadcasting servers as a horizon between rural settlers and the media.

CHAPTER ONE

INTRODUCTION

1.2 Background of the study

West African Pidgin English took the maturity of its vocabulary, from the dominant colonial language in the terrain where it developed (English), and much of its sound system, alphabet, rhythm pattern and syntax gotten from the original substrate local languages of West African Niger-Congo. Pidgin English language was first used between the Portuguese and African traders in the 15th century and later on, it became a language of commerce between the British and Africans during the African slave trade. Right from the nativity of the pidgin English language, West African pidgin English has taken substantial growth and has brought about the inception of Nigeria's Pidgin English (Esizimotor, 2010)

Today, Pidgin English according to the British Broadcasting Corporation (BBC, 2017), is a hybrid language spoken by more than 75 million people across Nigeria, Cameroon, Ghana and Equatorial Guinea. In Nigeria, Pidgin English language is spoken by over 5 million people as a primary language (BBC, 2016).

However, colonization brought about English culture, which is now identified as the general official culture of Nigeria. According to Ativie (2010)," Language is an expression of culture and a way by which social groups of a people are perceived and understood. In light of this, Nigeria's native language, away from its three major languages, is the English language which is defined by their ways of life, mode of

dressing, ethics, and values

This adaption is what Udofot, as cited in Ativie (2010), referred to as "Nativization". Udofot defines Nativization as "the process through which a language external to a community adapts to the culture and language of the community which uses it as a fresh language but retains numerous features of the language as used by its native speakers" (p. 96). There is no denying that English language is Nigeria's official language, and it's spoken by 53% of Nigerians. The use of the English language in broadcasting has always been considered an indispensable tool (Etu et al., 2022). This is because the public erroneously perceives Nigeria Pidgin English as a mediocre or sub-standard language primarily destined for the semi-illiterate and illiterate members of the society (Agheyisi, 1971).

Instead, in place of Nigeria's Pidgin English language, they have defined the use of English and the three officially acknowledged indigenous languages (i.e. Hausa, Igbo and Yoruba) for mass communication and this has always been biased toward uneducated and non-literate members of the public. And has created wide knowledge gap between the higher society and lower society. Media messages disseminated in English cannot be easily comprehended by rural people, as Standard English is not frequently used among them. Therefore, diminishing the value of an effective communication and this, over time breached the communication gap between the literate and the non-literates.

This is what Udosimor 2013, considered to be "urban bias and media

dependent on literacy", leaving the non-literate behind. Communication is a necessity for human relativeness and bonding to foster understanding, cohabitation and development. One of the essential principles of communication is understanding. Understanding can only be measured when language use in communicating is mutual between the encoder and the decoder. It is on the base of enhancing communication that broadcast communication was developed.

Broadcast communication is a field of mass communication that pertains to audio and visual content to entertain, inform and educate a large number of people. Broadcasting is very crucial in Nigeria because a majority of Nigerians rely on television and radio as a credible source for their information, education, and entertainment (Asemah, 2020).

According to the journal "Historical Development of Broadcasting in Nigeria", broadcasting which started with radio in Nigeria, has been in the formal English language and the three major Nigerian languages (Yoruba, Hausa, and Igbo) until recently when Nigerian Pidgin English-speaking radio station was established in 2007, and its effectiveness has been measured to fostering inclusivity and national development.

According to the United Nations World Population Prospect statistics as of 2022, Nigeria had a total of 46.48% rural settlers. Due to development challenges and Nigeria as a developing country, studies have shown rural settlers have access to radio media over television and newspaper media. Their main media stream is the radio,

because of its flexibility and easy reach.

Rural settlers are large numbers of heterogeneous, scattered and unknown people living on the outskirts of a city. Rural areas are more engrossed with developmental challenges than urban areas thus restricting their access to certain social needs. The differences among these people in language aspect and civilization made them adopt a border language (pidgin). This adopted language serves as a great means for the media to engage rural settlers in development activities. Communication has proven to be an effective and efficient strategy for the development of rural areas.

The above explains the assertion from Okunna 2002, which states that "The very role of 'language in broadcasting' make both language and broadcasting serve as means to communication end. Language serves as a means of broadcasting just as radio serves as a media of mass communication". This clearly states the integrity between language and broadcasting, and language is a crucial tool in broadcasting just as there is no mass communication without the media. Therefore, the choice of language used by the broadcaster must be understood by the listeners.

1.2 Statement of the Problem

Communication is a social interaction process. It is an essential part of our daily life. It is a process of creating, exchanging, and sharing ideas, information, opinions, facts, feelings, and experiences between a sender and a receiver. However, one of the factors that affect communication is linguistic noise. This results from the way language is used in communication (Asemah, 2011). When a communication is

being passed the source must use a language the receiver will not misinterpret and can selectively retain.

The level of knowledge gap between the literate and non-literates in the country is highly discriminating. There seems to be ignorant discrimination in the language in which information is disseminated, its accuracy and the populace of the country it reaches. Information is fundamental to the existence and survival of individuals, groups, societies, and nations. Language is the most important aspect of information. It plays a vital role in helping people build bridges of relationships. At the same time, language could act as a barrier in communicating when there's no “border language”.

The general perception is that the majority of Nigeria’s populace, especially those in rural areas, are not carried along on issues of national interest due to their inability to comprehend Standard English in broadcasting. However measuring the status of the Pidgin English language as a borderline language among rural residents of Benin City, this study seeks to know how rural settlers perceive the Pidgin English language as a tool for enhancing their news comprehension.

1.3 Objectives of the Study

The research work is to:

1. Investigate the attitudes and general perception of rural settlers towards Pidgin English usage in broadcasting.

2. Assess the effectiveness of Pidgin English in enhancing news comprehension among rural settlers.
3. Examine how factors such as age, education level, and occupation affect the attitudes and comprehension of news in Pidgin English.
4. Determine the impact of Pidgin English broadcasting on the engagement and participation of rural settlers in news-related discussions.
5. Investigate the communication gap between the rural settlers and the media.

1.4 Research Questions

1. What is the attitude of rural settlers towards Pidgin English as a medium of news dissemination?
2. How effective is Pidgin English in enhancing comprehension among rural settlers?
3. What demographic factors are most influential in shaping the perception of Pidgin English broadcasts among rural settlers?
4. How does the use of Pidgin English in news broadcasting impact the comprehension of current events among rural settlers?
5. How can the use of Pidgin bridge the communication gap between rural areas and news producers?

1.5 Significance of the Study

This study is not carried out solely to meet the requirements for the partial fulfilment of the award of a Bachelor of Art (B.A) degree in mass communication but will also help other researchers and related communication organizations to determine the extent pidgin English broadcasting has efficiently enhanced news comprehension among rural settlers.

This study will be relevant to society as it will bridge the gap between the Urban and Rural settler discrimination, as well as the literate and the non-literate citizens in their equal contribution to national growth through their active participation in news-related discussion. The study will foster equality of different social classes in the society and promote communal and national development as well as inclusivity of rural settlers.

Nigeria is a multilingual country with over 500 spoken languages, there have been rising issues of language as a barrier to communication and message comprehension. Also, the study will help scrutinize the language barriers in communication and information dissemination.

1.6 Scope of the Study

The scope of the research will be limited to the critical assessment of Benin rural settlers who are conversant with Pidgin English broadcasting, this will determine how pidgin English language as a medium of broadcasting plays a crucial role in news comprehension among rural settlers and bridge the communication gap.

1.7 Operational Definition of Terms

Audience Perception: In this study, referred to listeners and viewers of Pidgin English broadcast content.

Broadcasting: in this context, referred to all forms of electronic media content such as NEWS and programs, among others.

Comprehension: referred to the cognitive ability of receivers to process broadcast messages and act accordingly.

News: in this research work, news refers to any current, and important information or happenings in the society.

Nigeria Pidgin English (NPE): the researcher uses this phrase to refer to a Nigerian genre of English which is an unofficial lingua-franca in the country, which is also referred to as Creole and broken English in Nigeria.

Rural Settlers: the study defines the term as people who primarily live on the outskirts of towns in Benin City.

1.8 Limitations of the study

This study is not without limitations.

