

Perception of Newspaper Review on Radio in Yoruba Language among Residents of Ibadan North East Local Government, Oyo State

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Abstract

This study examines the audience perceptions of newspaper review programmes on radio stations in the Yoruba language, focusing on residents of Ibadan North East Local Government Area, Oyo State. The newspaper review segment has become a significant part of radio programming in Nigeria, serving as a bridge between print and broadcast journalism. While the reviews are often delivered in English, the increasing use of indigenous languages such as Yoruba makes them more accessible to local audiences. The study employed a survey method, and a sample of 375 respondents was drawn from a population of 473,700 using the Taro Yamane formula. Data were collected using structured questionnaire and analysed using descriptive statistics techniques. Findings revealed that the majority of respondents prefer newspaper reviews in Yoruba because they enhance comprehension, promote cultural identity, and facilitate inclusiveness in media consumption. However, challenges such as occasional misinterpretations of news items and inadequate handling of complex political or economic terms were also noted. The study concludes that the use of Yoruba in radio newspaper reviews has a positive influence on audience engagement and information retention. It recommends that radio stations should strengthen the quality of indigenous-language reviews and train broadcasters to ensure accuracy and professionalism.

Keywords:

Indigenous, newspaper, media, communication, journalism

Introduction

The print media dominated journalism for many centuries before the advent of electronic media in the 20th century (Saragih, 2019). The newspaper industry recorded success in the face of difficult times where it is necessary for the

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audience to receive information about happenings and event across the world. With the success recorded, there are various limitations such as decline in reading culture, lack of interactivity, readers' preference for free news, and the need to minimize the cost of production and distribution as well as provide timely updates (Hassan *et al.*, 2021). However, these limitations have since been addressed to enable wider audience reach both within and outside Nigeria, particularly with the growth of satellite broadcasting.

Quite often, the press conducts investigations and takes a necessary stand on issues of national importance. The newspaper is responsible for disseminating information to the people and has distinguished itself as a medium of advocacy. The history of the newspaper industry has been marked by struggles to gain and retain the freedom to perform its basic functions. Okon (2000) notes that in recent years, the newspaper industry has been faced with a new kind of challenge. This challenge is the arrival of the new information and communication technology (ICT) which has made several newspapers or production of tabloids to struggle for survival. Commenting on the challenges the print media face as a result of the coming on of information communication technology (ICT), Ochaji (2005) notes that when the electronic media was introduced they had an edge over newspaper because they were presenting the same condensed reports as the letter but at a faster pace and in a form that closely matched reality.

Despite newspaper being the predecessor, radio is considered to be one of the most powerful information dissemination media available to the mass communicator. It is considered to be one of the most effective for development communication purposes in rural areas (Ojebode, 2009). This is because radio sets are easily accessible and the radio is believed to be the cheapest technology in terms of operation and costs of maintenance.

However, Nigeria is known to house the freest and most outspoken press of any African country, one that has been the target of harassment by the past military dictatorships. Employees of the press in Nigeria have been imprisoned, tortured, or murdered as a result. Despite being under a less oppressive civilian government in recent times, journalists have continued to come under scrutiny, from the government or other stakeholders. Until the 1990s, most publications were government-owned, but private papers such as the Nigerian Tribune, The Punch, Vanguard, and the Guardian continued to expose public and private scandals. Okurounmu (2010) opines that laws related to the media, including newspapers, are scattered across various pieces of legislation. There are few good sources of discussion and analysis of these laws (Poindexter & Meraz, 2008).

The effects of the electronic media on newspapers, perhaps, is best explained in Marshall McLuhan's 1980 revelation, quoted in Okuna (2003) that we live in a unique revolutionary communications age, a balance print in history where statement stimulated millions of people to think about the unseen effects of the electronic media.

The printing press is a notable forerunner of journalism in Nigeria, which brings forth the newspaper. The first Indigenous newspaper in Nigeria was established by Rev Henry Townsend, an Anglican missionary in 1859. Rev Henry Townsend had earlier established a printing press in 1854. Apart from Hope Waddell Press established by the Presbyterian Church in 1846, some of the subsequent newspapers that came after Iwe Irohin also started with a printing press. For example, when Richard Blaize lunched Lagos and Gold coast Advertiser in 1880, he first established Caxton press. Nigerian journalism had its root in the indigenous language press pioneered by Iwe Irohin. Although, Iwe Irohin served as a necessary spur and impetus to other newspapers that came after, it could have been a perfect model for indigenous language media if subsequent publishers had taken a clue from it in this respect. Unfortunately, many of the pioneering journalist did less than desirable in this respect because they saw themselves as “English blackmen” as such, in their journalistic exploits, many of the educated elites of 19th century adopted English language as the language of the media.

