

## Yoruba Newspaper Review on Radio as an Awareness-raising on Public Discourse in South-western Nigeria

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### Abstract

This study explores how Yoruba Language newspaper reviews on the radio enhance knowledge, civic engagement and holistic beneficial deliberations covering diverse facets of life among radio listeners in Western Nigeria, because airing and hosting single-topic programmes with indigenous languages has been the focus of most previous studies. The descriptive survey design and the stratified-purposive sampling were used to sample 363 participants across the state in Western Nigeria. The sourced data through the survey instrument were tested with frequency counts and percentages, while Chi-square statistics were used to validate findings. Result indicated that Yoruba newspaper reviews positively influence public opinion, genre citizen mobilization and accountability among electorates ( $X^2= 232.854$ ,  $p < .05$ ). It was also reported that Yoruba newspaper reviews is highly effective in improving political awareness, citizen's clarity and knowledge ( $X^2= 286.562$ ,  $p < .05$ ), furthermore it's a medium through which civic engagement can be stimulated, critical thinking can be broadened and civil participation among the citizens can be encouraged ( $X^2= 51.785$ ,  $p < .05$ ). This finding ascertained the Yoruba Newspaper review to be a viable medium to promote engaging communication that is necessary for democratic advancement. It was concluded that the Yoruba newspaper reviews via radio broadcast are another measure to provide more holistic information about the regional and national issues to the people, even in their localities. Therefore, promoting and sustaining it is a step towards promoting political enlightenment and inclusivity in both the rural and urban centres across Nigeria.

**Keywords:** Awareness, Newspaper Review, Public Discourse, Radio, Yoruba News.

### Introduction

The Mass media reportedly strongly influence public understanding, opinion formation and democratic participation, particularly in multilingual and multicultural societies (1). In Nigeria, "especially the Southwest where Yoruba is widely spoken", the interplay between indigenous-language broadcasting and traditional platforms such as radio provides a rich context for exploring how information is shared, interpreted and acted upon (2). In respect to this context, Newspaper review programmes on radio, "especially through indigenous language," blend print-media content with oral, local-language presentation, positioning them as potential drivers of public enlightenment, civic engagement and community dialogue (3). The

adoption of Indigenous languages for media discussions has been recognized as an essential means to promote democratic participation in Nigeria (4). Communicating in local tongues encourages cultural resonance, trust and inclusion (5, 6). Nevertheless, sustaining such media in Nigeria faces economic and technological challenges (7). However, radio remains the most accessible and affordable medium nationwide (8, 9). Previous research studies have provided understanding about how the use of indigenous languages in the media fosters comprehension, trust and inclusion (2, 10-14). Newspaper reviews have held a distinct place in radio programming (15). They condense important print stories, offer

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interpretation and invite audience input, functioning simultaneously as agenda setters and explainers (2, 15). Such programmes, aired in Yoruba, have been discovered to increase understanding and broaden involvement through the transmission of news and debates in a language that is accessible to the people (16). Studies have indicated that indigenous radio programmes are educative, yet they also actively promote participation in civic activity, political processes and public discourse in Southwest Nigeria (17). However, citizens find it challenging to make informed decisions or even get involved actively in bigger societal matters without radio programmes (18).

This Yoruba newspaper review program shall also be a useful resource for strengthening national cohesion through enabling even less literate members of the public or rural residents to stay well-informed and participate constructively in national debate (19). In the effort to achieve the goal of the study, the following objectives were considered, to mobilise citizens and promote accountability; assess how effectively the Yoruba newspaper reviews, raises political awareness and understanding and evaluate the contribution of the Yoruba newspaper reviews to civic engagement and public discourse, including debate participation. Yoruba newspaper review programmes act as agenda-setting platforms, meaning they can shape the opinion of the populace and they can provoke a discussion (1, 2). The current body of literature is focused on indigenous media and political mobilisation in general terms (16, 17, 19).