1. The researcher was constrained in time to effectively carry out this research.
2. Damage to some physical questionnaires, reducing the initial sample size of the study.
3. Financial constraints, the researcher was not financially buoyant to access certain theoretical materials essential for this study.

4. Reluctance of some rural residents to partake in the study, even after sensitisation.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 An Overview of Nigeria Pidgin English Language

A major genre that has emanated from the Nativization of the English language is Nigerian Pidgin English. In other words, when a language is used as a means of contact or communication between persons having no other language in common and when this particular language is native to none of these people using it, it is called a pidgin.

Nigeria Pidgin English used to be seen as a coded language used for communicating by the non-literate as well as a bastardization of English, therefore was considered a mark of the level of one's proficiency (Akande & Salami, 2010). Akande noted that the sociolinguistic reality in Nigeria today is such that NPE is spoken by university graduates, professors, lawyers, and journalists. It has also been demonstrated that NPE is not used only in informal settings but also in offices and other formal settings (Akande, 2008). In other words, the claim that NPE is the code of the non-literate does not seem to have validity as "there are a lot of educated speakers in Nigeria who can use both Standard English and NPE proficiently" (Akande 2008).

According to (Ezekwe Angela 2018) she noted that the development of Pidgin English in contemporary Nigeria has brought about peace, unity, and harmonious society even as far as bridging the gap in communication between people of different

social statuses, tribes, and religious affiliations. Supporting Akande's views, she explained that Pidgin English is also being used by professionals of English in writing literature texts, journals, and books, and even in the media sector in disseminating messages on newspapers, radios, and television shows. Ezekwe's view is that the notion of acceptability for Pidgin English can be used in formal and informal modes while addressing heterogeneous audiences of the media.

2.1.2 Advent of Pidgin in Nigeria

The origin of pidgin in Nigeria could be historically traced to the settlement of foreigners (Western Europeans) in Nigeria. European trip was propelled by commercial, religious, and political motives. The Portuguese started making successful trips to the coast of West Africa as early as 1482 AD in search of gold, spices, and slaves, and they were the first Europeans to arrive in the Niger Delta. The Nigerian Pidgin English can be dated as far back as the 17th century during the trade that took place between Nigerians and Portuguese merchants. In a piece published by Linda Okey (2018), it can be deduced that during the European quest for new markets and raw materials, they settled in some West African countries, and amidst them was Nigeria.

According to Esizimotor the sort of contact that led to the development of pidgin in the Niger Delta began with the direct and sustained contact between the Niger Deltans and Western Europeans who came to the region. Because of the urgency of their contact needs, they could not learn or master any of the other's languages, and

so they inadvertently developed a contact language, Pidgin English language (Esizimotor, 2010). This explains the concept of Elugbe & Omanor's (1991) definition of Pidgin as "some kind of a marginal language that arises to fulfil specific communication needs in well-defined circumstances." Also they went further to identify four means by which people or groups of uncommon and indefinite languages can communicate. Among these options is the Pidginisation option, which was adopted by the Portuguese in trading with Nigerians.

Elugbe and Omanor, quoting Hall (1966), also stated that two indices qualified a language as pidgin, "Its grammatical structure and its vocabulary must be sharply reduced; secondly, the resultant language must be indigenous to none of those who use it" (Elugbe & Omamor, 1991). It is under this context that the "marginal language" used for trading by the Portuguese and Nigerians is now referred to as Nigeria Pidgin English (NPE). The contact language was limited to just a few words. But more lexical items, especially nouns and verbs, were added to the minimal pidgin as their communicative experience and trade activities broadened to other aspects outside of trading.

To complement the words available in the rather minimum pidgin, speakers made extensive use of circumlocution (Esizimotor, 2010). From just a few speakers, the number of speakers of the pidgin language grew as further and more people in the trading communities of the Niger Delta region adopted the language. The language became a healthy business language for numerous traders, settlers and natives who

were from different ethno-verbal. Steadily it also became a means of communication between the coastal and inland natives of the Niger Delta. (Esizimotor, 2010).

Today, it is the most widely spoken language in Nigeria, and almost all 250 ethnic groups in Nigeria have begun to add their lexical variation to NPE, making it easier to be understood by both mother-tongue speakers and other native speakers. Some examples according to Igboanusi 2008; "The Yoruba uses words such as 'Se' (pronounced Shay) and 'abi' when speaking pidgin. These are often used at the start or end of an intoned sentence or question. E.g., "You are coming right?" becomes "Se you dey come?" or "You dey come abi ?". While the Igbos added word such as "Nna" to show spirit of oneness. E.g. "Man, I could not read" becomes "Nna, I no fit read" (Igboanusi, 2008).

Other examples include "Omo" commonly used in Benin when speaking Pidgin and it's used to show camaraderie just like the Igbo "Nna". "Abeg" which means "please" There are still some Portuguese words present in the NPE such as: "commot"- (go), Sabi(to know), and pikin (child).

2.1.3 Status of Nigeria Pidgin English

Nigeria pidgin has been seen as a language spoken by the non-literate members of the society and is even regarded as a bastardization of the English language. "Nigeria pidgin English lacks admiration because it is seen by many Nigerians as a "bad" form of English and associated with a socially deprived set of people" (Herbert 2008). Pidgin English speakers in Nigeria were normally regarded as the lower class

in society. It is usually spoken by gatemmen, market women, youth, and children who live in the suburbs and rural parts of the country. According to (Akande et al, 2012) it is a code language for the non-literate.

According to Beryl, (2020), Nigeria adopted the three major languages; Hausa, Yoruba, and Igbo to minimize the internal difference. He further explained that Pidgin English has become more spoken than the three regional languages; Hausa, Yoruba, and Igbo. He noted that "even now advertisement, News, public announcement and announcement from the government are disseminated in pidgin English to ease the dissemination and understanding of the message".

In light of other related research work and authors such as Elugbe and Omamor,(1991), Egbokhare,(2003), and Igbinovia,(2008) among others, Nigerian Pidgin English is no longer restricted in its use. Playwrights such as Tunde Fatunde and Ken-saro Wiwa adopted writing in Nigeria Pidgin English as a primary mode of communication (Okome, 2001). It could be rightly argued that Nigerian Pidgin is a lingua franca in the country even if not officially accepted. This is because researchers have shown that it is the most effective means of communication and interaction among the illiterate and even the literate people of different ethno-linguistic backgrounds and societal statuses (Bello, 2015). Jibril (1995) asserts that: "Today, the function of Nigerian Pidgin has become widespread. Apart from expanding its wings as a lingua franca on ethnically heterogeneous areas, it is now used in radio and television broadcasts."

Currently, there are many “areas of Nigeria where Nigerian Pidgin has acquired mother tongue status” Elugbe (1991). In some areas, it is adopted as a second language. The peculiar use of Nigerian Pidgin as a first or second language is predominant among the people of Rivers, Port Harcourt, Delta and Edo-Benin parts of Nigeria, where it is predominantly used among the speakers for communication needs (Dada, 2013), (Bello, 2015). These instances have proved that the use of Nigeria Pidgin English in broadcasting is crucial in enhancing news comprehension and message understanding amongst Benin rural settlers.

2.1.4 Relation between Language and Communication

The mass media particularly the broadcast media over time has been a stream of information for the public. Broadcast media which consists of radio and television, has been an effective media for mass communication because of its audio-visual characteristics. These distinctive communication features are what classify a media as "broadcast media". This brings us to communication through broadcast media. Communication is the process of interacting and sharing information from one end to another. Communication is not complete when the encoder cannot make a meaningful exchange with the decoder. This explains Asemah 2020, citing Lasswell Maxim who stated that "communication consists of who says what, to whom, to what effect". It is on these three factors that many scholars of communication have circumscribed the field of communication. That is communication is to produce a desired effect from the audience.

Language according to Sanusi (1996) is a "medium of thought" (pg8), just as radio is a medium of broadcasting. Sanusi describes language as a way of sharing one's ideas, feelings, emotions, and intentions and reacting to humans and situations, this is why Schramm points out that broadcast programs should be in line with the audience's culture and the language they are speaking for communication to be effective. The assertion from Sanusi 1996 explains language is not just a tool for communication, but also a fundamental medium through which the audience organizes and understands the message. The influence of language on communication effectiveness cannot be overemphasized. It is on the stand of effective communication, news comprehension can be enhanced.