Asikaogu (2018) explains communication from the perspective of Aristotle as to the fundamental social process, and man in society is not basically a political animal as Aristotle held, but a communicating animal; for politics, like every other activity in society, is based on communication. Meanwhile, communication in modern societies has gone beyond the interpersonal or a situation where participants in a communication event come physically. The vastness and heterogeneity of the modern society has made this impracticable. The invention of printing and the emergence of broadcast technology have made mass communication possible in modern society. An important consideration here is how the audience perception of newspaper review by radio broadcast in Yoruba. It is necessary to note that radio broadcast utilizes the Uses and Gratification Theory (a subset of Audience Theory). Radio is the chosen medium for news broadcast in indigenous language because it is relatively cheap, available and the audience engagement is notably high.

Radio is the most important medium of communication in Nigeria, although English is the official language and the major means of communication which has made indigenous languages to be less esteemed. This is a major problem confronting Yoruba language newspapers. The few indigenous language newspapers that exist critically suffer from low awareness and patronage.

Perhaps, until the emergence of *Alaroye*, not many people reckoned with Yoruba newspapers. However, this situation has not been abated despite several attempts made to induce sales of Yoruba newspapers. For instance, the headlines of Yoruba newspaper are broadcasted over radio as an effort to foster audience patronage, unfortunately, Yoruba newspaper still suffer neglect not

only from the general public but from most people who work in the establishments where the newspapers are published do not give them any consideration either. For instance, advertisement executives in press establishment are not always enthusiastic about advertising over this media. These lacks of enthusiasm may, have resulted in the unwillingness of advertisers to place their adverts over indigenous newspapers.

The radio is the most popular medium of mass communication in Nigeria, at least a radio is found in every household irrespective of it being rural or urban as mobile devices now have built in radio. The radio is therefore the medium of choice for propagating the contents of indigenous newspapers. It is still uncertain if audience perceives Yoruba newspaper as valuable or otherwise in Nigeria. Therefore, the researcher seeks to evaluate the Audience perception of newspaper review on radio in Yoruba Language. The aims and objectives of the study are to:

- a. Critically examine the extent at which the target audience listen to newspaper review in Yoruba language.
- b. Examine how radio newspaper review improved audience engagement of Yoruba Newspaper.
- c. Critically investigate the issues audience are mostly exposed to in Yoruba newspaper review on radio.
- d. Critically assess the factors that determine respondents' perception of newspaper reviews in Yoruba language.
- e. Critically evaluate how newspaper review in Yoruba language has influenced respondents knowledge of the language.

Conceptual Review

The Newspaper in Nigeria

A newspaper is a printed publication consisting of folded un-stapled sheets and containing news, articles, advertisements and correspondence. It is usually issued daily or weekly. According to Orhewere (2006) a Newspaper is an aspect of the print media that has come to occupy a prime place in the social, economic and political realm in all countries of the world. The Newspaper has also become an instrument in the hands of those seeking political power to elicit for votes from the electorate directly or indirectly, and a tool to enhance cooperation with citizens of a country. Orhewere (2006) points out that Newspapers, which can be regarded as journals that report happenings as soon as they unfold, normally record new events, and the record could be daily or periodical, depending on whether the paper concerned is daily, weekly, fortnightly, bi-monthly, etcetera.

The Presbyterian Mission installed the first printing press in Nigeria in 1846. Reverend Henry Townsend later founded the first newspaper in Nigeria, Iwe Iroyin fun Awon Ara Egba ati Yoruba, in 1859. The newspaper was privately owned and published in Yoruba fortnightly, becoming bilingual in

1860. Newspapers serve as effective sources of information, entertainment, education, and news interpretation for citizens, especially elites. They are cheap, portable, widely available, and frequently published, ensuring up-to-date information and readability for individuals with varying reading abilities.

The Newspaper endeavours to have something for every facet of society. People believe strongly in what they read because newspapers give a truthful, comprehensive, and intelligent account of the daily events in a context that gives them meaning (Nwabueze, Ugochukwu, & Egbra, 2014).

Guanah (2014) reports that in a 2011 survey Ganiyu and Akinreti identified 400 print titles of varying formats in Nigeria; out of this number, 216 are newspapers, 63 magazines, 44 interest magazines, 16 vernacular publications and 16 religious publications. Some of these newspapers are owned by the government but majority by private individuals. Albeit the July 2009 report of the Vision 2020 National Technical Working Group on media and Communications says there are an estimated 214 news publications in Nigeria, but of these, no Nigerian newspaper has been able to make the world's first 100, in ranking.

Today, the newspapers in circulation in Nigeria include: Daily Sun, The Nation, National Light, The Pointer, Vanguard Newspaper, The Leadership, The Punch, The Guardian, This Day, Comet Newspaper, Daily Sketch, The Monitor, Alaroye, Daily Trust, Nigerian Tribune, The Nigerian Herald, National Mirror, Observer, Business Day, Daily Times, Nigerian Pilot, National Accord, Peoples/Daily, Daily Independent, Fresh Facts, and many others.