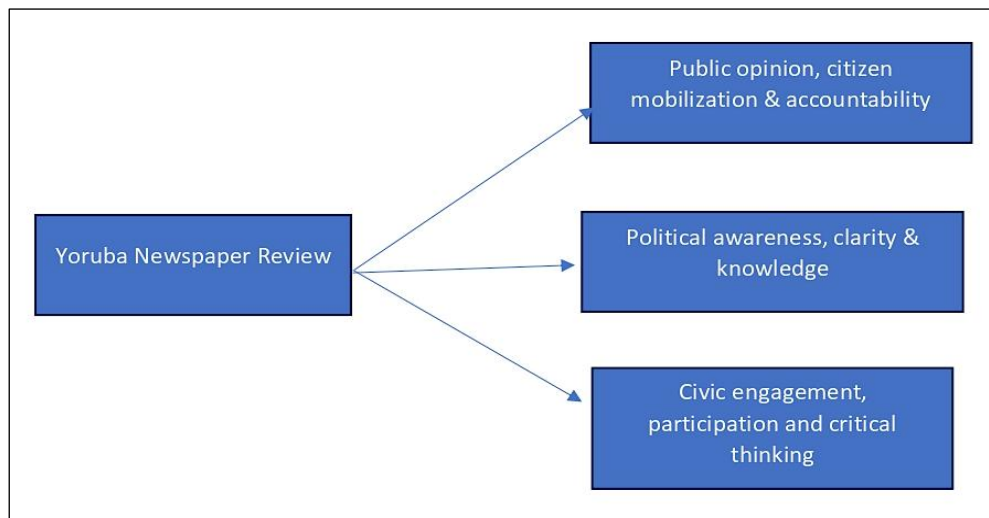
Two theoretical perspectives guide this study. The first theory is the Social Responsibility Media Theory, which argues that the press, while free, carries an obligation to deliver balanced, truthful and socially responsible information that supports democracy and public welfare (20). Broadcasting newspaper reviews in Yoruba can thus be viewed as fulfilling this duty by making national issues accessible to diverse audiences. The second theory is the Uses and Gratifications Theory. The theory sees audiences as active selectors of media to satisfy needs for information, entertainment, identity and social interaction (21). Listeners may therefore choose Yoruba newspaper reviews to better understand complex national matters in a

culturally familiar voice or to participate in a shared public sphere.

Studies have highlighted the role of radio's presentation in political education, the specific impact of Yoruba-language newspaper reviews aired on radio and its relation in particular to political knowledge and civic participation, which remains insufficiently examined (22, 23). A study conducted in Ibadan among undergraduates, for instance, found that of all traditional media platforms, radio was the only one to significantly predict increased political knowledge, even after accounting for other sources like newspapers, television and social media (22). Likewise, research on media content and youth engagement has shown that greater exposure to traditional media, including both radio and print outlets, is linked with heightened political awareness (23).

The role played by indigenous broadcasts via radio on political involvement among residents in rural towns was investigated by a study in Southwestern Nigeria (16). This study has asserted that adopting the indigenous "Yoruba" language for radio broadcast can efficiently rally rural residents' commitment to politically related activities, which in turn encourages their friends, family and associates to participate in its activities. Scholars have also asserted that radio broadcast through indigenous language has a positive engagement among residents in rural areas (17). Also, radio broadcasts promote national cohesion and bridge communication lapses across regions of Nigeria (19). Research by scholars in the context of the impact of community radio on political education in Ibadan, the capital city of Oyo State, has explained that community radio programmes significantly improved political awareness, simplifying complex political problems into accessible forms for people (24).

Also, radio on electoral awareness in Ogun State shows that radio reaches a greater extent of people (25). Research had also confirmed the contribution of a highly popular Yoruba-language political debate programme, "Ocean of Politics," to politicization in Osogbo (26). It has further been revealed that listening to political and social news aired in Yoruba enhanced political consciousness and social activism, which makes citizens more engaged and informed (16).



**Figure 1:** Study's Conceptual Framework

In like manner, a study examining the role of community radio in political orientation among citizens in the Ibadan Metropolis shows that radio enhanced civic participation (24). Other studies further explained the role played by radio broadcasts in encouraging critical thinking (25).

### Conceptual Framework

Figure 1 shows the link between the independent variable (Yoruba newspaper review) and dependent variables (public, political & civic dimensions). This is also the basis of the research hypotheses.

### Methodology

A descriptive survey research design was adopted in this study, which was conducted in southwest Nigeria, consisting of six states (Lagos, Ogun, Oyo, Osun, Ondo & Ekiti) and with an estimated population of 42.2 million citizens according to the last population census in 2006. The descriptive survey was chosen because it is a quantitative method that focuses on describing the characteristics of a phenomenon rather than asking why it occurs. Doing this provides a better understanding of the nature of the subject at hand and creates a good foundation for further research

(27). The main goal of survey descriptive research is to shed light on the heart of the research problem and better understand it (27).