Pidgin English has been researched to be a "borderline language" spoke by non-literate and literate members of society. It has no barriers or mother tongue influence, unlike the English language. According to research "The influence of mother tongue in the broadcasting industry in Nigeria" conducted by Akpan et al ascertain the grammatical structure of the English language used by broadcasters is usually affected by a "mother tongue". And this is what he refers to as semantic noise in broadcast media messages or information. He further explains that "effective communication is of utmost importance and noise either in grammatical structure or external interference, affect effective communication". This explains the integrity between language and communication.

According to Dominick (2005), “semantic noise occurs when people have different meanings for different phrase and words”. He further explained that audiences attribute meaning to media messages as they relate to their ways of life. When there is a semantic noise or linguistic noise in broadcast media messages, the communication process is hindered.

2.2 Conceptual Review

2.2.1 Concept of Pidgin English

Over the years, the adopted Pidgin English language has been defined by many scholars of linguistics and communication. Nigerian Pidgin English is an English-based Creole language that is widely spoken throughout Nigeria and other nearby countries. It has been referred to by different names, especially by the literate. Some call it "Broken English", "vernacular", "bad English", and “creole language" among many others.

However, Pidgin English according to Aesthetics and Utilitarianism in Languages and Literatures, (1990) quoting David De Camp (1971), "A pidgin is a contact vernacular, normally not the native language of its speakers. It is used in any situation requiring communication between persons who do not speak each other's native languages. It is characterized by its limited number of vocabulary, an elimination of many grammatical devices (De Camp 1971).

Holm's definition of pidgin, "A pidgin is a reduced language that results from extended contact between groups of people with no language in common; it evolves

when they need some means of verbal communication, perhaps for trade, but no group learns the native language of any another group for social reasons that may include lack of trust or close contact. (Holm's 1988: 4-5).

Plagg defines pidgin as "a marginal language which arises to fulfil certain restricted communication needs among people who have no common language". It is a language that has little or no barrier, it is a "marginal language" that is used among groups with no common language to understand each other.

As explained by many intellectuals, Pidgin English is a non-native language that aids people of different mother tongues in understanding each other. It is a language of connectivity adopted by different people with different native backgrounds to foster understanding through communication. This is the barrier that the Pidgin English language has been able to manage across different continents, especially in Africa, and Nigeria to be precise.

2.2.2 Broadcasting

In the field of mass communication, broadcasting is defined as the dissemination of information through radio, and television which are now further subsection into online TV and web radio. According to the EBSU Journal of Mass Communication, "broadcasting is primarily a medium for the prompt delivery of information through carefully designed and selected programs covering news, information, and music among others". For this study, the word broadcasting encompasses all segments of broadcasting programs from TV programs, news, TV

shows and other various broadcast programs. Mass media audiences are heterogeneous in nature, this is why they differ in age, income, education, social status as well as places of residence (Dominick, 2005) pg18.

As broadcasting evolved, programs now make use of NPE as a language for disseminating information to large audiences. Studies and research by scholars have shown that language plays a crucial role in communication. NPE is a common language that is now been understood by the literate and illiterate, as it is often spoken in the day-to-day transaction by the majority of the Nigerian public. So it is safe to say that NPE is no longer a foreign language to a larger number of society.

Mass communication involves large and heterogeneous audiences, the public and groups connectively passing information from an encoder to a decoder through media channels Dominick (2005). On this stand there is a need to be a “public language” understood by both the encoder and decoder and the usability of the Pidgin English language in Nigeria, has become a “public language” making it a more reliable tool for broadcast communication. This has over the years promoted broadcasting to be done more in the Pidgin language especially programs of national interest.

According to Oludare's research work on Pidgin English broadcast in Nigeria; implication for development, Pidgin English language has been an effective tool to promote national development through various broadcast programs such as the

WAZOBIA FM and Naija FM has greatly "enhanced listeners' understanding of national and developmental issues".

Broadcasting has rapidly evolved and it has become a more reliable news stream for the public. This is why programs should be structured in a language that is familiar to the audience, one the audience can easily comprehend the message. Today, some stations broadcast purely in NPE such as WAZOBIA TV, and WAZOBIA FM while some other stations broadcast certain programs in NPE such as WBOSUNU, Man Around Town, pidgin news.

2.2.3 News comprehension

Comprehension in everyday language according to Frank Smith 1975, simply means "making sense". In a psychological term, he defines comprehension as "relating new experience to what is already known". He went further to explain that comprehension is often assumed to refer specifically to "language", and language according to Sanusi 1998 is a "medium of thought". Language On these notions to the research, we can term news comprehension as the cognitive ability to make sense out of language used in broadcasting informative messages by relating message content to prior knowledge.

However certain factors are associated with comprehension such as age, gender, social environment, prior knowledge and language. Frank explains that females are more likely to pay attention than males. Messages can be easily comprehended when situations are relatable to the audience. He further mentioned that

the key factor to comprehension is language. With all the factors that contribute to comprehension, language is the only flexible factor that will help the listener interpret information to their mind's capability.

The notion of news broadcasting is ordinarily known as the process of gathering and broadcasting messages to a heterogeneous audience to inform, educate and entertain them. Sometimes even when communication is well structured, concise, precise, well illustrated, relevant and broadcast through accessible media, the audience can be misinformed, and unentertained and the purpose of the message gets lost between the language of the broadcaster and the comprehensive mind of the audience.

According to Giovanni 2020, comprehension has always been the missing "link" in communication which is more important than communication itself". Comprehension is an important part of gaining and understanding messages. However, it is more likely to be lost in translation, when the other party cannot comprehend the message. Frequently, comprehension is more important than the communication itself." For instance, if communication is passed to an audience who aren't in medical field certain medical registers (language) won't be understood by the audience, thus compromising the intended meaning or indeed leading to misinformation. Most studies on communication have focused more on effective communication rather than effective comprehension.

News broadcasts should be more weaved on effective comprehension by the audience rather than effective communication by the broadcaster. As the purpose of

news is set on recent events in the country or world or a particular area of activity, this information could only be of most importance to the public in general and mostly the targeted audience. This why messages must not only be crafted to be communicated but also be broadcast in a language common among its audience to close a gap in misinformation and misinterpretation of news and enhance comprehension.

News comprehension is the cognitive ability of a news audience to intensively understand information disseminated by a broadcaster. Communication is not effective if the audience cannot comprehend the information passed and at such does not influence the behavior of the audience" which is the broad objective of communication, (Asemah, 2020). According to Asemah, for communication to be effective, there must be a mutual understanding between the presenter and the receiver. It is only when comprehension has taken place that communication becomes effective.

2.2.4 Rural Areas

According to Asemah 2022, a rural area is a sparsely populated area outside of the limits of a city or town or a designated commercial, industrial or residential centre. These areas are generally refer to districts that are not developed, where you still have high traditional life style. He further asserted Udoaka, 1998 who stated that when the word “rural” is said certain images are conjured in our minds. These images manifest themselves in the form of bad roads, poor sanitation, and high rate of illiteracy.

Rural settlements are situations where people settle on the outskirts of a city, and these settlers usually have little or no access to development, education and

socialization. Communities, regions and settlements have been segmented into groups over time as urban and rural areas. Each area has been classified by its level of developmental growth and adaptation to other cultures. Rural areas are classified as areas that have little exposure to social changes, slow developmental changes and are sometimes considered primitive areas. Contrary to what is obtainable in urban areas they have greater social homogeneity,

Mass media over time has been a great tool for connecting different edges of the world through the media and their messages. Rural areas are not exempted from these connections. Communication has always been a great tool for enhancing and implicating development in rural areas. These developmental messages are usually designed in Pidgin so the aim of development can take cause. News, up-to-date information, public information and broadcasts and all that the media has to offer are what have kept rural areas from extinction. That is why the broadcast organization needs to dish out this information as it sits well with the rural culture.

2.2.5 Attitude and Perception

According to Kendra Cherry a psychologist, he states that attitude is a learned tendency to evaluate people, objects, ideas, and events in a certain way. Such evaluation could be negative or positive and sometimes uncertain. Attitude can have a powerful influence over behavior and affects how people act in various situations. He further explains that attitudes are cognitive and behavioral (Kendra 2023).