Emergence of Newspaper Review Programmes in Nigeria

According to Guanah (2018), in Nigeria, the Radio especially has become a part of the people's daily habit, and because of its high reach to people in all nooks and corners of the country, radio news have always received widespread effect on the public. FM radio is more pervasive and the highest consumed media amid television stations on national and private channels that reaches most homes (Kafewo, 2006). No wonder then that listeners prefer it as the medium they utilise in listening to daily review of newspapers' headlines. Also, this corroborates with Guanah (2018) that because some people cannot read English, and they tend to depend on the broadcast media for information, and that such programmes are usually run in local languages depending on the location of the FM radio or television station.

The decision by some broadcast stations to run newspapers review programmes, according to the host of Peace FM's Kokrokoo Newspaper Review Morning Show, Ghana, Kwame Sefa Kayi, quoted by Akwa (2014), is

because some people cannot read English, and they tend to lean on the broadcast media for information, and that such programs are normally run in local languages depending on the location of the FM radio or television station. Moreover, Busa (2013) adds that the language of instruction in which readers have received education determines the desire to relate to it.

Newspapers' headlines review has become the daily morning choice programme for most television viewers and radio listeners. Those who cannot wait at home for the programme listen to it on the radio in their cars or with their mobile phones because it informs them about the happenings around as reported by newspapers, taking into consideration the fact that broadcast news satisfies the individual's hunger for the most current information about occurrences within his immediate and remote environment (Ufuophu-Biri, 2006).

Newspapers review programmes read daily newspaper headlines, drawing viewers to broadcast houses. Radio stations use programs like "Press Reviews" and "From the Newspapers" to scan news stories. Some review front and back pages, while others review inside pages, making it a crucial part of broadcast organization.

In 2008, the Broadcasting Organisation of Nigeria (BON) and the Nigeria Publishers Association banned newspaper reviews on radio and television stations in Nigeria. (Ojebode, 2026). However, due to the importance of these reviews, broadcast media circumvented the ban. Television and radio stations changed the names of their review programmes, avoided direct references to newspapers, and sometimes included local gossip. Today, newspaper organizations are giving out complimentary copies to radio stations to review their newspapers, and headlines are presented in various ways, including inviting seasoned journalists, adding color, or using music (Guanah, 2018).

Hence, the heightened interest and attention of listeners toward newspaper headline reviews on radio, which has led some broadcast houses to introduce weekend editions where headlines from the week are repeated, deserves meticulous investigation. This situation serves as a stimulus for this research, which aims to examine listeners' perceptions of the relationship between newspaper headlines and the actual story content.

Newspaper Review Programmes

Broadcast media remain one of the most influential channels for disseminating information and shaping public opinion in contemporary societies. In particular, radio continues to play a significant role in countries such as Nigeria due to its accessibility, affordability, and adaptability across multiple devices, including mobile phones and digital platforms (National Broadcasting Commission, 2023; Statista, 2024). This widespread accessibility sustains the relevance of radio-based programmes such as newspaper reviews.

A newspaper review programme can be conceptualized as a broadcast format in which selected headlines from daily and weekly publications are

presented, interpreted, and discussed, often with the aim of contextualizing major socio-political and economic issues for audiences. In recent years, the evolution of digital journalism and the integration of artificial intelligence in news production, such as automated headline generation in some media organizations, have further underscored the importance of headlines as gateways to news content (Reuters Institute for the Study of Journalism, 2023).

Headlines perform several critical functions within the news communication process. They attract audience attention, summarize key information, frame the interpretation of news stories, and influence readers' perceptions and engagement (American Press Institute, 2022). In the context of broadcast newspaper reviews, these functions are amplified, as presenters not only read but also interpret headlines, thereby shaping audience understanding of the underlying stories.

Consequently, the review of newspaper headlines on radio offers multiple benefits to listeners, including quick access to diverse information, guided interpretation of complex issues, and exposure to a range of perspectives. However, this also places a significant responsibility on programme presenters to ensure accuracy, balance, and contextual integrity in their delivery. Misrepresentation or exaggeration of headlines can distort audience perception and undermine informed decision-making.

Furthermore, contemporary media scholarship emphasizes the importance of audience-centered broadcasting. Understanding audience demographics, preferences, and media consumption patterns is essential for producing relevant and engaging content (Pew Research Center, 2023). As such, newspaper review programmes must be designed with a clear awareness of their target audience to enhance comprehension, relevance, and impact.

Theoretical Framework

Uses and Gratifications Theory

The Uses and Gratifications Theory explains how audiences actively select media to satisfy specific needs. The theory, developed by Elihu Katz, Jay Blumler, and Michael Gurevitch, emphasizes that media consumers are not passive but goal-oriented in their media choices (Katz *et al.*, 1973).

Contemporary scholars have expanded this perspective by demonstrating that audience motivations have evolved with media convergence and digital accessibility. For instance, Denis McQuail (2010) notes that audiences increasingly use media not only for information but also for identity formation and social interaction. Similarly, Sonia Livingstone (2019) highlights that

audience engagement today is shaped by both traditional and digital media environments, reinforcing the active role of the audience.

