

EFFECTS OF SPEED FM PIDGIN ENGLISH BROADCASTING ON BENIN RESIDENTS, EDO STATE

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
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DECLARATION

This project work is based on a study undertaken by me, in the Department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of Dr. Chamberlain Egbulefu/Mrs. Uduak Ekpeyong.

All findings and analysis in the study are products of my personal research and where the views of others were used and expressed, they were duly acknowledged.

**OKUDAYE OMUKPE ROSE,
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DEDICATION

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

CERTIFICATION

This is to certify that this research work was duly carried out by OKudaye Omukpe Rose with MAT No. ART1701548 in the Department of Mass Communication, Faculty of Arts, University of Benin, in partial fulfillment of the requirements for the award of Bachelor of Arts Degree.

**Dr.C.C. Egbulefu &
Miss U.L. Ekpenyong
Project Supervisors**

Date

**Dr. Daniel .O. Ekhereafo
Head of Department**

Date

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ABSTRACT

This study, which evaluated the Effects of Speed FM's Pidgin English Language Broadcasting on Benin Residents Edo state, was anchored on the tenets of the Information Processing theory. The survey design was adopted, with a 14-item questionnaire to elicit data from 400 respondents selected from the total population of 1,781,999 residents of Benin City through purposive sampling technique. Data obtained were presented and analyzed with the aid of frequency tables and simple percentages. Findings revealed that most residents of Benin are actually exposed to Speed FM's broadcast Also, the extent of exposure they have to Speed FM's Pidgin English programmes and how regularly they have access to it is high. It was also discovered that the residents of Benin City are drawn to the socio economic issues of Benin City through Speed FM's broadcast. Therefore, the study concludes that Speed FM appeals to majority of Benin residents and majority of the residents see their broadcast as interpretative and educative. It was however recommended that Broadcast journalists should engage in interpretative and investigative journalism and that more grass root radio stations should be established for citizens from the lowest rung of the social ladder to also have access to information, entertainment and education through the broadcast media.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The use of Nigerian Pidgin seems to have gained a wider currency since Nigeria's independence in 1960. Among the educated and barely educated, Pidgin is used profusely in many spheres of life, especially in informal situations. In the mass media; television, radio, magazines and newspapers, Pidgin discourse abounds (Osoba, 2014).

Akande (2015), explains that Pidgin English could be regarded as a maker of identity and solidarity. It is an inter-ethnic code available to Nigerians, who have no other common language. Alastair (n.d), asserts that Pidgin English is a mongrel language of the world, and a patchwork tongue of trade, migration empires and historical movement. He claims that Pidgin English, in its varying forms is lingua Franca, a simplified bridge language evolving through necessity, inter extended contact between languages. It is formed from numerous languages and influences; hence, Pidgin is a wide term covering a range of regional hybrids, which evolved through historical events such as the spread of empires, settlements, migration. Patrick (2006), notes that pidgin language is a variety created by combining two or more existing languages through the process of 'Pidginization'. When people need to communicate but speak different native

languages, they may combine their own languages to create a new 'Pidgin language'. This language is then transferred by word of mouth to others and becomes the acknowledged way for the different speaking communities to communicate

Yule (1996), avers that "Pidgin English is a variety of language which was developed for some practical purposes, such as trading among groups of people who had a lot of contact, but who do not know each other's language". It is a simplified means of communication between or among individuals of different cultures or ethnicities. Thus, Nigerian Pidgin English is described as a combination of indigenous language and English. It is a language derived from the mix of various languages such as Igbo, Edo, Yoruba, Effik etc.

According to Akinfeleye (2008), there is no language that is an island, meaning that a language can develop from an already existing one. The existence of Pidgin English was through the English language which the colonial masters brought to Nigeria. Because it was necessary for the people to understand the language of the white man, a lot of them attempted to fit in and through this process adopted the Pidgin English. As expressed by Santos (2014), Pidgin in Nigeria has its origin traced historically in trade contact between the British and local people in the seventeenth century. It is part of a continuum of English pidgin and creoles spoken in other West Africa countries like Cameroon, Ghana, Benin republic, Sierra Leone etc. In the past, the use of Pidgin English in Nigeria was mainly identified with non- educated people i.e. people who spoke the Pidgin English were either undetected or deemed to be uneducated. Francesco goes on to elaborate that the use of Nigerian Pidgin English is now more rampant even the educated people of the country use it to enact trade as evident in big cities ports, towns etc. where it is

used among people belonging to different ethnic groups majority in the southern parts of Nigeria.

Egbai (2015), notes that Pidgin English had for a long time been viewed as an effective medium of unhindered self-expression in inter expression and interpersonal communication especially in a multi-language environment like Nigeria. He argues that the Nigerian Pidgin English accommodates fun and creativity and as such has been able to fill significant actual space of communication. He explains that pidgin language has been adopted in many broadcast stations as a general lingua franca to present news and other programs. Even some formal English stations have some programmes that are aired using Pidgin English.

Ihemere (2006), opines that Pidgin English flourishes better being an inter-ethnic medium of communication. In recent times, there are job opportunities within the Nollywood Movie industry, Print media such as Newspapers and Magazines that are published in Pidgin, as well as Radio and Television stations that broadcast using Pidgin English. The language is proposed as a possible replacement to the Standard English broadcasting in the country so that the uneducated people are able to survive in the society knowing fully well that the language appeals to a wider audience drawn across all segments of the society, (Deuber, 2005).

Today, one of the most popular FM radio stations in Benin City, Edo State, Speed FM runs its programmes in Pidgin. Many Nigerian musicians do their songs in Pidgin, comedy and diverse social functions are carried out in pidgin but in spite of its popularity and significance, some scholars are skeptical about the use of Pidgin English, especially in official environments, insisting that it does not deserve much recognition and lacks prestige (Egbai, 2015). They

maintain their argument on the fact that Pidgin could adulterate individual capacities in written and spoken English, but linguists have also observed that pidgin could come to play when there is need for better understanding in discussions involving a wider society where the choice of English language as a medium of communication may hinder audience participation especially in a multi-lingual environment like Edo State. Thus, this study seeks to investigate the “Effects of Speed FM Radio Pidgin English broadcasting among Benin Residents, Edo state”.