A multi-stage sampling technique was used to select active Radio listeners among the population. These individuals consented to listening to diverse programmes daily. In the first stage, the six states were grouped into three clusters (two in each) based on the cultural similarities and historical ties among them. Cluster 1 has Lagos and Ogun, from where Ogun state was purposively selected. Cluster 2 consists of Oyo and Osun, from where Osun state was purposively chosen. Cluster 3 has Ondo and Ekiti, where Ondo state was selected. In the third sampling stage, a Local Government Area (LGA) was randomly selected from each of the three senatorial districts within the selected states. The GPS for the states is: Ogun State: Latitude: 7.0000N, Longitude: 3.5833E. Osun State: Latitude: 7°30'0"N, Longitude: 4°30'0"E. Ondo State: Latitude: 7°30'0"N, Longitude: 4°30'0"E.

The combined population across Ogun, Osun and Ondo was 16.3 million by the 2006 census. Taro Yamane's formula generated an appropriate sample size of 400, as indicated in Equation [1]:

$$n = \frac{N}{1 + N(e)^2} \quad [1]$$

Where:

n = sample size

N = population size

e = level of precision (sampling error, expressed as a decimal, e.g., 0.05 for ±5%)

Hence, the sample size for this study is 400.

Active radio listeners in Ondo had specifically mentioned listening to Biodun-Kayode and Bembe Iroyin every morning as a Yoruba Newspaper Review; those in Osun and Ogun had affirmed their listening to Letiofe and Koko Inu-Iwe Iroyin daily. This qualifies them to participate in this study. While a sample size of 400 was intended, only a total of 363 respondents were included in the

study based on the valid response questions on radio listenership. This number was proportionally shared across the selected three southwest states, such that 40.2%, 146 were from Ogun State, 28.4%, 103 from Osun State and 31.4%, 114 from Ondo State. These sample sizes were further proportionally dispersed across each senatorial district within these states as detailed in Table 1 below.

**Table 1:** Sampling Distribution across Selected States

State	Senatorial District	LGA	Sample	%	Total Sample	Total%
Ogun	Ogun Central	Abeokuta South	55	15.1	146	40.2
	Ogun East	Ijebu North	49	13.5		
	Ogun West	Ado Odo Ota	42	11.6		
Osun	Osun Central	Osogbo	44	12.3	103	28.6
	Osun East	Ife East	30	8.3		
	Osun west	Iwo	29	8		
Ondo	Ondo North	Akoko Southwest	35	9.6	114	31.2
	Ondo Central	Akure South	47	12.8		
	Ondo South	Ilaje	32	8.8		
Total			363	100	363	100

This study adopted a survey method and used a structured questionnaire as the instrument of data collection. Data were analysed using IBM SPSS Statistics for Windows, Version 26.0 (IBM Corp., Armonk, NY, USA), while statistical tools such as frequency counts, percentages and chi-square were used for both the descriptive and inferential analysis.

## Results

Frequency count and percentage summary were used to analyse the respondents' socio-demographic characteristics. The frequency and percentages summary were similarly adopted to analyse the study research questions, which were further validated with Chi-square analysis.

**Table 2:** Frequency and Percentage Distribution showing Respondents' Personal Information

Factors	Options	Frequency	%
Gender	Male	176	48.5
	Female	187	51.5
	Total	363	100.0
Age	20 Years and Below	54	14.9
	21-25 Years	80	22.0
	26-30 Years	50	13.8
	31 Years and Above	179	49.3
	Total	363	100.0
Religious Affiliation	Christianity	295	81.3
	Islamic	62	17.1
	Traditional	6	1.6
	Total	363	100.0
Educational Qualification	PSLC	37	10.2
	SSCE	47	12.9
	NCE/ND	73	20.2
	HND/First Degree	166	45.7
	Others	40	11.0
	Total	363	100.0
Marital Status	Single	176	48.5
	Married	178	49.0
	Divorced	2	.6
	Separated	2	.6
	Widowed	5	1.3
	Total	363	100.0
	Occupation	Student	95
Self-Employed		79	21.8
Private Enterprise Employee		126	34.7
Civil Servant		63	17.3
Total		363	100.0