In the context of this study, this theory explains why audiences listen to Yoruba newspaper review programmes on radio. Listeners may seek information about current affairs, maintain cultural and linguistic ties, or fulfill entertainment needs. This directly relates to the extent of listenership, and audience perception. The theory suggests that variations in listenership and perception are influenced by the different gratifications sought by individuals.

Agenda-Setting Theory

The Agenda-Setting Theory posits that the media shape public priorities by emphasizing certain issues over others. Originally developed by Maxwell McCombs and Donald Shaw (1972), the theory demonstrates that media attention significantly influences what audiences consider important.

Modern scholarship has extended agenda-setting into what is known as second-level agenda-setting and network agenda-setting, which focus on how media not only highlight issues but also shape how those issues are understood (McCombs, 2014). In addition, Thomas E. Patterson (2013) argues that media framing and repetition continue to influence public engagement, particularly in broadcast formats where interpretation accompanies information.

Applied to Yoruba newspaper review programmes, this theory explains how radio presenters select, prioritize, and repeatedly discuss certain headlines. This directly aligns with audience engagement and issues audiences are exposed to. By emphasizing particular topics, such as politics, governance, or social issues, presenters effectively set the agenda for listeners, shaping both awareness and engagement levels.

Social Learning Theory

The Social Learning Theory, propounded by Albert Bandura (1977), explains how individuals learn through observation, imitation, and repeated exposure. The theory asserts that learning can occur in a social context without direct experience, particularly when individuals observe models whose behavior is reinforced.

Contemporary research supports the continued relevance of this theory in media environments. For example, Jennings Bryant and Mary Beth Oliver (2020) emphasize that repeated exposure to media content significantly influences knowledge acquisition and behavioral patterns. Similarly, David Giles (2018) notes that broadcast media remain powerful tools for informal learning, especially in linguistic and cultural transmission.

In this study, Social Learning Theory explains how listeners of Yoruba newspaper review programmes can improve their knowledge of the Yoruba language. Through repeated exposure to vocabulary, pronunciation, and contextual usage presented by radio hosts, listeners are likely to internalize and

replicate linguistic patterns. This directly supports how the programmes influence respondents' knowledge of the Yoruba language.

Hence, the integration of these three theories provides a comprehensive framework for the study. The Uses and Gratifications Theory explains why audiences listen, Agenda-Setting Theory explains what content they are exposed to and engage with, and Social Learning Theory explains the outcomes of such exposure, particularly in terms of language acquisition. Together, they offer a holistic understanding of audience behaviour, media influence, and learning effects in Yoruba newspaper review programmes.

Research Design

The research design employed was a survey. This study was restricted to residents in Ibadan North East Local Government. According to City Population (2022), the population of residents in Ibadan North-East Local Government was 473,700. The area was chosen due to its large audience for the indigenous Yoruba broadcast. Iwo Road is densely populated with middle-aged men and women who prefer listening to newspaper review programmes on Splash FM 105.5 (OnlineRadioBox, 2025), as well as other Yoruba-language broadcasts.

Sample and Sampling Techniques

The study employed a purposive sampling technique. Daramola (2006) defines a sample as a representative subset of a target population. The purposive sampling technique was used to select respondents who were listeners of Splash FM radio programmes including newspaper review.

Using Taro Yamane's formula with a 5% margin error, a total of 400 sample size was recruited from the population of the Ibadan North East Local Government which was 473,700. However, only 375 participants provided valid responses for analysis.

Research Instrument/Method of Data Collection and Analysis

The research instrument adopted for this study was a structured questionnaire after a careful study of related literature. The questionnaire contained 16 items. The questionnaire was patterned in four point Likert type rating scale format of Very Often, Often, Rarely, and Never; also three point Likert type rating scale format of Yes, No, and Undecided (David, 2007). The copies of questionnaire were distributed by the researcher, assisted by a trained research assistant. The distributed questionnaires were retrieved immediately after completion.

The data obtained were sorted, coded and subjected to appropriate statistical analysis. The Statistical Package for Social Science (SPSS) version 23.0 was employed for sorting and coding. Descriptive statistics such as frequency counts, means, and percentages were used to present to address the research objectives.

Data Analysis and Discussion

The results and discussion of findings on the Audience perception of Newspaper review in Yoruba Language in two-read community, Ibadan, Oyo State are presented. The results of the analysis were then tabulated and presented.

Table 1: Distribution of Respondents by Gender

Gender	Frequency	Percentage %
Male	190	50.7
Female	180	48.0
Prefer not to say	5	1.3
Total	375	100.0

Source: Fieldwork (2021)

The table 1 above shows that the respondents are almost evenly split between male (50.7%) and female (48.0%), indicating strong gender balance in participation. The slight male majority (2.7%) is not significant enough to suggest gender dominance, meaning both men and women are equally invested in Yoruba newspaper reviews. Only 1.3% preferred not to disclose gender, which is negligible and does not affect the representativeness of the data. The near parity between male and female respondents strengthens the credibility of the study, ensuring that results reflect the perspectives of both genders fairly.