1.2. Statement of the Problem

Pidgin English flourishes as a medium of inter-ethnic communication. It is considered important enough for some broadcasting services to give news in it. This is because it is generally believed to be a useful language of broadcasting, (Jourith, 2013).

Egbai (2015) notes that for communication to be effective, there must be mutual understanding between the presenter and the receiver. Broadcast stations that present all their programs using Pidgin English faces the challenge of wider appeal among generality of her targeted audience due to the diverse nature of these audience members. Egbai explains that over time there has been several misinterpretation of radio messages by the audience who interprets messages received especially in Pidgin English differently. Some persons usually do not understand such messages and as such tend to ignore or stop listening to certain programs aired in the media. As a result of this, they develop negative attitudes towards such messages as they find it difficult to give satisfactory and accurate meaning to the messages aired on such stations.

Other media scholars have argued that even though Pidgin English is perceived to be

accepted by many radio listeners the language is not generally accepted in most formal settings and it is perceived and interpreted differently by various segments of the audience. In evaluating the effectiveness of Pidgin English as a means of communication, issues such as understanding, meaning placement, spread, appeal and acceptability by the generality of the people become the bone of contention. That aside, due to the manner in which the Pidgin language is spoken, it is seen as corrupt, mixed, reduced, marginal and bastardized version of the existing language. It is against this backdrop that this study seeks to find out the “Effects of Speed FM Radio Pidgin English broadcasting among Benin Residents, Edo state”.

1.3. Objectives of the Study

The objectives of the study were to:

- I. Find out the effects of Speed FM Radio Pidgin English language broadcasting on Benin residents, Edo State.
- II. Determine the attitude of Benin residents towards Speed FM Radio Pidgin English language broadcasting.
- III. Ascertain what appeals to Benin residents in Speed FM Radio Pidgin English language broadcasting.

1.4. Research Questions

The study will provide answers to the following questions:

I. What are the effects of Speed FM Radio Pidgin English language broadcasting on Benin residents, Edo State?

II. What is the attitude of Benin residents towards Speed FM Radio Pidgin English language broadcasting?

III. What appeals to Benin residents in Speed FM Radio Pidgin English language broadcasting?

1.5. Significance of the Study

This study will be important to both the broadcast media industry and society at large, the academic community and even Benin residents. The findings of this study will be beneficial to the management of Speed FM radio and the society in understanding the attitude and effects of Pidgin English broadcast. It will enable media audience to understand the effects of Pidgin language in broadcast programming and what appeals to them in such broadcast. In addition, It will also add to knowledge as a reference material to all those wishing to research on similar study. They would find this study useful as it helps as a reference material.

1.6. Scope of the Study

This study is meant to determine the “Effects of Speed FM Radio Pidgin English broadcasting among Benin Residents, Edo state”. Benin residents were chosen as the scope of the study because it has a large population of Pidgin English speaking people who use the language in their everyday socio-economic activities. That aside, Speed FM happens to be the

first Pidgin radio station in Benin city with a huge listenership spanning across Edo state. Thus, appropriate questionnaire will be administered only to Benin residents who are exposed to Pidgin English broadcast in Speed FM.

1.7 Limitations of the study

During the course of this study, the researcher encountered some challenges which hindered the speedy progression of the work. For example, financial constraint; the cost of typing, printing and sourcing for materials online was really a huge limitation especially considering how expensive data subscription is now. This really posed a great challenge to the researcher. Secondly, due to the nature of the topic being researched on, many of the respondents required to fill the questionnaire are largely illiterates hence the researcher had to read and explain the questions over and over before they could understand. Again, many of the respondents were reluctant to fill the questionnaire because they were not really sure if they will be kept anonymous hence the researcher had to explain in simple and clear terms that it's purely for research purposes and would be kept anonymous. Thirdly, the issue of distance; reaching out to the respondents required for the research, was a huge challenge due to the issue of distance. The researcher had to travel some kilometres to reach them coupled with the high cost of transportation in the state. Lastly, the issue of electricity. Quite a number of times, the gadgets being used for the research such as smartphones and Laptops were shut down due to power outage from the electricity distribution companies. This also slowed down the progression of the work as the researcher didn't finish as quickly as she should have done if there was stable electricity.

1.8. Operational definition of Terms

I. Broadcasting: This is the distribution of audio or video content to a dispersed audience via any electronic mass communication medium, but typically one using the electromagnetic spectrum (radio waves), in a one-to-many model.

II. Effect: This is a change, reaction, or impression that is caused by something or is the result of something.

III. Pidgin English: This is a grammatically simplified means of communication that develops between two or more groups that do not have a language in common: typically, its vocabulary and grammar are limited and often drawn from several languages.

IV. Radio: This is an electronic/broadcast media with the ability to reach a large audience quickly and also allows people in that huge audience to interact with one another.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This study is all about the effects of “Speed FM radio Pidgin English broadcasting among Benin residents, Edo State”. The literature review covers review of different scholarly work as it relates to the current study with the following headings:

- Concept of Pidgin English
- Conceptualization of the Broadcast Media
- An Overview of Speed 96.9 FM
- Functions of Pidgin English in Broadcasting
- Effect of Radio Pidgin English Language Broadcasting on Media Audiences
- Empirical Review
- Theoretical framework

2.1 Concept of Pidgin Language.

Over time, man has always sought for means to communicate. His ability to communicate sets him apart from other primates. People interact with the aid of a language, which is an arbitrary code or symbol for expressing ideas, thoughts and emotions, (Clue 2020).

The Oxford English Dictionary defines Pidgin language as a simplified speech used for communication between people with different languages. It is a language containing lexical and other features from two or more languages, characteristically with simplified grammar and a smaller vocabulary than the languages from which it is derived, used for communication between people not having a common language; a lingua franca. Adedoyin (1999), states that Pidgin English is developed from a contact English. He sees it as a first variety of the Nigerian English. He stressed that when two people come in contact, the necessity for communication would necessitate the evolution of a language of communication, a kind of inter-language, which will be a mixture of the two languages in contact. He also noted that Nigeria Pidgin English is a variety which is very strong among the less educated and educated people too. Pidgin English is therefore defined as a language variety used for inter-ethnic context. As noted by Opara (1999), Pidgin English in Nigeria originated as a trade language that is made up of foreign language and the local language. It also originated as a result of the need for communication among Nigerians living in towns and cities from different ethnic groups who have no common language.