The International Journal of Advance Research in Management and Social Science identified three components of attitude which are; Affective components, Cognitive components, and Behavioral components.

2.3 Empirical Study

Broadcasting language has had a greater impact on information dissemination, how broadcast language affects audience interpretation, comprehension and attitude toward all sectors of broadcasting. In a study conducted by Arijeniwa Adedeji Fred, 'Audience Perception of Pidgin English Advertisement in Nigeria' 2017. Arijeniwa's research work evaluates that the pervasiveness of the Pidgin English language in Nigeria has made it an easy comprehensive language.

This study focuses on Pidgin English language as an essential tool to promote effective communication among diverse people. Arijeniwa investigated how audiences in Benin-city, Nigeria perceive advertisements in Pidgin English on broadcast media. The ethnic diversity of market men and women, as well as the general public in Benin-city, makes Pidgin English regarded as the best medium of public interaction for carrying out their daily activities. His research work also deliberately explains that due to the limited knowledge of the audience and the higher percentage of the less literate public, news programs and advertisement is not comprehensively understood by a large number of their audience when broadcast in standard English.

Arijeniwa's study shows that this audience mostly understands the surface of standard Nigerian English while some of them cannot comprehend these messages. He

employed a survey research method, using 200 closed-ended questionnaires to gather measurable data used for his study. His findings showed that Pidgin English usage in advertisement (broadcast) helps to correct misunderstandings and misconceptions of advertising messages to easily arrest the interest of the audience.

His study suggests that the Pidgin English language in Nigeria can operate as a “de facto lingua franca”. He highlighted the extent to which Pidgin English if marked as a “de facto lingua franca”, can facilitate communication across language barriers as well as foster social cohesion and national unity. However, other studies should be carried out to know the acceptability of the general public on Pidgin English language usage in broadcasting.

A research work undertaken by Ibitoye Elizabeth Oluwatosin, Audience Perception of Pidgin English Usage in Broadcasting Media (A study of Ikorodu local government) 2019, evaluates that communication is not just a way of exchanging information but a way to create and share meaning as well as fostering mutual understanding between presenters and audience. One of the core essentials of communication is feedback and effective communication. This is why the Osgood-Schramm model emphasises feedback in the communication model. The model acknowledged that effective communication goes beyond sending out information to an audience. It involves active engagement of the audience, considering feedback and understanding the context (Asemah, 2020).

Ibitoye, to a large extent, examined Pidgin English usage in broadcast media and how it has helped Ikorodu residents, a rural area in Lagos state, Nigeria, to have a better understanding of news content and advertisement. There is a wide disparity and knowledge gap between the literate and illiterate in the country, and the usage of NPE in different aspects of learning, such as literature books, has served as a language of connectivity and bridging of different members of the society.

However, the study identified that there is a public ideology on the usage of NPE in the media and for that, more media content is broadcast in standard English, leaving the rural residents out of matters of national interest and limiting their contributions to national development.

This study shows that the use of Standard English in radio and television content created misconceptions and misinterpretations of media content by a good number of Ikorodu residents. With the findings of the study, the majority of Ikorodu residents accept the usage of NPE in media messages. The research exposes that listeners of Pidgin radio and television programs find it more interesting, arrest audience attention and give life to media content. How Pidgin English presenters disseminate the program is different from that of Standard English.

Ibitoye research work reveals that while some of the respondents may not accept the usage of Pidgin English in media programs because they are of the ideology that it is only used by the illiterates, 97% of the respondents speak Pidgin and agreed that Pidgin English usage has a positive influence in the media.

This study, Audience Attitude and Perceptions of Pidgin English Broadcasting in Enhancing News Comprehension, in relation to the Ibitoye study, evaluates that there is a need to ensure that there is audience engagement and feedback in broadcast messages. This feedback could be in the manner of purchasing or making enquiries in the case of advertisement, while in the case of news content, this feedback could be audience active engagement in matters of national interest. To ascertain feedback and attain effective communication, the language of the advertisement must be a common language easily understood by most of the targeted audience, and this will also enforce comprehension among the audience.

In the case study of the empirically reviewed work, Ikorodu is a rural area, and the population of the market is ethnically diverse, so there is a need to employ a margin language (NPE) in disseminating advert messages, which Ikorodu marketers comprehend easily, and this enhances their selling and purchasing pattern. The usage of the Pidgin English language in broadcast advertisements has, to a large extent, helped rural market audiences to better understand the products and services advertised and clear their misconceptions of products. Therefore, the usage of Pidgin English in broadcasting can efficiently enhance rural settlers' comprehension of news content.

The usage of pidgin in formal settings amidst public notion as a bastardised language cannot be overemphasized. According to a study conducted by Akinmade Akande and Oladipo Salami, use and attitudes towards Nigeria Pidgin English among

Nigerian university students, with a focus on the University of Benin and the University of Lagos. The findings of the study show that the usage of Pidgin English in Uniben is higher than the usage of Pidgin English in Unilag. The above findings contributed to the notion of this research work that the wide usage of NPE in Benin City is a result of the diverse ethnicity in Benin City.

The adoption of NPE among Benin residents has made Pidgin English spoken more than the local dialect of the people, and this has, over the years, given NPE a space to grow into the native language of the people. The study ascertains that a higher percentage of the population studied in both universities are fluent speakers of NPE, and they make use of NPE in and outside school activities. Most of the participants see NPE as a language that is easy to understand and thus promotes unity in Nigeria.

However, most of the respondents still marginalized Pidgin English as they disapproved that NPE should not be taught in schools nor adopted as a Lingua Franca. The analysed study is related to this current study as it shows that research has been done that shows that Pidgin English is not only used among rural settlers and illiterate but also well-spoken and understood by elites, and it is used in literate and formal settings with ease. Therefore the usage of Pidgin English in broadcasting among rural settlers who are elites would have little or no limits to their comprehension of news content disseminated in NPE.

The usage of Pidgin English in broadcasting has greatly promoted inclusivity and has made the media a horizon for diverse ethnicities and social classes. Studies

have shown that Pidgin English in media has been used to promote societal and national development. According to Oludare Ebenezer, communication is an effective tool for development; as a widely participatory process of social change, there is a need for mutual communication. The study states that to ascertain mutual communication, the language of the message should be structured in a local format, the programme should be what is necessary to the audience, and it should be disseminated by a person who understands the language of the audience.

According to the paper, in a society where there is no particular local language, a border language is more likely to be generated to encourage inclusivity that would, in turn, foster development. This is what brought about the broadcast media establishment of Pidgin English stations, such as WAZOBIA TV and FM, Naija FM and also the adaptation of NPE by other broadcast stations in disseminating some of their programmes to reach a wider audience. This has provided opportunities for the development of communication exchange, especially in remote areas.

Oludare's study in relation as it concerns this research work simply implies that the usage of Pidgin English in disseminating news content to rural settlers would not just enhance their comprehension but would promote inclusivity and make them feel less marginalised. The enhancement of rural cognitive ability towards news content especially that of national interest, will boost their participation in national development as well as communication for development in rural areas.

2.4 **Theoretical Framework**

2.4.1 **Perception Theory**

The media significantly has effect on its audience, it shapes their minds in accordance to what audience expose themselves to. Perception theory is a limited effect media theory that explains the cognitive response of audience to messages, how audience respond to message. Why audience comprehend some messages and do not comprehend others.

Media audience perceive, interpret and comprehend media messages in different manners in relation to their culture, prior knowledge, and cognitive ability. For these study perception theory will focus on the comprehension ability of the audience. Perception is a subjective process, it differs from person to person. One media message can be interpreted by audience differently.

However Asemah notes that media effect on audience is limited because audience select what information they exposed themselves to, and what aspect of the information they chose to retain. Audience would selectively retain information useful and the ones they can make meaning out of. They are three processes of perception which are, selecting, organising and interpreting.

Audience select information base on individual's personality, needs, expectations and experience, these information are organised according to individual importance and then interpreted based on prior knowledge. Because perception is subjective and the process is selective, it could make audience interpretation to be

biased as it tends to suit their cognitive preferences. The theory clearly defines that how media audience perceive their immediate environment affects their ability to comprehend news messages. Audience ability to comprehend news messages is affected by their experience and culture.