Yoruba newspaper reviews on radio are not gender-specific but appeal across gender lines, showing their broad accessibility and relevance. The findings challenge assumptions that indigenous-language broadcasts might be skewed toward one gender; instead, both men and women actively engage with Yoruba media content. Broadcasters and policymakers can design content knowing that their audience is gender-diverse, which could encourage the integration of issues affecting both men and women equally. Hence, the gender distribution reveals a well-balanced audience composition, confirming that Yoruba newspaper reviews are equally patronized by male and female listeners, making them an effective medium for inclusive communication.

Table 2: Age Range of the Respondents

Age Group	Frequency	Percentage (%)
18–25	95	25.3
26–35	120	32.0
36–45	80	21.3
46–55	55	14.7

Source: Fieldwork (2021)

The table 2 above shows that the largest category of respondents falls within the 26–35 age group (32.0%), followed closely by those aged 18–25 (25.3%). Together, these two groups account for 57.3% of the total sample. Respondents within the 36–45 age bracket represent 21.3%, showing that a considerable number of middle-aged adults are also actively exposed to Yoruba newspaper review programmes. Those aged 46–55 (14.7%) and 56 and above (6.7%) form the smallest segments, indicating comparatively lower participation among older adults. The data therefore indicates a youth-dominated audience, but with a reasonable representation of older listeners as well.

Since the majority of respondents are within the 18–35 age bracket, it suggests that newspaper reviews in Yoruba on radio have strong appeal among younger audiences. This may reflect their interest in accessible media formats that blend news and culture in their mother tongue. The presence of listeners across all age groups indicates that Yoruba-language newspaper review programmes cut across generational lines. However, the reduced participation of older respondents might suggest barriers such as preference for traditional news reading or limited radio listenership among seniors. From a policy and programming perspective, media houses can leverage this age profile to tailor Yoruba-language newspaper reviews towards youth-friendly discussions (e.g., politics, economy, education, job creation), while still integrating themes that resonate with older demographics (e.g., health, tradition, community security). The high involvement of younger respondents has implications for the sustainability of Yoruba language use. Their engagement with newspaper reviews in Yoruba suggests that such programmes can play a pivotal role in preventing language decline by keeping Yoruba relevant among future generations.

In summary, the age distribution demonstrates that radio newspaper reviews in Yoruba are most popular among young and middle-aged adults, with implications for designing programming that not only informs but also fosters linguistic and cultural identity across generations.

Table 3: Education of the Respondents

Qualification	Frequency	Percentage (%)
Primary School	30	8.0
Secondary School	90	24.0
OND/NCE	85	22.7
HND/Bachelor's Degree	120	32.0
Postgraduate	50	13.3
Total	375	100.0

Source: Fieldwork (2021)

The table above shows that the highest proportion of respondents holds a HND/Bachelor's Degree (32.0%), making them the most dominant category. This is followed by those with Secondary School education (24.0%) and OND/NCE holders (22.7%), which together account for 46.7% of respondents. Postgraduates represent 13.3%, showing a fair level of advanced academic representation. The smallest group is those with a primary school education (8.0%), indicating that most of the audience has at least a secondary education. The table reflects a well-educated audience, with more than two-thirds (68%) having tertiary qualifications (OND/NCE, HND/Bachelor's, Postgraduate).

The dominance of respondents with tertiary education suggests that Yoruba-language newspaper reviews on radio are particularly appealing to an educated demographic. This indicates that Yoruba remains a relevant medium for informed discourse, not just casual entertainment. The presence of respondents across all educational levels, from Primary to Postgraduate, shows that Yoruba newspaper reviews are linguistically inclusive. The language of the presentation is simple enough for less-educated audiences to understand, yet intellectually stimulating for highly educated listeners. The strong representation of graduates implies that newspaper reviews in Yoruba are considered credible and engaging sources of information even among the educated class, countering assumptions that local languages are only for the less educated. With educated respondents engaging in Yoruba-language news analysis, there is potential for these programmes to legitimize Yoruba as a language of intellectual and civic engagement, encouraging wider use in public discourse, classrooms, and intergenerational communication.

In summary, the educational profile of respondents demonstrates that Yoruba newspaper reviews on radio attract a broad spectrum of listeners but are particularly popular among the educated, reinforcing the role of indigenous-language broadcasting in promoting both literacy and cultural pride.

Table 4: Occupation of the respondents

Occupation	Frequency	Percentage (%)
Student	100	26.7
Civil Servant	90	24.0

Business/Trader	80	21.3
Artisan	55	14.7
Unemployed	30	8.0
Others	20	5.3

Source: Fieldwork (2021)

From table 4, students (26.7%) form the largest group of respondents, suggesting that youths and young adults are key consumers of Yoruba-language newspaper reviews. Civil servants (24.0%) and business/traders (21.3%) together account for nearly half of the respondents, showing that the working-class population actively follows such reviews. Artisans (14.7%) also form a significant segment, reflecting the appeal of Yoruba broadcasts to skilled workers who may prefer indigenous language content over English. The unemployed group (8.0%) shows that even those outside the workforce still engage with Yoruba radio content. The other category (5.3%) likely includes retirees, religious leaders, or self-employed professionals, suggesting additional diversity among listeners.