Spencer (1971) opines that Nigerian Pidgin English developed as a result of intertribal marriages. Thus, the importance of Pidgin English in Nigeria cannot be over emphasized. This version of English cuts across institutions, establishments and societies, while remaining the unofficial lingua-franca in Nigeria. It is the most effective means of interaction among the illiterate servants, the learned masters, the market women, and several other groups of people.

Izenoze (2018) explains that Pidgin generally is a simplified means of communication between or among individuals of different cultures or ethnicities. Hence, Nigerian Pidgin English is described as a combination of indigenous language and English. It is a language derived from the mix of various languages such as Igbo, Edo, Yoruba, Effik etc. In Africa, Pidgin languages found include; Nigerian Pidgin, Cameroonian Pidgin, Sierra Leone Krio etc. Pidgin languages are mostly inventionist and innovative in nature and because of their spontaneous adaptability, they can be as structured or as unstructured as needed unlike other languages. This is to say that in Pidgin, there are no strict rules given in utterances (Izenoze, 2018). Simply put, Pidgin English is a mixture of English and local languages which enables people who do not share a common language to communicate. Most African countries are made up of numerous different ethnic groups who do not necessarily have a lingua franca, so Pidgin has developed.

Today, what many Nigerians speak may be described as Nigerian Pidgin which developed from Pidgin English, a variety of English. Like any other human language, Nigerian Pidgin is not uniformly characteristic in all parts of Nigeria. In fact, varieties abound in all places, spheres and situations where it is found and used, (Osoba, 2000). Osoba (2014) suggests that the main context of NPE use are markets, hotels, motor parks, the mass media, government and private offices and schools at all levels. In markets and motor parks, it is the primary mode of communication. In the schools, NPE is prevented from becoming primary by the social stigma attached to it as a non-standard variety of the former colonial language. Some media reproduce this stigma and hold on to Standard English, while others use NPE as the primary medium. The same can be said of offices, where social hierarchy is the primary determinant of pidgin use.

2.2. Conceptualization of the Broadcast Media

Adamowicz (2019), states that the term Broadcast media describes all media that is broadcast. That means that it is transmitted as a signal and in 99% of cases, this is referring either to television or to radio. Asemah (2011) opines that the broadcast media are mechanically or technically operated devices of mass communication. It is the machine that serves as pathways or means of doubling, repeating or representing communication that would have otherwise been limited to two persons or a group of persons in a face to face setting.

Broadcast or electronic media are storage media that take advantage of electronic technology. They may include television, radio, internet, fax, CD-ROMs, DVD and any other medium that requires electricity or digital encoding of information. The term, 'Broadcast media is often used in contrast with electronic media (Business dictionary. Com). The broadcast media possesses certain advantages over the print media, like the fact that it can broadcast to a more dispersed and heterogeneous audience. It also does not require intellect which is required in order to read a newspaper or magazine and much more.

As expressed by Asemah, the electronic media have one thing in common; they all involve the conversion of aural and visual signals which we can hear and see by means of special technology. Uyo (1987) cited in Asemah (2019), says that the technology of the electronic media is in three fold and it is divided between the source and the receiver in the mass communication process. The three types of technology according to Uyo are: Production, transmission or projection; and reception. Production and transmission technology belongs to mass media organization, projection technology belongs to distributions or exhibitors such as

cinemas houses or to receivers in home movies which some may say is a mass medium. Reception includes radio and television set and other unconventional media like the cinema, internet, social media and other various transducers of recorded audio/visuals on tape or disc.

Asemah (2011) explains that of all the broadcast media, only radio and television entails the spreading of messages far and wide for general reception, hence, radio and television are referred to as broadcast media. These media are explained below:

I. Television:

This is an audio visual device that is used for conveying messages from a source to a large and heterogeneous audience. In the lay man definition, it means "I can hear and I can see." It is the most important means of communication. Television brings pictures and sounds around the world into billions of homes. People with television can sit in their homes and watch the president make a speech or visit other countries. The word television is from a Greek word, "Tele", which means at a distance and Latin word, "Visionis" past participle of visum which means to see. As a medium of mass communication, television displays the images of people and products. It is simply a wireless communication.

Television programmes include action packed drama: super story, sporting events, quiz, variety shows, cartoons and films. Television is a popular means of communication; consequently, it has become a major way of reaching people with messages. Television stations carry hundreds of messages. They do these by sending electromagnetic waves into pictures and sound.

II. Radio:

Radio is an audio device of passing messages to a large audience. Uyo (1987) observes that the term radio has its root in the Latin word, "radius" which means, "a spoke, radius ray". It is essentially the emission of rays or waves that bear signals called programmes. The waves that are generated by radio are received by the audience at the various destinations with the aid of antennae with receiving sets. Since no wire is connected to the radio set of the receiver, it is also called wireless communication. In a situation whereby wires are connected to the various radio sets, then it becomes narrowcasting. Asemah (2011) notes that radio entails sending messages through the process of electromagnetism.

Radio has the ability to reach a large audience quickly and it also allows the people in that huge audience to interact with one another more easily than television viewers or newspapers readers. There are different types of radio stations which include community, commercial and public radio stations. They have different type of owners and audiences and different programming, but they share a common goal: to connect with the listeners in a way that is immediate and relevant. Radio is powerful because it has the ability to reach and influence so many people.

Asemah (2019) explains that unlike TV, radio relies on the use of sound. It is at times referred to as the 'blind man's medium' because you require your ears in order to make use of radio. Albeit, people make use of radios while commuting in their cars, mobile phones, while working and so on. Anyone despite their background can make use of a radio as it is relatively cheap and easier to purchase. It is far more embracing to the masses than other mediums of

mass communication. Nwoku (2011) says that, "Although radio has not earned the respect and glamour usually accorded television, it has been able to evolve highly specialized programming which appeals to very narrow segments of the population". This has, however not erased the local image with which the medium is identified.