Thus, Pidgin English is a cultural language among rural settlers, it is most spoken language and serve as a border language between rural communities and all social institutions that engage with them. Therefore they are more likely to perceive Pidgin news as relatable to them. Broadcast media use of pidgin English language in disseminating news messages to rural Audience will enhance their cognitive ability to interpret and comprehend such message.

Linking this theory to the research work it's safe to say rural perception of Pidgin English will significantly enhance their cognitive ability to comprehend news content and messages broadcast in Pidgin language. Rural settlers are more likely to select Pidgin English station over English station, as they can selectively retain and deemed what is useful to them. Because they are more conversant with this bother language and it is spoken in their daily activities it has been encrypted in their social cultural life. There by shaping their subjective perception and enhance an objective comprehension.

2.4.2 Knowledge Gap Theory

This theory was propounded by Phillip J. Tichenor, George A. Donohue and Clarice N. Olien in 1970. The theory propose that not all members of the society will

be informed to the same degree when a message is disseminated. The knowledge gap between social status will affect audience comprehension. The theory further states that the more media information increases in our social system the wider the knowledge gap between the less educated and educated.

According to Asemah 2020, the theory stimulate that every member of the society does not evenly acquire the increase of information in society. People of high socio-economic status are more exposed and elite, therefore there is a higher stake of comprehension and retention of messages among the higher class of the society. And this created a knowledge gap between the two social statuses.

This research work linked to this theory will explains that the media brings about knowledge gap in the society there by limiting rural settlers, and the non-literates participation in news related discussion. Therefore in a society where there is wide disparity between the educated and less educated will Nigeria Pidgin English language serve as a bridge to communication knowledge gap.

CHAPTER THREE

3.1 Research Methodology

The survey research methodology was used as determining tool to analyse, and collect data for this research work. This research work surface under analytic survey research. According Asemah 2011, quoting Wimmer and Dominick 2006, analytical survey research is a form of research that seeks to “examine the interrelationships between two or more variables to investigate research questions or test research hypothesis. The researcher will use the survey approach to examine the interrelationship between Pidgin English language and enhancement of news comprehension. With the use of open ended and closed ended questionnaire as a survey technique, the researcher will be able to gather useful data in attaining the aim of this study.

3.2 Population of the Study

In accordance to the objectives of this study the population of this research work was restricted to residents of Uhumwonde local government area, Benin City, Edo state. According to media Nigeria, 2018, Uhumwonde local government area of Edo state constitute of nine communities with a total population of 179,900 residents.

3.3 Sampling Size

Sampling according to Asemah 2011, is the process of selecting part of a population to represent the entire population. For this study the researcher shall adopt the Taro Yamen's sample theory. The below formula was used by the researcher in

determining the sample size of the population, $n=N/(1+N(e)^2)$. Where: n= sampling size, N= population size, 1= theoretical constant, e= sampling error (usually .10,.05,.01) raised to the power of 2.

Therefore: Population size =179,900

Sampling error; 0.05

$n= 179,900/1+179,900(0.05)^2$

$n = 179,900/1+179,900(0.0025)$

$n =179,900/1+449.75$

$n =179,900/450.75$

$n =399$

3.4: Sampling Technique

For this research the researcher made use of random sampling technique. Where by members of Uhumwonde local government area has equal opportunity of being selected. This technique is unbiased.

3.5: Research Instrument

The researcher will made use of face-to-face administered open and closed ended questionnaire to collect data from the sample size. A total number of 399 questionnaires were distributed to the sample size of the study

3.6 Research Instrument Validity

The Instrument use to conduct and collect data for this research work was submitted to the supervisor in charge of this study for validation.

3.7 Method of Data Collection

The research made use of face to face administration and collection of questionnaire.

3.8 Method of Data Analysis

The researcher made use of the quantitative method of data analysis. The quantitative method of data analysis makes use of frequencies, percentages, and tables to carefully analyse data collected.

CHAPTER FOUR

PRESENTATION OF DATA AND DISCUSSION OF FINDINGS

4.1.1 Data Presentation and Analysis Based on the Demographic Data of Respondents

Table 1 Break down of number of responses collected from questionnaire

Rural Areas	Number of questionnaire administered	Percentage of questionnaire administered	Number of questionnaire filled	Percentage of questionnaire Filled
Ute	45	11.3%	45	11.4%
Ahor	51	12.8%	51	12.9%
Ugbiyoko	45	11.3%	43	10.8%
Ogheghe	41	10.2%	41	10.4%
Eyeam	62	15.5%	62	15.6%
Egba	57	14.3%	57	14.4%
Others	98	24.6%	97	24.5%
Total	399	100%	396	100%

Source: Field Survey, 2024.

The above table evaluate the number of questionnaire shared amongst different districts in Uhumwonde local government area of Benin City, Edo state. A total number of 399 open ended and close ended questionnaires were shared among residents of Uhumwonde local government area, which is equivalent to 100% of questionnaire shared. However with challenges of wrongly filled and damaged

questionnaire a total of 396 questionnaires were filled and returned with appropriate data for this study.

Table 2: Sex Distribution of Respondents

Gender	Number of respondents	Percentage of respondents
Male	140	35.2%
Female	256	64.8%
Total	396	100%

Source: Field Survey, 2024.

This study composes of both the male and female gender. From the above table it can be deduce that more females than males took part for this study due to the researcher’s population of study. It shows that female respondents were more available than male respondents for the conduction of this research.

Table 3: Marital Status of Respondents

Marital status	Number of respondents	Percentage of respondents
Single	346	87.3%
Married	45	11.3%
Divorced	5	1.4%
Total	396	100%

Source: Field Survey, 2024.

Table 3 evaluates the marital status of respondents that took part for this survey. And it depicts that singles were more available for the study.

Table 4; Age Distribution of Respondents

Age	Number of respondents	Percentage of respondents
17-22	172	43.5%
23-28	167	42.3%
29-34	44	11.2%
35 and above	13	2.8%
Total	396	100%

Source: Field Survey, 2024.

Above is the bracket age distribution of respondents, it reveals that from the data gathered the young adults within the age of 17-28 were more accessible for this research work.

Table 5: Religion Distribution of Respondents

Religion	Number of respondents	Percentage of respondents
Islam	112	28.3%
Christianity	276	69.7%
Traditional	8	2%
Others	0	0%
Total	396	100%

Source: Field Survey, 2024.

Table 5 shows religious status of respondents, it shows that majority of respondents available for the study was Christians.

Table 6: Educational Qualification Distribution of Respondents

Educational qualification	Number of respondents	Percentage of respondents
SSCE	34	8.5%
Undergraduate	239	60.6%
Post graduate	84	21.2%
Higher degrees	39	9.9%
Primary	0	0%
None	0	0%
Total	396	100%

Source: Field Survey, 2024.

Data gathered on the educational level of respondents depicts that a larger percentage of accessible respondents were undergraduate (first degree).

Table 7: Occupation Distribution of Respondents

Occupation	Number of respondents	Percentage of respondents
Teacher	20	5%
Business man	40	10.1%
Student	176	44.4%
Entrepreneur	28	7.1%
Nurse	11	2.8%
Manager	8	2%
Civil servant	38	9.6%
Driver	28	7.1%
Others	47	11.9%
Total	396	100%

Source: Field Survey, 2024.

The above table shows that a larger percentage of respondents were students. It means that the most accessible population of the study were students both of tertiary institute and other levels of education.

4.1.2 Presentation and Analysis of Psychographic Data of Respondents

Table 8: Residents response to Pidgin English as a suitable language for broadcast news dissemination

Variables	Number of respondents	Percentage of respondents
Yes	285	72%
No	22	5.6%
Maybe	89	22.4%
Total	396	100%

Source: Field Survey, 2024.

Table 8 reveals that higher percentage of respondents positively responded to Pidgin English being a suitable language for broadcast news dissemination because of its simplification, as a language of all man in all level of society and as a boarder language. While some of the respondents are indecisive to the question, giving reasons of the grammatical structure is difficult, so some audience might not easily comprehend the news. While other respondent disagree because it corrupts the Standard English especially for children and it's a bastardised language.