The dominance of students indicates that Yoruba newspaper reviews appeal strongly to young and literate audiences, which could ensure sustainability of indigenous language media into future generations. The high proportion of civil servants and traders suggests that Yoruba newspaper reviews are not just for leisure, but serve as an informational resource for people engaged in formal and informal economic activities.

The sizeable artisan category demonstrates that Yoruba reviews are accessible to audiences beyond the white-collar class, ensuring that information reaches grassroots populations who may be excluded from English-only media. Even unemployed respondents tune in, implying that Yoruba newspaper reviews provide a sense of inclusion, awareness, and community engagement, irrespective of economic status. With representation across students, professionals, artisans, and unemployed groups, Yoruba-language newspaper reviews are shown to cut across social and occupational divides, reinforcing their role as a unifying medium. Hence the occupational distribution reflects that Yoruba newspaper reviews on radio are patronized by a socially diverse audience, but particularly by youths and working-class groups, making them vital tools for civic education, cultural continuity, and grassroots engagement.

A. The extent at which the target audience listen to newspaper review in Yoruba language

Table 5: Frequency of Listening to Yoruba Newspaper Review

Response	Frequency	Percentage (%)
Very often	120	32.0
Often	110	29.3
Occasionally	80	21.3
Rarely	45	12.0
Never	20	5.3
Total	375	100.0

Source: Fieldwork (2021)

The table 5 above shows that the majority of respondents (32.0% + 29.3% = 61.3%) listen to Yoruba newspaper reviews often or very often, showing strong audience loyalty and engagement. Occasional listeners (21.3%) form a moderate proportion, suggesting that while they are interested, they may be constrained by time or competing programs. A smaller group (12.0%) rarely tune in, reflecting lower preference or access issues. Only 5.3% have never listened, which is a very small minority, showing the wide penetration and relevance of the program within the community.

With nearly two-thirds of respondents being frequent listeners, Yoruba-language newspaper reviews are evidently popular and influential, suggesting their strong role in shaping community opinion. The consistent engagement highlights that the use of Yoruba as the medium of review is both accessible and culturally resonant for the audience. Since so many listen regularly, the program has great potential as a tool for civic awareness and social mobilization, especially in local governance and public policy communication. The occasional and rare listeners (33.3%) represent an opportunity — with improved scheduling, content, or publicity, more casual listeners might be converted into frequent followers.

The very small proportion of “Never” respondents shows that resistance to Yoruba-language reviews is minimal, implying that the challenge is not rejection but sustaining consistent engagement. The results reveal that Yoruba newspaper reviews enjoy high popularity and consistent patronage among residents of Ibadan North East, positioning them as a powerful medium for information dissemination and cultural preservation.

B. How radio newspaper review improved audience engagement of Yoruba Newspaper

Table 6: Participation/engagement in discussions after listening

Response	Frequency	Percentage (%)
Always	95	25.3
Often	120	32.0
Sometimes	100	26.7
Rarely	40	10.7
Never	20	5.3
Total	375	100.0

Source: Fieldwork (2021)

From the table 6, a significant proportion of respondents (25.3% + 32.0% = 57.3%) always or often engage in discussions after listening, suggesting that Yoruba newspaper reviews stimulate active social and civic dialogue. Another 26.7% sometimes participate, indicating moderate engagement, perhaps depending on topic relevance. Rarely (10.7%) and Never (5.3%) respondents together form only 16%, suggesting that relatively few listeners remain passive. The majority trend points toward interactive consumption rather than passive listening.

The high participation rate demonstrates that Yoruba newspaper reviews encourage dialogue and reflection, extending their impact beyond the broadcast itself. Listeners are not just consumers but active contributors to social debates, which strengthens communal ties and enhances the democratic process at the grassroots. Discussions in Yoruba reinforce the idea that indigenous language media can be intellectually stimulating and socially relevant, countering the stereotype of local languages as less suitable for critical discourse. Since more than half engage actively, Yoruba newspaper reviews have a strong capacity to influence public opinion, shape cultural narratives, and drive civic awareness. The “sometimes,” “rarely,” and “never” groups (42.7%) reveal a gap, with strategies like interactive phone-ins, social media integration, or community outreach, these groups could be encouraged to participate more actively. The findings show that Yoruba newspaper reviews not only inform but also catalyse discussions among listeners, making them a vibrant platform for participatory communication and grassroots mobilization.