2.3. An Overview of Speed 96.9 FM

SPEED 96.9FM is based in Benin City, the capital of Edo state. It is a grass root radio station with huge listenership spanning across Edo, Delta and Ondo states; and with a unique presentation style in Pidgin English. The private Radio station was established in 2016, as the only full Pidgin English station in Edo state, whose coverage spans across part of Delta and Ondo states.

As a broadcasting media house, Speed FM is committed to social justice. It is poised to focus on issues of public interest; with a wider look on music, news, cultures and ideologies, exposing listeners to views and entertainment beyond today's traditional media. Thus, Speed FM decorates its playlists for a socially and culturally diverse audience and its vision as a broadcasting station is to bring news and information with interpretation to the grassroots in Pidgin English. The Radio station plays the following role in the society:

i. Information

This is the most important function of Speed FM. Information is as vital to human existence that man can hardly function without it; no wonder Ufuophu-Biri (2006) states that: "Man craves for information just as he hungers and thirsts for food and water. On account of man's hunger for

information, he has invented more information technology than food technology". Mac bride et al (1981, p.14) also asserts that the public need broadcast messages "In order to react knowledgeably to personal, environmental, national and international conditions as well as to be in a position to take appropriate decisions". Speed FM strives on a daily basis to collect process and disseminate news and other information through the news broadcast in Pidgin language.

ii. Education

Speed FM plays a vital role in the basic aspect of education, which are intellectual development, acquisition of skill and character formation. Through the broadcast of enlightenment programmes, Speed FM educates the populace on matters and issues that are relevant to their development and general wellbeing. Speed FM carries out the education function by producing some education programmes such as campus life, talk shows, frank talk on radio and debates.

iii. Entertainment

This function aims at primarily providing relaxation, amusement and escape from boredom of human activities, psychological effects etc. It appeals to the emotional, visual and aesthetic feelings of individuals. Speed FM carries out this function by producing humour contents in cartoon, drama, riddles, jokes and comedy. "The entertainment function of the mass media is compelling. Why do members of the mass media audience glue their eyes for two or more

hours on a feature film on a television or tune to FM radio stations, which are springing up everywhere? Entertainment is the answer", (Okunna, 1991).

iv. Advertising

Advertising is the primary source of revenue for the mass media in a market free economy. It has not only become an integral part of Man's social, political and economic life, but has also grown both as a business activity and as a profession. Advertising as defined by Okwechime (2009, p.3): Advertising is any printed, written, spoken or pictured presentation of a person, product, services, or movement, openly sponsored by the advertiser at his expense, for the purpose of influencing sales, use, vote or endorsement.

In trying to perform this function, Speed FM brings buyers and sellers together through advertisement, which stimulate favourable attitude towards goods and services.

v. Cultural promotion

This is another important function performed by Speed FM in the society. The radio station helps to encourage cultural adaptation of visual arts, dance, drama etc. This function helps to preserve past heritage of the people and to propagate the traditions and beliefs of society from one generation to another. The news in language transmitted at daily basis as well as traditional request programmes, cultural dances, drama presentation and others are cultural programmes presentation by Speed FM and these are efforts at cultural promotion.

2.4 Functions of Pidgin English in Radio Broadcasting

Egbai (2015), states that there are various benefits that have been accrued to the use of Pidgin English as a means of communication especially in the broadcast media. Though the language has not gained the desired acceptability as desired by some of its frequent users, it is still very much a major source of communication especially amongst the less educated populace who form the bulk of our population. The language happens to be a major asset as it shares with official English language unique feature of being the only ethnically neutral language in Nigeria. Jowith (2015) explains that Pidgin English is generally believed to be a useful language of radio broadcasting in the following ways:

- i. Pidgin English ensures that the less educated people in rural communities, States etc. are aware and grow with the recent happenings in the country.
- ii. Pidgin English serves as a medium of entertainment.
- iii. Pidgin English serves as a forum for information. The use of Pidgin English in the dissemination of information helps reduce misconception and misunderstanding of uneducated people or lay men in the society.
- iv. These days, the less educated can get a job in broadcasting companies, as Pidgin English does not really require someone to be educated before acquiring the knowledge as long as the Pidgin English fluency is smooth.
- v. Pidgin English helps in bridging the communication gap, in order for the minority and uneducated people to survive in the country knowing well enough that Pidgin English on radio has gained a larger audience from all parts of the society.

2.5. Effect of Radio Pidgin English Language Broadcasting on Media Audiences

Nigerian Pidgin serves as a bridge between the mother tongue and English Language because it is a vital tool for wider reach and interaction, public announcements and information dissemination (Omoba, n.d). However, it is not an over statement if we say that many Nigerians cannot make simple, clear and error-free sentences in English language. This has been attributed to the frequent use of Pidgin language either by way of code switching or code mixing in communication at home, work and even in radio programmes.

Hiwriters (2020) notes that Pidgin does not give the impression of being educated; the problem with it is that it is boundless, admitting new vocabularies every day. They note that the kind of vocabularies Pidgin entertains makes it difficult to study and most educated people are not comfortable to listen to people speak in Pidgin, especially on radio programmes. Egbai (2015) avers that different radio listeners are exposed to pidgin broadcast messages and these people react differently to pidgin programmes aired on broadcast stations due to their individual differences. While some understand the language very well and can interpret it to their own level, others find it difficult to interpret and as a result misunderstand information disseminated through the station.

Clue (2020), explains that this notion has made many to think that Pidgin is a debased form of the standard language and not a language of its own, which was used as substitute of the standard language by people who are incapable of or at least not had the opportunity of learning the latter. It is for this reason that a sore eye is raised on Pidgin language. In fact many still believe that Pidgin English is parasitic and incapable of being an independent linguistic system.

That aside, communication scholars have argued that there has been several misinterpretation of broadcast messages by listeners who interpret these messages received especially in Pidgin English differently. Most people who do not understand Pidgin language tend to ignore or stop listening to certain programmes aired on radio. As a result of this, they develop negative attitudes towards such messages as they find it difficult to give satisfactory and accurate meaning to the messages aired on such stations. Even though Pidgin English is perceived to be accepted by many listeners of radio, the language is yet to be accepted by various segments of the audience. Therefore, there is need for broadcast stations to strike a balance in ensuring that all segments of their audience members are carried along, (Egbai, 2015).