Table 2 presents the results on the distributions of respondents' socio-demographic information. The gender distribution of the respondents indicated that a good number of them, 51.5%, were female, while 48.5% were male. This means that even when there were more females, both genders were duly represented in this study. Categorization of the respondents' age had shown that 14.9% of them were aged 20 years and below, 22% of them were within the age range of 21 and 25 years and 13.8% of them were aged 26. and 30 years, while 49.3% of them were aged 31 years and above. Information relating to the respondent's religious affiliation showed that the majority of them, 81.3%, were Christians and 17.1% were Muslims, while a few of them, 1.6%, were Traditionalists. The details of the respondent's educational qualification indicated that 10.2% of them were Primary School Leavers, 12.9% of them had completed their Senior Secondary School Education, 20.2% of them had the Nigerian

Certificate of Education and or National Diploma as equivalent and 45.7% of them the Higher National Diploma and or First Degree as equivalent, although 11% of them indicated they had other qualifications not reported in this study.

Considering the distribution of the respondents' marital status, it was reported that 48.5% of them were single, 49% of them were married, 0.6% of them were divorced and a similar percentage of them, 0.6%, were living separated from their spouse, while 1.3% of them were widowed. The last reported socio-demographic information of the respondents was their occupation; this was such that 26.2% of them were students, 21.8% were self-employed and 34.7% were employees of private enterprise, while 17.3% of them were Civil servants.

**Research Questions 1:** Do Yoruba newspaper reviews on the radio influence public opinion, citizen mobilization and accountability?

**Table 3:** Chi-square Summary on Statement Regarding the Influence of Yoruba Newspaper Reviews Via Radio on Public Opinion, Citizen Mobilization and Accountability

Items		Responses					Total
		SA	A	UN	D	SD	
The Yoruba newspapers' review of the radio program has the potential to influence public opinion on politics	F	141	168	25	25	4	363
	%	38.8	46.3	6.9	6.9	1.1	100.0
Yoruba newspapers' review on a radio program mobilizes the citizens for political change	F	58	174	56	59	16	363
	%	16.0	47.9	15.4	16.3	4.4	100.0
How political issues are treated in Yoruba newspapers and reviews on the radio is instrumental in promoting political accountability by political actors	F	105	172	46	35	5	363
	%	28.9	47.4	12.7	9.6	1.4	100.0
Yoruba newspapers' review on the radio provides a platform for public discourse	F	119	165	30	39	10	363
	%	32.8	45.5	8.3	10.8	2.8	100.0
Averaged Total	F	106	170	39	39	9	363
	%	29.3	46.8	10.7	10.7	2.5	100.0
Chi Square	X <sup>2</sup>	232.854					
	df	4					
	p	<.05					

Note: SA= Strongly Agreed, A= Agreed, UN= Undecided, D= Disagreed, SD= Strongly Disagreed.

The results on statements in respect to the possible influence of Yoruba newspaper reviews on public opinion, citizen mobilization and accountability were presented in Table 3. It was indicated that the majority of the respondents, 85.1%, were of the impression that the Yoruba newspapers review program via radio has the potential to positively influence public political opinion; 6.9% of them were wavering in response, though 8% of them refute this impression. A reasonable number of the respondents, 63.9%, were of the view that the Yoruba newspapers review via radio program mobilizes the citizens for political change; 15.4% of

them were equivocal; however, 20.7% were of a contrary view.

It was the idea of 76.3% of the respondents that how political issues are treated in Yoruba newspapers reviewed via radio is instrumental in promoting political accountability by political actors, 12.7% of them were indifferent, meanwhile, 11% of them did not buy this idea. Lastly, 78.3% of the respondents thought that Yoruba newspapers' review via radio programmes provides a platform for public discourse, 8.3% of them were equivocal, while 13.6% of them thought differently.

On average, it was indicated that a higher percentage of the respondents, 76.1%, who consented to these statements, had clarified that Newspaper reviews via radio with our indigenous language “Yoruba” have a positive influence on public opinion, citizen mobilization and accountability of the citizens. This was such that 29.3% of them strongly agreed with these statements, 10.7% of them agreed, though a similar percentage of them, 10.7% them, disagreed, while 2.5% strongly disagreed. Further confirming this result is the Chi-square value of ( $X^2= 232.854$ ,  $df=4$ ,  $p<.05$ ), which shows

that the observed variation in frequencies supports this result to be valid for further justification. Therefore, it is confirmed that Newspaper reviews via radio with our indigenous language “Yoruba” have a positive influence on public opinion, citizen mobilization and accountability among electorates in Southwestern Nigeria.