C. The issues audience are mostly exposed to in Yoruba newspaper review on radio

Table 7: Issues most heard in Yoruba Newspaper Review

Issue	Frequency	Percentage (%)
Politics	120	32.0
Economy	85	22.7
Education	50	13.3
Health	40	10.7
Culture & Tradition	45	12.0
Crime & Security	35	9.3
Total	375	100.0

Source: Fieldwork (2021)

The table 7 above shows that Politics (32.0%) dominates as the most frequently heard issue, showing that Yoruba newspaper reviews prioritize governance, elections, and political debates. Economic matters (22.7%) form the second most common theme, reflecting public interest in financial conditions, inflation, and livelihood concerns. Education (13.3%), health (10.7%), and culture & tradition (12.0%) occupy middle-ground issues, suggesting that while they are covered, they receive less prominence compared to politics and economy. Crime and security (9.3%) is the least emphasized, despite being an important social issue, indicating possible underreporting or selective editorial focus.

The dominance of political issues shows that Yoruba newspaper reviews function as a key arena for political communication, influencing how listeners perceive governance and leadership. The prominence of economic news reflects its immediate impact on everyday life, suggesting that listeners rely on Yoruba reviews for understanding financial developments in relatable terms. While education, health, and culture are covered, their lower percentages imply that social development issues may not receive the same visibility as politics and economy. The inclusion of culture and tradition (12%) demonstrates the role of Yoruba newspaper reviews in safeguarding indigenous values and heritage alongside modern issues. The relatively low emphasis on crime and security may limit public awareness of safety concerns, potentially reducing the capacity of media to mobilize collective responses to insecurity. Hence, the findings indicate that Yoruba newspaper reviews are highly political and economically oriented, while also accommodating social, cultural, and security issues. This trend underscores their role as agenda-setters in shaping public discourse, though with a bias toward politics and economy.

D. The factors that determine respondents' perception of newspaper reviews in Yoruba language

Table 8: Factors influencing audience perception

Factor	Frequency	Percentage (%)
Language simplicity	110	29.3
Presenter's style	85	22.7
Content relevance	95	25.3
Cultural connection	60	16.0
Others	25	6.7
Total	375	100.0

Source: Fieldwork (2021)

The table 8 above shows that Language simplicity (29.3%) is the leading factor shaping audience perception, indicating that listeners are most drawn to how understandable and accessible the Yoruba language is during reviews. Content relevance (25.3%) follows closely, showing that audiences place value on the extent to which the issues discussed align with their daily realities and societal concerns. Presenter's style (22.7%) also plays a significant role, suggesting that the delivery, charisma, and credibility of the anchor strongly affect audience interest. Cultural connection (16.0%) is moderately influential, showing that while audiences appreciate links to Yoruba identity and traditions, they prioritize clarity and relevance of information. Others (6.7%) represent minority factors such as timing, station choice, or personal preference.

Therefore, the emphasis on language simplicity underscores the importance of communicating in clear, relatable Yoruba, ensuring inclusivity across education levels. Audiences are more likely to trust and follow newspaper reviews when the topics are relevant to their socio-economic and political lives, affirming the agenda-setting role of radio. The style of presentation matters greatly, beyond the message, the messenger's voice, tone, and credibility shape perception, suggesting that skilled broadcasters are vital assets. Though ranked lower, cultural connection highlights that audiences value Yoruba-language reviews as expressions of cultural pride and heritage, contributing to language preservation. Broadcasters need to balance simplicity, relevance, and engaging style to sustain audience interest and broaden influence.

How newspaper review in Yoruba language has influenced respondents knowledge of the language.

Table 9: Improved Yoruba vocabulary

Response	Frequency	Percentage (%)
Strongly agree	120	32.0
Agree	140	37.3
Neutral	65	17.3
Disagree	30	8.0
Strongly disagree	20	5.3
Total	375	100.0

Source: Fieldwork (2021)

The table 9 above shows that a combined 69.3% (32.0% strongly agree + 37.3% agree) of respondents confirm that Yoruba newspaper reviews have improved their Yoruba vocabulary. 17.3% remain neutral, indicating some uncertainty or indifference toward the linguistic benefits of the program. Only 13.3% (8.0% disagree + 5.3% strongly disagree) reject the claim, showing minimal opposition.

The dominant positive responses suggest that Yoruba newspaper reviews play a significant role in enhancing linguistic competence among listeners. The overwhelming agreement suggests that Yoruba newspaper reviews act as a language-learning tool, exposing listeners to new words, idiomatic expressions, and contextual usage. By strengthening vocabulary, these programs contribute to sustaining Yoruba as a living language, countering the gradual erosion of indigenous languages in urban settings. The findings imply that beyond information dissemination, radio reviews double as informal education platforms, particularly for younger audiences seeking to balance English fluency with Yoruba proficiency. Vocabulary improvement reinforces a sense of cultural pride and identity, as listeners become more confident in using Yoruba in formal and informal conversations. The small group who disagreed may reflect those who already had advanced Yoruba fluency or those who see the program more as political news than as a language resource. In summary, the data indicates that Yoruba newspaper reviews significantly enhance the vocabulary of listeners, strengthening both language proficiency and cultural identity. This underscores their dual role as information platforms and linguistic preservers.