2.6. Empirical review

The empirical review section examines previous studies related to the current research:

Egbai (2015) carried out a study on Pidgin English as an Effective Language for Broadcasting to Multi-lingual Society by Correct FM, Calabar. The objectives of the study were to examine the extent to which Pidgin English is employed as an effective language for broadcasting and to determine whether the station's audiences engage with the station's programming based on its prioritization of Pidgin English and the linguistic identity. The study was anchored on the individual difference theory and the information processing theory. In terms of the research design, the survey research method was adopted, while questionnaire were adopted as the instrument of data collection to collate data from respondents. Findings of the study revealed that Pidgin English is an effective language of broadcasting as it is widely

accepted amongst the less educated audience members. The researcher recommended that language should be given a national recognition by government and policy makers. This will help make it the second official lingua franca in Nigeria. The researcher also recommended that Pidgin English should be incorporated into the Nigerian educational curriculum and taught as an official language in our schools especially Primary and Secondary levels.

Osoba (2014) conducted a study on The Use of Nigerian Pidgin in Media Adverts. The objectives of the study were to find out how pidgin adverts communicate the intended meaning of their advertisers and how the audiences perceive them through an application of “Presupposition” and “Implicature” as conceptual or theoretical tools. Data for the study were collected by listening to Pidgin broadcasts and adverts on Wazobia 95.1 fm, Rhthym 93.1 FM and Eko FM radio. Some of the data were collated using tape recorders, which were later transcribed. The data collated spanned for a period of 17 years (from 1993-2010). These were then organized into categorical units and then analyzed using clausal and phrasal structures. The findings of the study revealed that most of the adverts broadcast in Pidgin language communicated issues that were indigenous in nature and could be easily understood by an average listener. The findings also revealed that most of the adverts aired were done in the language of the masses, providing an enabling ground for interaction between the advertiser and their various audiences. The study concluded that based on the manner in which adverts were presented, more media programmes should be presented in Pidgin language so that more people can be enlightened in a language that is most easily accessible to them.

Meanwhile, audience engagement of Pidgin English programmes, the intended meaning of Pidgin English by advertisers and how audiences perceive them, may not be the only effect of Pidgin English in broadcasting. This is because there are certain elements that appeals to listeners in Pidgin English broadcasting. In addition, there are attitudes that media audiences portray towards such Pidgin language programmes. Therefore, it is pertinent to identify these attitudes, what appeals to media audiences and the effects of using Pidgin English language in broadcasting, which is the focus of this study.

2.7 Theoretical framework

This study adopts the information processing theory. The Information Processing Theory was propounded in 1963 by Williams J. McGuire. The theory suggests that attitude involves six steps with each step being a necessary precedent for the next. The steps are as follows:

- The persuasive message must be communicated.
- The receiver will attend to the message.
- Receiver will comprehend the message.
- The receiver yields to and is convinced by the arguments presented.
- The newly adopted position is retained.
- The desired behavior takes place.

According to McGuire, any independent variable in the communication situation like a radio broadcast can have an effect on any one or more of the six steps. A variable such as intelligence might lead to less yielding, attitudinal change because the more intelligent person is better able to detect flaws in an argument and is more willing to maintain an option not held

by others. But it might lead to more attention because the more intelligent person has a greater interest in the outside world. In this context, a more educated and highly intelligent audience member or listener is better able to detect flaws in the argument raised by radio presenters and is more willing to hold an opinion that differs from that which is held by others. McGuire equally posits that it is typical for independent variables to affect one step in a positive way and another step in a negative way. A fear appeal for instance, might increase attention to the message, but interfere with yielding to the argument presented.

McGuire (1976) presented eight steps in the information processing theory: exposure, perception, comprehension, agreement, retention, retrieval, decision-making and action. In 1989, McGuire again presented twelve steps in the output or dependent variable size of the persuasion process. These include:

- Exposure to communication.

- Attending to it.

- Liking or becoming interested in it.

- Comprehending it (learning what)

- Skill acquisition (learning how)

- Yielding to it (attitude change).

- Memory stage of content and agreement.

- Information search and retrieval.

- Deciding on basis of retrieval.

- Behaving in accord with decision.

- Reinforcement of desired acts and
- Post-behavioural consolidating.

The information processing theory gives an overview of the attitude-change, reminding us that it involves a number of components. The informational meaning approach is focused on how effortlessly listeners or potential consumers may understand and respond to information presented in a specific language (Dada 2012). According to this theory, a radio program presented in English language may be less effective as the targeted consumers or audiences, who are from different ethnic groups, may not understand or interpret the message being shared.

Additionally, using English language on a radio program that focuses on illiterates or semi-literate consumers who only understand the Pidgin English or a minority (indigenous) language may result to be less effective. (Efuk, 2013) confirms this statement when he maintained that “for an effective radio program, considering the audience is the first priority; their social, educational, political and religious background.” It has to also consider the subject that would be appealing to the audience and the things to be avoided. Furthermore, it should avoid alienating audiences by selecting subjects that will prove to be too high for the audience level of satisfaction or understanding and this is also very important, mostly where the level of illiteracy is known to be very high.

CHAPTER THREE

RESEARCH METHODOLOGY

Preamble

This chapter deals with research methodology. The study used both qualitative and quantitative research method. The chapter however contains the following sub headings:

- Research Design
- Population of the Study

- Sample Size
- Sampling Techniques
- Research Instrument
- Validity of Research Instrument
- Reliability of Research Instrument
- Method of Data Collection
- Method of Data Analysis

3.1 Research Design

This study employed the survey research design. Wimmer and Dominick (2004), explains that Survey is a method of data gathering used most often for gathering information from a sample of individuals. Thus, survey will be used in assessing the effects of Speed FM Radio Pidgin English broadcasting among Benin residents, Edo State. The survey method was adopted because it is a vital means of eliciting information from respondents as it facilitates the findings and ensures that the selected respondents represent the entire population of the study.

The aim of survey is to provide empirical data collected from a population of respondents on which valid conclusions can be made. Therefore, the survey research design for this study simply provides a comprehensive plan or blueprint, showing how the research will be used to solve the already identified problems.

3.2 Population of the study

The population of this study is 1,781,999 which comprises of all residents of Benin City, Edo state according to information gotten from the National population commission of Nigeria (Web).