Table 9: Respondents consumption habit to Pidgin English broadcast news

Variables	Number of respondents	Percentage of respondents
Daily	167	42.2%
Weekly	67	16.9%
Monthly	101	25.5%
Never	61	15.4%
Total	396	100%

Source: Field Survey, 2024.

The table above shows data gathered from 396 questionnaire survey, from the data the research can deduce most of the respondents who were accessed for this study consume pidgin English broadcast news on a daily bases.

Table 10: Respondents challenges to Pidgin English news

Variables	Number of respondents	Percentage of respondents
None	281	70.9%
Grammatical structure	70	17.7%
Deficiency of standard English	41	10.4%
Error	4	1%
Total	396	100%

Source: Field Survey, 2024.

This table measures the perception of respondents towards Pidgin broadcasting and it challenges faced by consumers using an open-ended question. The data gotten from survey reveals that most consumers of pidgin news are not

prone to any difficulties or challenges in understanding and comprehending pidgin news. However, some percentage of respondents finds it difficult to understand the grammar and lexical structure of pidgin use by some news presenters. While other sees it as a way of devaluing our official Lingua Franca Standard English and it corrupts their attempt to speak in Standard English. The error on the table is as a result of respondents who gave answers not necessary for the research work.

Table 11: The frequency of respondents communicating in Pidgin English

Variables	Number of respondents	Percentage of respondents
Not frequently	89	22.5%
Frequently	184	46.5%
Very frequently	112	28.2%
Never	11	2.8%
Total	396	100%

Source: Field Survey, 2024.

Table 11 shows how frequent the sample size of this research communicates in Pidgin English which depicts that large percentage of respondents frequently use pidgin in communicating.

Table 12: Respondents level of comprehension of Pidgin English news

Variables	Number of respondents	Percentage of respondents
Very difficult	5	1.3%
Difficult	5	1.3%
Neutral	96	24.2%
Very easily	290	73.2%
Total	396	100%

Source: Field Survey, 2024.

Table 12 shows that higher percentage of the respondents easily encode pidgin news, which reveals that they have the cognitive ability to quickly retain, understand and comprehend news when it is disseminated in pidgin English.

Table 13: Residents response to Pidgin English enhancing their understanding of news content compared to Standard English

Variables	Number of respondents	Percentage of respondents
Yes	279	70.4%
No	117	29.6%
Total	396	100%

Source: Field Survey, 2024.

Data collected as displayed above shows that most of the respondents accessed in Uhumwonde local government districts positively responded that news

disseminated in pidgin gives them a better insight and understanding of news content than Standard English.

Table 14: Pidgin English programs and stations respondents easily comprehend

Variables	Number of respondents	Percentage of respondents
Man 'round town	54	13.6%
OVBOSUNU	65	16.4%
Brekete news	69	17.4%
Naija FM	39	9.8%
Speed FM	77	19.4%
WAZOBIA FM	22	5.6%
WAZOBIA TV	50	12.6%
Others	15	3.8%
None	5	1.3%
Total	396	100%

Source: field survey, 2024.

From the table above, data collected shows that higher percentage of respondents consume and easily comprehend Pidgin news program. The percentage of respondents that do not consume Pidgin English news/program is 1.3% of 396 respondents. From the table we can compare the viewership to listenership attitude of respondents to ascertain the form of media highly consumed by the respondents. While most of the respondents consume Speed FM radio station.

Table 15: Factors that positively affects respondents comprehension on pidgin news

Variables	Number of respondents	Percentage of respondents
Age	59	14.9%
Language of dissemination	97	24.4%
Prior knowledge	39	9.8%
Society	97	24.4%
Educational level	33	8.3%
Level of exposure	30	7.6%
Occupation	42	10.6%
Total	396	100%

Source: Field Survey, 2024.

The above table shows that out of 396 questionnaire filled by respondents 24.4% of respondents consider factors such as language of dissemination and society positively affects their comprehension of pidgin English news.

Table 16: Respondents perception of pidgin news for better insight to partake in news related discussions

Variables	Number of respondents	Percentage of respondents
Yes	290	73.2%
No	106	26.8%
Total	396	100%

Source: Field Survey, 2024.

Table 16 reveal the rate at which Pidgin English news give a larger number of respondents better insight to partake in news related discussions. It indicates that pidgin news broadens their comprehension and understanding of news content.

Table 17: Residents response to the effectiveness of Pidgin English usage in broadcasting national related matters

Variables	Number of respondents	Percentage of respondents
Less effective	45	11.3%
Effective	246	62%
Not effective	27	7%
Very effective	78	19.7%
Total	396	100%

Source: Field Survey, 202.

Table 17 shows the data gathered on the effectiveness of pidgin usage in national matters. Higher percentage of the respondents considers Pidgin as an effective medium in broadcasting national matters and foreign affairs.

Table 18: Respondents attitude towards Pidgin English language as a tool to bridge communication gap

Variables	Number of respondents	Percentage of respondents
Yes	351	88.7%
No	45	11.3%
Total	396	100%

Source: Field Survey, 2024.

The table above shows that larger percentage of respondents positively responded to Pidgin English as a tool that will bridge communication gap between rural settlers and news producers.

Table 19: Residents response to the extent at which Pidgin English language has bridge communication gap in their society.

Variables	Number of respondents	Percentage of respondents
Very large	89	22.5%
Large	206	52%
Not really	84	21.2%
Low	17	4.3%
Very low	0	0
Total	396	100%

Source: Field Survey, 2024.

According to the data collected from respondents Pidgin English language has to a large extent bridge communication gap between rural settlers and different sectors of the country.

Table 20: Indigenes of Uhumwonde local government

Variables	Number of respondents	Percentage of respondents
Yes	99	25%
No	297	75%
Total	396	100%

Source: Field Survey, 2024.

From data collected non indigenes of Uhumwonde Local Government, who are residents of the locality (75%) were accessible for this study.

4.2 Discussion of Findings

In this segment from the data gathered through questionnaire that has been earlier analysed under the data presentation and analysis in chapter four will be discussed alongside side research question designed in chapter one.

4.2.1 Research Question One: what is the attitude of rural settlers towards Pidgin English as medium of news dissemination.

The data gathered from survey tables 8, 7, 6, and 1 gives answers to research question one. In attaining proper data to measure this question, the research first collected the geographical location of respondents, as displayed in Table 1. Among the 7 districts of Uhumwonde Local Government area 10 rural settlements formed the basis of respondents.

Table 6 revealed that respondents of this survey have educational qualifications, and 66.6% are undergraduate students of tertiary institutions who are learned and speakers of Standard English. This affirms Akande and Salami's study on the usage of the Pidgin English language by students in informal settings is high and, therefore, clarifies the stigmatisation of NPE. Table 7 was used to measure the occupation of the research audience, which reveals that 44.4% were students of different degrees and 20.7% were drivers and businessmen who interact with a large number of customers and must employ NPE as a border language in their daily business.

Basically the above is analysed to measure the qualifications of respondents who gave answers to the researcher's questions. From Table 8, data gathered from qualified respondents reveals that 72% of respondents affirmed that Pidgin English is a suitable language for broadcast news dissemination.

However, in measuring the attitude of these residents, their consumption habits, challenges, and usage of pidgin English were questioned, as displayed in Tables 9, 10, 11. From Table 9, the researchers can deduce that approximately 84.6% of respondents consume Pidgin English news, which supports their affirmation of Pidgin English as a suitable medium for news dissemination.

Table 10, measures their perception of Pidgin English news by the researcher questioning their challenges. It reveals that 70.9% don't face any challenge in comprehending Pidgin news, while 28.1% have difficulties such as the grammatical structure of news presenters, and some considered the consumption of pidgin news as a deficiency in their attempt to speak Standard English. Table 11 shows that approximately 74.7% of respondents are frequent speakers of Pidgin English.

With the analysis and discussion of the above tables, the researcher can conclude that rural settlers have a positive attitude towards Pidgin English as a medium of news dissemination. Because they consume, they can easily interpret and comprehend pidgin news, irrespective of educational qualification, age and occupation; rural audiences have a positive attitude towards Pidgin English as a medium of news dissemination.