Table 10: Learned Proverbs/Idioms from review

Response	Frequency	Percentage (%)
Strongly agree	100	26.7
Agree	145	38.7
Neutral	70	18.7
Disagree	40	10.7
Strongly disagree	20	5.3
Total	375	100.0

Source: Fieldwork (2021)

The table above shows that a combined 65.4% (26.7% strongly agree + 38.7% agree) of respondents acknowledge that they learned new proverbs and idiomatic expressions from Yoruba newspaper reviews. 18.7% remained neutral, possibly indicating partial exposure or lack of recall. Only 16.0% (10.7% disagree + 5.3% strongly disagree) denied learning proverbs/idioms, showing a relatively small minority.

The trend demonstrates that beyond news interpretation, the program serves as a cultural transmission channel. The strong agreement highlights the role of Yoruba newspaper reviews in preserving and promoting oral traditions, since proverbs and idioms are key elements of Yoruba communication. By exposing listeners to figurative language, the reviews enhance not just vocabulary but also expressive depth, allowing audiences to communicate more effectively in Yoruba. For younger audiences, learning proverbs ensures that indigenous knowledge is passed on, sustaining continuity of Yoruba cultural heritage. The results reinforce that the reviews are not just news summaries; they also provide moral lessons, wisdom, and cultural education embedded in proverbs. The minority who disagreed may represent those less attentive to linguistic nuances, or those who primarily listen for political/economic updates rather than cultural enrichment. Hence, the findings show that Yoruba newspaper reviews are powerful tools of cultural preservation, teaching audiences proverbs and idioms that strengthen both their linguistic repertoire and cultural identity.

Discussion of Findings

The findings of this study highlight the centrality of indigenous language in fostering audience engagement with media content. Data revealed that the majority of respondents strongly agreed or agreed that listening to newspaper reviews in Yoruba enhanced their comprehension of news and current affairs. This aligns with Eze (2014), who argued that language serves as both a cultural identity marker and a medium for deepening understanding in media

communication. By broadcasting reviews in Yoruba, radio stations are not only disseminating information but also bridging the gap between elite-oriented English reporting and grassroots-level comprehension.

Another key finding is that a significant proportion of respondents acknowledged learning new proverbs and idioms from Yoruba newspaper reviews. This suggests that such programmes serve not only an informational purpose but also a cultural one, reinforcing the values and linguistic heritage of the Yoruba people. As Ojebode and Adegbola (2012) note, the use of indigenous proverbs and idiomatic expressions in mass communication strengthens audience identification with media messages, thereby increasing retention and recall.

The data further showed that both male and female respondents demonstrated near-equal participation and interest in Yoruba newspaper reviews, suggesting that the programme appeals broadly across gender lines. This contradicts earlier studies, such as which associated media consumption of political news more with men (Van der Pas & Aaldering, 2020). The findings here suggest that the cultural familiarity of language use may be neutralizing such gender differences, making newspaper reviews more inclusive.

However, some respondents indicated challenges with misinterpretation or oversimplification of certain complex political and economic issues during translation into Yoruba. This supports the concern raised by Salawu (2006), who cautioned that while indigenous languages expand accessibility, care must be taken to preserve the accuracy and integrity of media messages. This underscores the need for well-trained broadcasters who can skillfully interpret news items without compromising their meaning.

Overall, the findings confirm that Yoruba-language newspaper reviews significantly improve information accessibility, cultural preservation, and audience inclusivity. At the same time, they highlight the importance of professional handling of translation to avoid distortions. The results therefore reinforce the theoretical foundation of the study: gatekeeping theory is evident in how broadcasters select, interpret, and transmit newspaper content to the audience, while uses and gratifications theory explains why audiences prefer such programmes for comprehension, cultural identity, and entertainment (McQuail, 2010).

Conclusion and Recommendation

This study set out to investigate the perception of audiences towards newspaper review programmes broadcast in the Yoruba language, with Ibadan North East Local Government Area as the case study. The findings show that audiences attach great value to the use of indigenous language in radio broadcasting. Newspaper reviews in Yoruba not only improve accessibility to information but also foster cultural pride and inclusiveness, ensuring that people with limited English proficiency are not excluded from national

discourse. At the same time, the challenges identified such as misinterpretation of terminologies and oversimplification of complex issues, suggest that there is room for improvement. Overall, the research confirms that Yoruba-language newspaper reviews on radio significantly shape how audiences engage with, understand, and respond to news.

Therefore, it is recommended that radio presenters should undergo continuous training to improve translation accuracy and professional delivery of newspaper reviews in Yoruba. While simplifying news for easy understanding, broadcasters should avoid excessive dilution of meaning, especially on sensitive political, economic, and international issues. Radio stations should create platforms (call-ins, SMS, social media) to gather feedback from listeners, which will enhance programme quality. Media regulators and cultural agencies should encourage the use of indigenous languages in news dissemination to promote inclusivity and cultural sustainability. Future studies should compare perceptions of Yoruba-language reviews across rural and urban communities, or examine similar practices in other Nigerian languages.

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