However, due to financial and time constraint, the researcher selectively chose respondents from Oredo LGA and Egor LGA, Benin city, which amounts to 632, 957, according to the National bureau of statistics (Web).

3.3 Sample size

According to Adeagbo (2009), sample refers to a group of people that are selected for research purposes from which information is obtained. The sample size of this study is determined using the Taro Yamene formula:

$$N = \frac{N}{1 + N(e)^2}$$

N = population size

e = sampling error [0.05]

^ = raised to the power of

To vividly clarify how the sample size was gotten, the work goes thus:

$$n = \frac{632,957}{1 + 632,957(0.0025)}$$

$$n = \frac{632,957}{1583}$$

$$n = 400$$

Thus, the sample size for this study is 400

3.4 Sampling techniques

This study adopts the simple random sampling technique to arrive at an appropriate sample for the study. The simple random sampling method was adopted because it helped the researcher to make generalizations about the entire population with the subset of individuals

selected. Its ease of use and accuracy in representation of the larger population is another valid reason.

3.5. Instrument for Data Collection

The researcher will produce a 14 item questionnaire to determine the Effects of Speed FM Radio Pidgin English broadcasting among Benin Residents, Edo state and will be divided into two parts; A and B. Part A will contain the bio-data of respondents, while part B treats issues related to the Effects of Speed FM Radio Pidgin English broadcasting among Benin Residents, Edo state. The questionnaire comprises open and close-ended questions to enable respondents express their opinions, where necessary on one hand and to make coding easier on the other hand. The questions will be given to the respondents to determine the influence of media campaigns on drug abuse on the attitude of the residents of Benin

3.6. Validity of the Research Instrument

The questionnaire was subjected to face validation which is ultimately a matter of judgment. The researcher's instrument was censured by both lecturers and experts in communication studies. They helped in determining the simplicity of the questions, clarity, and unambiguity. They also ascertained whether the questions satisfactorily measured the variable of the study. Good suggestions, advice and modification that led to a satisfactory validity of the instrument were provided.

3.7. Reliability of Instrument

The reliability of the research instrument was ensured through its careful construction and pre-test. Pre-test was done by conducting a pilot survey wherein the

research instrument was administered to a part (sample) of the population with a view to finding possible fault In the study. 20 questionnaire were administered to respondents to find out if the instrument of data collection is effective enough in measuring and sampling the opinions of respondents under study.

3.8 Method of data collection

The researcher adopted a person-to-person method of questionnaire administration. The questionnaire contained tables and graphs to effectively analyze the data generated from the instrument of data collection- questionnaire. This helped the researcher to get the right opinion or view of the subjects or respondents. Other secondary sources of data such as text journals, encyclopedia as well as serial materials were consulted.

3.9 Method of Analysis

The simple percentage method will be adopted to analyse and interpret the data. Simple percentages will also be used to answer the research questions. The method of presenting the data collected for the study is the quantitative method of data analysis. This analysis involves the presentation of statistics to confirm or invalidate the study.

Total Number of Respondents

Total Number of Responses x 100

CHAPTER 4

DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

This chapter is concerned with the presentation and analysis of data generated through the administration of questionnaire. 400 copies of questionnaire were administered to the various respondents and same 400 copies returned which is 100%.

4.2 Data Presentation

Table 1: Gender of Respondents

Gender	Frequency	Percentage (%)
Male	244	61
Female	156	39
Total	400	100

Source: Field Survey, 2022.

Table 1 show that the study is composed of both males and females. It reveals that 244 respondents (61%) are male while 156 respondents (39%) are female.

Table 2: Age Bracket of Respondents

Age	Frequency	Percentage (%)
15-25	40	10
26-30	68	17
31-35	100	25
36 and above	192	48
Total	400	100

Source: Field Survey, 2022.

Table 2 indicates that the study comprises of respondents within various age distribution. It shows that 40 (10%) respondents were between the ages of 15-25, 68 respondents (17%) are between the ages of 26-30years, 100 (25%) respondents are between 31-35years, while 192 respondents (48%) are 36 and above.

Table 3: Occupation of Respondents

Occupation	Frequency	Percentage (%)
Student	30	8
Self employed	225	56
Civil servant	64	16
Private sector	81	20
Total	400	100

Source: Field Survey, 2022.

The above table indicates that 30 respondents (8%) are students, 225 respondents (56%) were self-employed, 64 respondents (16%) were civil servants while 81 respondents (20%) were in the private sector

Table 4: Marital status of respondents

Marital status	Frequency	Percentage (%)
Single	95	24
Married	259	64
Divorced	46	12
Total	400	100

Source: Field Survey, 2022.

The table shows that 95 respondents (24%) were single, 259 respondents (64%) were married while 46 respondents (12%) were divorced.

Table 5: Religion of Respondents

Religion	Frequency	Percentage (%)
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Christianity	240	60
Islam	110	27
Traditionalist	35	9
Other	15	4
Total	400	100

Source: Field Survey, 2022.

Table 5 shows that out of the 400 respondents, 240 were Christians which is (60%) of the total respondents. 110 respondents (27%) were Muslims, 35 respondents (9%) ticked as traditionalist while 15 respondents (4%) were other forms of religion.

Table 6: Exposure of respondents to Speed FM Pidgin programmes

Variable	Frequency	Percentage (%)
Strongly agree	95	24
Agree	192	48
Undecided	45	11
Disagree	40	10
Strongly disagree	28	7

Source: Field survey 2022

Table 6 shows that out of the 400 respondents, 192 agreed to be exposed to the Pidgin programmes which represent 48% of the entire population. This shows that a larger portion of the respondents were exposed to the programmes.

Table 7: Extent of exposure to Speed FM Pidgin English programmes

Variables	Frequency	Percentage (%)
Very high	120	30
High	188	47
Can't tell	28	7
Low	40	10
Very low	24	6

Source: Field survey 2022

Table 7 indicates that numerous variables were used to determine the extent of exposure to Speed FM pidgin programmes. A greater number of the respondents agreed that the extent to which they have been exposed to the programmes is high. This reveals that 188 respondents which represent 47% of the entire population were highly exposed.