According to Oludare's work, he stated that Nigeria Pidgin English has assumed a significant role in communication. It has made broadcasting more interesting, entertaining and educative for both the literate, non-literate, urban and rural residents. He further stated the usage of Nigeria Pidgin in broadcasting has increased the consumption of news and radio programs by local residents. Which positively influence the attitudinal change of rural settlers towards the Pidgin English language as a medium of news dissemination.

4.2.2 Research Question Two: How effective is Pidgin English in enhancing comprehension among rural settlers?

A survey from Tables 11 and 12 was used to assess the effectiveness of Pidgin English in enhancing comprehension among rural settlers. In attaining measurable data to this question how easily residents are quick to retain information when it is disseminated in Pidgin English language was questioned. As displayed in Table 12, 73.2% of consumers of Pidgin English news either selectively or otherwise easily comprehend pidgin news. While 24.2% were indecisive about their understanding of pidgin news. Some of these respondents are faced with grammatical structure challenges of pidgin news presenters, as displayed in Table 10.

Residents' frequency of how often they communicate in pidgin was measured from the survey, not frequently 89 respondents, frequently 184 respondents, very frequently 112 respondents, and never 11 respondents. This shows that Pidgin English is a common language of these people. Table 20 takes the record of the

numbers of indigenes of the Uhumwonde local government area that took part in this study. This reveals that 75% of respondents are not indigenes but visitors and residents of the locality.

This shows that most settlers in the areas of study are not indigenes of that area, so there is a need to employ a border language to effectively communicate. This is why Esizimotor described the Pidgin English language as a language of connectivity, connecting both indigenes and settlers of rural residents. This data also shows that the Pidgin English language is imbibed in the culture of these rural residents. Thus, Pidgin English is culturally relevant and accessible to rural residents.

This supports Todd, as cited in Ugot et al., the definition of pidgin as a borderline language that arises to fulfil certain defined communication needs among people who have no common language. The communication needs in this study is to “increase news comprehension among rural settlers”, and with the simplification of Pidgin English and its nature of adopting local dialects of the people, creating a sense of familiarity would positively increase their cognitive ability to comprehend information.

According to Ugot et al., the uniqueness of NPE is its ability to convey Standard English words in fewer words and pass messages metaphorically in a way that the audience immediately understands what the speaker lays emphasis on. He also stated that the flexibility of NPE makes it adequate for linguistics roles, and its structure can be expanded just as the communication needs of the users grow. This

confirms Steve Onu's assertion that "for you to reach common man, you must speak in a language that they understand: break it down, give them the broken English or the Pidgin English".

With data collected and analysed the research can deduce that NPE is more effective in enhancing comprehension and fostering rural engagement in broadcasting.

4.2.3 Research Question Three: What demographic factors are most influential in shaping the comprehension of Pidgin English broadcasts among rural settlers?

According to this research work people's comprehension of pidgin news is influenced by certain factors, such as level of education, society, level of exposure, language of dissemination, occupation, prior knowledge of news content, and age. All these factors shape how people perceive certain information and will lead to the retention of such information. The purpose of this question is to enable the researcher to know the most influencing factor that affects the cognitive minds of rural residents to comprehend. Tables 4, 6, 7,15 were used to collect demographic data of respondents to measure the demographic factors that are most influential in shaping the comprehension of pidgin English broadcasts among rural settlers. Table 4 shows that age 17-23 respondents are 172, equivalent to 43.5%, while age 23-28 are 167 respondents, equivalent to 42.7%, which sums up to a total percentage of

86.2% of young adults who were accessible for this study. This will help the researcher understand age as an Influencing factor.

Table 6 measures the percentage of educational qualification of these respondents, which were SSCE 8.5%, undergraduate 60.6%, postgraduate 21.2%, and higher degree 9.9%, primary 0%, none 0%. This implies that the bulk of respondents are literate and educated.

The occupations of respondents were measured in Table 7 because this helped the researcher determine if there are any social barriers to pidgin usage in both formal and informal settings. With the bulk of respondents being more of students it can be said that pidgin English usage is not limited to only the uneducated and informal settings.

To ascertain the factors that are most likely to influence respondents' comprehension of pidgin news, data in Table 15 was measured with options of different common related factors listed above. 24.4% of respondents considered the language of dissemination, and 24.4% of respondents considered society as the most influencing factor that shaped their comprehension of pidgin broadcasts. Residents who considered these factors are mostly students of different levels of degrees, drivers, businessmen and engineers.

From the data gathered and discussed, language use in disseminating information and all that society entails are major factors news producers must

consider while broadcasting. This will enable the audience to easily encode such information because the messages are designed to be relatable to the audience.

In a rural environment where audiences are mostly exposed to pidgin, English language broadcasting should be done in pidgin, especially when it relates to national matters. It is the society of people that should determine the choice of language for broadcasting, whether the message is targeted towards them or not. This will encourage such a society to appreciate the media.

4.2.4 Research Question Four: How does the use of Pidgin English in news broadcasting impact the comprehension of current event among rural settlers?

Pidgin English usage in broadcasting current events as it impacts the comprehension of rural settlers can be measured with data obtained from Tables 13, 14, 16 and 17. To ascertain data for the research question a survey was carried out on the residents on how easily they comprehend current events and their exposure to pidgin news.

In Table 13, the percentage of respondents who positively gave responses to Pidgin English enhancing their comprehension as it partakes to news content was 70.4%. Respondents who negatively responded to the question was 29.6%, they disagree that Pidgin English do not enhance their comprehension of news content. From the data gathered it can be deduced that pidgin English give more rural settlers a better understanding of news content compared to standard English.

The researcher measures residents' consumption of pidgin news and their consumption of another pidgin program. 19.4% of residents consume Speed FM station. A Pidgin station that disseminates news, current affairs and societal-related programs in Pidgin. These respondents are also exposed to other pidgin stations and programs as listed on the table. However, there is a higher consumption of news, which implies that respondents consume more pidgin news content than other broadcasting content.

The high consumption of news content by residents over other broadcast programs shows that Pidgin English has simplified news and current affairs content, especially for rural settlers.

Table 16 surveys the respondents' perception of pidgin news for better insight into participating in news-related discussions. Findings show that 73.2% of respondents positively agreed that Pidgin English gives them a better insight into participating in news-related discussions. Data gathered from Table 17 on residents' responses to the effectiveness of Pidgin English usage in broadcasting national-related matters, reveals that NPE is highly effective in helping rural settlers understand national-related matters.

According to Esizimotor, NPE has helped to clarify meanings of stronger English vocabulary, therefore facilitating comprehension among rural settlers. Pidgin English naturally inherit some of its vocabulary from the culture of the

people, thereby simplifying meanings, making it more relatable and accessible to society, and facilitating comprehension among rural settlers.

The usage of Pidgin English in broadcasting current events and affairs highly impacts the comprehension of rural settlers.

4.2.5 Research Question Five: How have the use of pidgin bridge communication gap between rural area and news producers?

To ascertain the answers to this question, a survey was carried out on rural settlers to measure the extent to which Pidgin English has broken language barriers in their locality. As residents of rural areas, the survey showed that 75% of respondents are not indigenes of Uhumwonde local government, but their ability to speak and communicate in Pidgin English has bridged the communication gap between indigenes and non-indigenes of Benin City, as displayed in table 20.

Further surveys were carried out on Pidgin English enhancing news comprehension, as displayed in Tables 13,14,16,17. This depicts that by using pidgin, English, news producers can convey complex information in a way that is relatable and easier to comprehend while still maintaining the original intent of the message. As displayed in Table 18, a large percentage of respondents agree that Pidgin English is a tool to bridge communication between rural settlers and society.

With reference to Oludare's study, Pidgin English is an essential tool to bridge the communication gap and foster positive relationships between literate and non-literate members of society and, in turn, foster national development.