**Research Question 2:** How effective are Yoruba newspaper reviews in improving political awareness, clarity and knowledge in Southwestern Nigeria?

**Table 4:** Chi-square Summary on the Statement Regarding the Effectiveness of the Yoruba Newspaper Reviews in Improving Political Awareness, Clarity and Knowledge in South-western Nigeria

Items		Response			Total
		True	Not Sure	False	
Listening to Yoruba newspaper reviews on the radio has increased my awareness of political issues in the country	F	281	50	32	363
	%	77.4	13.8	8.8	100.0
The information presented in the Yoruba newspaper reviews on the radio is clear and helps me to understand political developments better	F	272	49	42	363
	%	74.9	13.5	11.6	100.0
Regular updates provided by the Yoruba newspaper reviews on the radio keep me well-informed about political changes in the society	F	274	45	44	363
	%	75.5	12.4	12.1	100.0
Yoruba newspaper reviews on the radio contribute significantly to public debate on political issues	F	267	51	45	363
	%	73.6	14.0	12.4	100.0
Averaged Total	F	273	49	41	363
	%	75.2	13.5	11.3	100.0
Chi Square	$X^2$		286.562		
	df		2		
	p		< .05		

The results in Table 4 present, statements on the effectiveness of Yoruba newspaper reviews in improving political awareness, clarity and knowledge in Southwestern Nigeria. The majority of the respondents, 77.4%, were of the opinion that listening to Yoruba newspaper reviews on the radio has increased their awareness of political issues in the country; 13.8% of them were unsure. However, 8.8% of them were of a contrary opinion. In a similar trend, 74.9% of the respondents agreed that the information presented in Yoruba newspaper reviews on the radio is clear and helps them to understand political developments better; 13.5% of them were wavering in response and 11.6% of them disagreed.

A higher percentage of the respondents, 75.5%, were of the perception that regular updates provided by Yoruba newspaper reviews on radio keep them well-informed about political changes in the society, 12.4% of them were neither in support nor against this statement, meanwhile, a similar percentage of them, 12.1% them, refuted. Lastly, 73.6% of them were of the idea that the Yoruba newspaper reviews on the radio contribute

significantly to public debate on political issues; 14% of them were indifferent; however, 12.4% of them did not buy this idea.

It was reported in the average summary that the majority of the respondents, 75.2% with consent to these statements, had indicated that the Yoruba newspaper reviews are highly effective in improving political awareness and clarity, as well as the citizens' knowledge in Southwestern Nigeria, though 13.5% of them were indecisive; meanwhile, 11.3% of them reported contrarily.

To further confirm this result, the chi-square value of ( $X^2= 286.562$ ,  $df=2$ ,  $p<.05$ ) was created, which created the impression that the variation in frequencies ascertained this result to be valid for further assertion. Therefore, it is affirmed that the Yoruba newspaper reviews are highly effective in improving political awareness and clarity, as well as citizens' knowledge in Southwestern Nigeria.

**Research Question 3:** To what extent does the Yoruba newspaper review stimulate civic engagement, critical thinking and civil participation among the citizens?

**Table 5:** Chi-Square Summary Showing Responses on Statements Relating to the Extent to Which the Yoruba Newspaper Review Stimulates Civic Engagement, Critical Thinking and Civil Participation among the Citizens

Items		Response			Total
		TGE	TLE	NAL	
Exposure to Yoruba newspaper reviews on the radio influences the citizens' opinions on political issues	F	163	166	34	363
	%	44.9	45.7	9.4	100.0
Listening to Yoruba newspaper reviews on the radio helps improve the electorate's ability to better understand political processes and structures in this geopolitical region of the country	F	178	132	53	363
	%	49.0	36.4	14.6	100.0
Exposure to Yoruba newspaper reviews on the radio enhances the electorate's ability to think critically about political issues	F	171	127	65	363
	%	47.1	35.0	17.9	100.0
Exposure to Yoruba newspaper reviews on the radio encourages the citizens to become more involved in local politics	F	150	135	78	363
	%	41.3	37.2	21.5	100.0
Averaged Total	F	165	140	58	363
	%	45.5	38.5	16.0	100.0
Chi Square	X <sup>2</sup>			51.785	
	df			2	
	p			< .05	

Note: TGE= to a great extent, TLE= to a little extent, NAL= not applicable.