Table 8: Regularity of accessing Pidgin programmes by Respondents

Variables	Frequency	Percentage (%)
Daily	190	48
Weekly	111	27
Bi-weekly	52	13
Monthly	28	7
Bi-monthly	19	5

Source: Field survey 2022

Table 8 shows how regularly the respondents' access programmes done in Pidgin English by Speed fm 96.9. From the table, it clearly indicates that 190 respondents which represent 48% of the population listen everyday while 111 representing 27% of the population access the programmes weekly.

Table 9: Speed FM draws the attention of audiences to the socio economic issues of Benin city

Variables	Frequency	Percentage (%)
Strongly agree	185	46
Agree	124	31
Undecided	47	12
Disagree	28	7
Strongly disagree	16	4

Source: Field survey 2022

As shown in table 9 above, 185 (46%) strongly agree that speed FM draws the attention of various audiences generally to socio economic issues, 124 (31%) agree, 47 (12%) are undecided, 28 (7%) disagree while 16 (4%) strongly disagree.

Table 10: I have been drawn to the to the socio economic issues of Benin City by listening to Speed FM'S Pidgin broadcast

Variables	Frequency	Percentage (%)
Strongly agree	179	45
Agree	134	33
Undecided	46	12

Disagree	24	6
Strongly disagree	17	4

Source: Field survey 2022

Table 10 explains that Speed FM at some point in time has drawn the attention of the respondents to socio economic issues. 179 (45%) strongly agree, 134 (33%) agree, 46 (12%) are undecided, 24 (6%) disagree while 17 (4%) strongly disagree so we can clearly see that a larger percentage agrees to have been drawn to socio economic issues by listening to Speed FM'S broadcast.

Table 11: Attitude towards Pidgin language in Speed FM

Variables	Frequency	Percentage (%)
Positive	167	42
Negative	80	20
Neutral	115	28
Can't tell	16	4
Undecided	22	6

Source: Field Survey 2022

As shown in table 11 above, 167 respondents (72%) have a positive attitude towards the Programmes done in Pidgin by Speed FM, 80 (20%) have a negative attitude, 115 respondents (28%) are neutral while the remaining numbers can't tell and undecided respectively. This shows that majority of the respondents have a positive attitude towards the programmes.

Table 12: Describe Speed FM'S Pidgin English language broadcast

Variables	Frequency	Percentage (%)
Informative	20	5
Entertaining	90	23
Educative	110	27
Interpretative	140	35
Enlightening	40	10

Source: Field survey 2022

From the table above we can see that a larger percentage of the population find Speed FM'S programmes interpretative which is 140 (35%), 20 (5%) find it informative, 90 (23%) find it entertaining, 110 (27%) find it educative while 40 (10%) find it enlightening.

Table 13: Speed FM manner of presentation appeals to my listenership of its broadcast done in Pidgin English

Variables	Frequency	Percentage (%)
Strongly agree	128	32
Agree	199	50
Undecided	37	9
Disagree	26	7
Strongly disagree	10	2

Source: Field survey 2022

For the respondents in table 13 above, Speed FM’s manner of presentation appeals to their listenership of its programmes. 128 (32%) respondents strongly agree, 199 (50%) agree, 37 (9%) are undecided if the manner of presentations appeals to them or not; 26 (7%) disagree while 10 (2%) strongly disagree.

Table 14: The presenters of Speed FM’s Pidgin broadcast appeals to my listening of its Pidgin English broadcast

Variables	Frequency	Percentage (%)
Strongly agree	120	30
Agree	172	43
Undecided	67	17
Disagree	30	7
Strongly disagree	11	3

Source: Field Survey 2022

Data from table 14 above indicates that the presenters of Speed FM appeals to the listenership of the station by the respondents. 120 (30%) strongly agree, 172 (43%) agree, 67 (17%) are undecided, 30 (7%) disagree and 11 (3%) strongly disagree.

4.3 Discussion of findings

This section presents and discusses answers to the research questions posed in chapter one

Research question 1: What are the effects of Speed FM Radio Pidgin English language broadcasting on Benin residents, Edo state?

This research question is aimed at determining how Speed FM's Pidgin English programmes have affected residents of Benin, Edo state. Based on the data gathered and analyzed, it was established that residents of Benin have been exposed to Speed FM and its Pidgin broadcast and 188 out of the 400 respondents are highly exposed to the programmes while 190 respondents representing 48% of the population listen to the programmes on a daily basis.

In table 9, respondents were asked about the effects the programmes in Pidgin have on them or how it has impacted them; an overwhelming majority of the respondents which is 185 representing 46% of the population strongly agreed that Speed FM'S programmes help to draw the attention of audiences to the Socio economic issues of Benin city. The analysis in table 10, when asked if they have been drawn particularly to the socio economic issues of Benin city by virtue of them listening to the programmes, 179 representing 45% of the population also strongly agreed to have been drawn by the programmes.

Research Question 2: What is the attitude of Benin residents towards Speed FM Radio Pidgin English language broadcasting?

To answer this research question, tables 11 and 12 were used. Data obtained from the questionnaire in table 11 indicates that out of the 400 respondents sampled for this study, 167 which is 42% of the population have a positive attitude towards the programmes, 80 i.e. 20% of the population have a negative attitude 115 which is 28% are neutral while the others can't tell and are undecided about the attitudes they have towards the programmes.

In table 12, when asked to describe Speed FM'S Pidgin programmes, 20 respondents i.e. 5% of the population described them as informative, 90 representing 23% said entertaining, 110 i.e. 27% said educative, 140 which is 35% said educative while the remaining 40 respondents which is 10% said the programmes were enlightening. This shows that an overwhelming majority of the sampled population find Speed FM'S programmes to be interpretative while the other respondents have different views.

Research Question 3: What appeals to Benin residents in Speed FM radio Pidgin English language broadcasting?

To answer these research questions, references will be made to tables 13 and 14.

Data from table 13 showed that 199 respondents agree that the manner in which Speed FM presents their programmes appeal to their listenership of the programmes, 128 strongly agreed, 37 were undecided, 26 disagreed while 10 strongly disagreed.

In table 14, the respondents were asked if the Presenters of Speed FM appeal to their listenership of the programmes, 172 respondents agreed, 120 strongly agreed, 67 were undecided, 30 disagreed while 11 strongly disagreed. From the table we can conclude that the Presenters play a key role in determining if the station will have a huge listenership or not.