In bridging this communication gap rural settlers will see the media as a watchdog of the society rather than as a tool of government. It will increase rural audience engagement in the media; the media will freely have access to rural information and create avenues for exposure to bring development to rural areas.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

This chapter entails a summary, conclusion and recommendation drawn from a study that surveys “audience attitude and perceptions of pidgin English broadcasting in enhancing news comprehension among rural settlers”. The researcher employed survey research method through the use of online and physical questionnaire administered to rural residents in different district of Uhumwonde local government area. The researcher made use of taro Yamen’s sampling technique to gain a sample size for this study. This study made use of perception theory and knowledge gap theory.

From analysis of data these are the findings

1. Majority of rural residents (97.2%) speaks Pidgin English and 98.7% of rural residents consume Pidgin English programs.
2. A larger percentage (72%) of respondents agrees to usage of Pidgin English in disseminating news
3. Pidgin English usage in broadcasting simplifies news content for both literates and non-literates members of rural areas. News story is found more informative, educative and entertaining when disseminated in pidgin.

4. The familiarity of rural settlers to Pidgin English language has significantly increased their cognitive abilities to comprehend pidgin news and keep them up to speed on national related matters.
5. Rural settlers ability to comprehend news story is highly motivated by language factor and social environmental factor.

Conclusion

From data gathered using Uhumwonde Local Government area as a representative for rural areas and theories evaluated the conclusion for the study is that rural settlers possesses a positive attitude towards the usage of Pidgin English in broadcasting. This attitude can be seen from the highly consumption of pidgin stations and programs. Perception of Pidgin English language in broadcasting news content is that it simplifies media messages and therefore give them better insight to participate in news related discussions.

The study shows that rural settlers attitude and perceptions is highly positive towards Pidgin news. Therefore news broadcasting in Pidgin English has significantly enhanced rural cognitive abilities to comprehend media messages.

5.2 Recommendation

Based on research findings the following recommendation were made

1. News producers should consider Standardizing pidgin English usage in broadcasting to ensure clarity especially as it concerns national matters and foreign affairs

2. Studies should be conducted on investigate the impact of pidgin English in news comprehension.
3. News programs should be designed to reflects more of audience culture than media culture
4. Pidgin English should be used more in public awareness campaigns targeted both towards urban and rural areas in order to reduce stigmatisation of the language.
5. Studies should be carried out to explore the use of Pidgin in other context such as education and health communication.

Reference

- Agheyesi. N. Rebecca (1971). *West Africa pidgin English: Simplification and simplicity*. Unpublished PhD dissertation, Stanford University. Retrieved from www.abdn.ac.uk/media/site/llmvc/documents/Akande_and_Salami,_Use_and_Attitudes_towards_Nigerian_Pidgin_English_among_Nigerian_University_Students.pdf
- Akande, A. T. (2008). *The verb in standard Nigerian English and Nigerian pidgin English: a sociolinguistic approach*. Unpublished Ph. D Thesis. University of Leeds. Retrieved from www.abdn.ac.uk/media/site/llmvc/documents/Akande_and_Salami,_Use_and_Attitudes_towards_Nigerian_Pidgin_English_among_Nigerian_University_Students.pdf
- Akande. A. T, Salami. L.O (2010). *Use and attitudes towards Nigerian Pidgin English among Nigerian University Students*. Retrieved from www.abdn.ac.uk/media/site/llmvc/documents/Akande_and_Salami,_Use_and_Attitudes_towards_Nigerian_Pidgin_English_among_Nigerian_University_Students.pdf.
- Akpan. S. C, Anorue. I, Obayi. P, Etu. M, Onyebuchi. C, (2022). *The influence of mother tongue in the broadcasting industry in Nigeria*. An International Journal of Language Literature and Gender Studies. 1. 48-68.
- Arijeniwa. A. Fred, (2017). *Audience perception of pidgin English advertisements in Nigerian broadcast mediaa study of Benin City*. A Research.
- Asemah. S. E, Mohammed. G, Ekharefo. D. O, Okpanachi. R. A, (2022). *Research methods and procedures in Mass Communication. (3rd ed)*. Jos, Plateau State, Nigeria: Matkol Press
- Asemah. S. Ezekiel, (2011). *Selected mass media themes. (1st ed)*. Jos, plateau state, Nigeria: Jos university press
- Asemah. S. E, Nwammuo. N. A, Nkwam-Uwaoma. A. O, (2022). *Theories and models of communication (2nd ed)*. Plateau State: university of Jos press
- Ativie. C. Ailede, (2010). Cultural influence as input of development of Nthe aija language. Retrieved from IFRA Nigeria <https://ifra-nigeria.org>.

- Awonusi. V. O.(1990). *Planning for a national (Nigerian) language*. In Eruvbetine. A. E. (1990). *Aesthetics and Utilitarianism in Languages and Literatures*. Ojo: Lagos State University. Retrieved from <https://opac.lcu.edu.ng>
- British Broadcasting Corporation (2016). *Pidgin- West Africa Lingua Franca*. Retrieved from <https://www.bbc.com/news/world-africa-38000387>
- Eruvbetine. A. E. (1990). *Aesthetics and Utilitarianism in Languages and Literatures*. Ojo: Lagos State University. Retrieved from <https://opac.lcu.edu.ng>.
- Esizimotor . O. David. (2010). *Historical development of Naija*. National Open University of Nigeria. Retrieved from IFRA Nigeria <https://ifra-nigeria.org>
- Okafor. A. Yvonne. (2022). *Nigerian Pidgin as a National Tool for Communication*. Asian Journal of Language, Literature and Culture Studies 5(3): 1-11.

APPENDIX

Department of Mass Communication,
University of Benin,
Benin city, Nigeria.

Dear respondent,

REQUEST FOR THE COMPLETION OF A RESEARCH QUESTIONNAIRE.

I am Jibril Nana Aisha, a final year student of the above named department and Institution. I'm conducting a research on the topic "Audience Attitude and Perceptions of Pidgin English broadcasting in enhancing news comprehension among rural settlers". This research study is in partial fulfilment of the requirements for the award of a Bachelor of Arts degree in mass communication.

I kindly request you fill this questionnaire with an open mind set in order for the researcher to attain measurable data that will be useful for this study. I assure you that your responses will be used strictly for this research work.

Thank you for your cooperation and understanding.

Yours sincerely,

Jibril Nana Aisha
Researcher

SECTION A

DEMOGRAPHICS

Gender: Male [] Female []

Age: 17-22 [] 23-28 [] 29-34 [] 35 and above []

Marital Status: Single [] Married [] Divorced [] Separated []

Religion: Islam [] Christianity [] Traditional [] Others []

Educational qualification: SSCE [] Undergraduate [] Post graduate [] Higher degrees []

None []

Occupation:

SECTION B

PSYCHOGRAPHICS

Unit 1: Attitude towards Pidgin English language.

1. Do you think pidgin English is a suitable medium for broadcast news dissemination?

Yes []

No []

Maybe []

2. Kindly State your reason for the answer you choose above.

3. How often do you listen to/watch news in pidgin English?

Daily []

Weekly []

Monthly []

Never []

4. What challenge do you face when you are exposed to pidgin English news program?
-

5. How frequently do you communicate in pidgin English language?

Not frequently []

Frequently []

Very frequently []

Never []

Unit 2: Comprehension

1. How easily do you understand news disseminated in pidgin English?

Very difficult

Difficult

Neutral

Very easily

2. Does pidgin English enhance your understanding of news content than standard English?

Yes

Not

3. Which pidgin English news stations / programs that you found particularly easy to understand?

Man 'round town []

OVBOSUNU []

Brekete news []

Naija FM []

Speed FM []

WAZOBIA FM []

WAZOBIA TV []

Others []

None []

4. Does pidgin English news give you a better insight to partake in news related discussions?
Yes []
No []

Unit 3: Influencing Factors

1. What factors positively affects your comprehension of the news story/ program?
Age []
Gender []
Religion []
Prior knowledge of the news content []
Educational qualification []
Society []
Occupation []
2. Are you an indigene of Uhumwonde local government area
Yes []
No []

Unit 4: communication gap

1. How effective is pidgin English usage in broadcasting national related matters
Less effective []
Effective []
Not effective []
Very effective []
2. Is pidgin English the best tool to bridge communication gap between rural settlers and news producers?
Yes []
No []

3. To what extent has Pidgin English bridge communication gaps in your society?
- Very large []
 - Large []
 - Not really []
 - Low []
 - Very low []