CHAPTER 5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The study aimed to find out the "Effects of Speed FM Radio Pidgin English broadcasting among Benin residents Edo state." Overtime radio as a broadcast medium of Mass communication has had different impacts on its audiences; sometimes impacts that even the owners of the radio houses didn't even intend. Thus in order to find out the effects which Speed FM radio, a grass root radio in Benin city, three research questions were developed which were seem to be fit in tackling the stated problems of the study.

At the end of the study, it was revealed that Speed FM'S Pidgin programmes helps to draw the attention of audiences to the Socio economic issues of Benin City and has actually drawn the attention of the respondents to the socio economic issues of Benin City. Also, the study found out that there are no uniform attitudes of Benin residents towards Speed FM'S Pidgin broadcast. The study revealed that listeners have developed different attitudes toward Speed FM'S broadcast. However, in the course of this study, larger portion of the respondents see the programmes as interpretative. From the study, it can be deduced that Speed FM'S manner of presentation as well as its presenters appeals to the respondents' listenership of its programmes. And also, the respondents have overtime developed a positive attitude towards Speed FM'S programmes.

5.2 Conclusion

Based on the findings, the obvious conclusion is that Speed FM'S programmes have different attitudes on listeners and play a crucial role in drawing the attention of Benin residents to the socio economic issues of Benin city. Furthermore the programmes have a strong appeal on the audiences and majority of the audiences see the programmes as interpretative. Also, despite the different attitudes, Speed FM'S programmes have appealed to the grass root residents of Benin city. Hence, the conclusion is that Benin residents love and enjoy Speed FM'S programmes done in Pidgin English.

5.3 Recommendations

A research work involves an investigation geared towards increasing knowledge and providing ideas to solve problems. From this fact, coupled with an enthusiastic desire to ensure confirmatory evidence on this study, it is therefore fit to make the following recommendations:

1. Founders/establishers of radio houses/stations should ensure that the stations fulfill the purpose with which they were established by working according to the Vision and Mission statements of the establishments.
2. Professionalism must be the watchword and certain standard of broadcast must be met to be qualified as a broadcaster especially on radio.
3. More broadcast courses should be introduced in our tertiary institutions to train students in the act of professional broadcasting.
4. Broadcast journalists should engage in interpretative and investigative journalism to break issues down to the most basic level to be understood by all and sundry.

5. More grass root radio stations should be established to cater for citizens from the lowest rung of the educational, social and economic ladder.

5.4 Suggestions for further studies

The following topics are suggested for further research studies and examinations:

1. The effects of Nigerian Pidgin English on the academic performance of University students in Nigeria.
(A case study of Unilllorin)
2. Audience perception of increased Pidgin English broadcast stations in Nigeria. (A case study of Lagos State)
3. Parental perception on the influence of Pidgin English commercials in children's programmes
4. Effects of Pidgin English advertisements in Nigeria broadcast media

APPENDIX I

Department of Mass Communication
Faculty of Arts
University of Benin,
Benin City, Nigeria.

22nd January, 2022

Dear respondent,

REQUEST FOR COMPLETION OF ITEMS IN QUESTIONNAIRE

I am Rose Okudaye, a final year student of the above named department/ institution. I am conducting a research on, **“The Effects of Speed FM Radio Pidgin English broadcasting among Benin residents, Edo State. ”**.

This research is in partial fulfillment of the requirement for the award of a Bachelor of Arts degree in Mass communication. You have been carefully selected for this study to provide reliable data. This study is strictly guided by research ethics which protects the anonymity of its respondents. All information you provide would be used for only academic purpose.

Thank you for your understanding and cooperation.

Yours faithfully,

Rose Okudaye

Researcher.

- I. What are the effects of Speed FM Radio Pidgin English language broadcasting on Benin residents, Edo State?

- II. What is the attitude of Benin residents towards Speed FM Radio Pidgin English language broadcasting?

- III. What appeals to Benin residents in Speed FM Radio Pidgin English language broadcasting?

APPENDIX II

QUESTIONNAIRE

Instruction: Please kindly tick (✓) the appropriate option below

SECTION A: Demographic information

1. Sex (a) Male (b) Female

2. Age group (a) 15 - 25 (b) 26-30 (c)31-35(d) 36 and above.

3. Occupation (a) Student (b) Self Employed (c) Civil servant (d) Private Sector

4. Marital status (a) Single (b) Married (c) Divorce

5. Religion (a) Christian (b) Muslim (c) Traditionalist (d) Others

SECTION B: PSYCHOGRAPHICS

6. I have been exposed to Speed FM Radio Pidgin English language broadcasting. (a) Strongly agree (b) Agree (c) undecided (d) disagree (e) strongly disagree
7. Extent of exposure to Pidgin English language broadcasting in Speed FM Radio (a) Very high (b) High (c) Can't tell (d) Low (e) Very low
8. Regularity of accessing Pidgin English language in Speed FM (a) Daily (b) Weekly (c) Bi weekly (d) Fortnightly (e) Monthly
9. Do you agree that Speed FM Radio Pidgin English language broadcasting draws the attention of audiences to the socio economic issues of Benin city? (a) Strongly agree (b) agree (c) undecided (d) disagree (e) strongly disagree
10. Have you been drawn to the socio economic needs of Benin city at any point in time merely by listening to Speed FM Radio Pidgin English language broadcasting (a) Strongly agree (b) Agree (c) Undecided (d) Disagree (e) Strongly disagree
11. What is your attitude towards Pidgin English language in speed FM? (a) Positive (b) Negative (c) Neutral (d) can't tell (e) undecided
12. How would you describe Speed FM Radio Pidgin English language broadcasting (a) informative (b) entertaining (c) educative (d) interpretative (e) enlightening
13. Speed FM manner of presentation appeals to my listenership of its Pidgin English language broadcast. (a) Strongly agree (b) Agree (c) Undecided (d) Disagree (e) Strongly disagree

14. The Presenters of Speed FM Pidgin English language broadcast appeals to my listening of its Pidgin English language broadcast. (a) Strongly agree (b) Agree (c) Undecided (d) Disagree (e) Strongly disagree

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