The analyses of the statements relating to the extent to which the Yoruba newspaper review stimulates civic engagement, critical thinking and civil participation among the citizens were presented in Table 5. It was the idea of 44.9% of the respondents that the exposure to Yoruba newspaper reviews on radio to a great extent influences the citizens' opinions on political issues; a similar percentage of them, 45.7%, had affirmed its influence to a little extent, although 9.4% of them reported contrarily. It was opined by 49% of the respondents that listening to Yoruba newspaper reviews on the radio to a great extent helps to help the electorate to better understand political processes and structures in this geopolitical region of the country, 36.4% of them had consented its role to be to a little extent, however, 14.6% of them did not buy this idea. The impression that exposure to Yoruba newspaper reviews on the radio to a great extent enhances the electorate's ability to think critically about political issues was supported by 47.1% of the respondents and 35% of them attributed its impact to a lesser extent, though 17.9% of them refuted. Lastly, 41.3% of the respondents thought that exposure to Yoruba newspaper reviews on the radio to a great extent encourages the citizens to become more involved in local politics, 37.2% of them had affirmed its role to a little extent and 21.5% of them had reported contrarily. The average total was, with the indication that a larger number of respondents 84% who consented to these statements, had ascertained that the Yoruba newspaper review is a viable means through which civic engagement can be stimulated,

the electorate's critical thinking can be broadened and civil participation among the citizens can be encouraged. This was such that 45.5% of them confirmed the effectiveness of the Yoruba Newspaper review to a great extent and 38.5% of them had confirmed its viability even to a little extent; meanwhile, 16% of them reported contrarily.

This result was further confirmed with the chi-square value ( $\chi^2 = 51.785$ ,  $df=2$ ,  $p<.05$ ), which signals that the observed difference in frequencies justifies this result to be viable enough for further clarification. Conclusively, it could be said that the Yoruba newspaper review on the radio is a viable medium through which civic engagement can be stimulated, the electorate's critical thinking can be broadened and civil participation among the citizens can be encouraged in southwestern Nigeria.

## Discussion

Data gathered from the study were used to discuss the results. The key issue of this study was to analyse the Yoruba Newspaper Reviews on Radio in raising awareness and as an active change agent, with special interest regarding its effects on knowledge, civic engagement and public discourse in Southwestern Nigeria. The first question dealt with whether Yoruba newspaper reviews via radio influence public opinion, mobilisation of citizens and accountability among Southwestern Nigerian voters. The study findings exhibited a positive attitude, as a large percentage of the respondents acknowledged that this program shapes public political opinions positively and mobilizes citizens

towards political change. This was in line with previous research studies that indigenous language broadcast via radio, most importantly through “Yoruba”, plays a viable role in enhancing civic engagement and citizens’ participation in politically related activities (16, 17). Outcomes of the study reveal that the Yoruba newspaper reviews on radio to a great extent enhances the electorate’s ability to think critically finding was also congruent with other studies where researchers emphasized the efficacy of indigenous language media reporting in ensuring accountability by promoting informed public discourse (18, 19). Considering the expressed uncertainty by some of the respondents, most especially about its wider reach, the recurrence of the challenge in ensuring mass participation is a weakness reported by this study and this is in line with previous studies (18).

The second question of this research determined the efficacy of Yoruba newspaper reviews at enhancing political awareness, clarity and knowledge in Southwestern Nigeria. The findings revealed that most of answerers believed that listening to Yoruba newspaper reviews on the radio improved their political awareness, clarity and understanding of national issues. These results are in line with previous research, specifically, where studies observe that radio programmes are effective in raising political awareness among the citizenry (24). Broadcasting with the Yoruba language on radio has been noted to have contributed immensely towards heightened orientation of the electoral processes, which is said to be a necessity that will aid citizens’ informed decision-making (25). Sequel to the less pronounced number of respondents sustaining their uncertainty or with negating responses might suggest that the success of such initiated or implemented programmes could vary, ditto issues like audience reception and quality of content delivery as observed by various scholars (9).

The third interest of this research was to analyse the extent to which Yoruba newspaper reviews stimulate civic engagement, critical thinking and civic engagement of the citizens. The findings suggested that listening to Yoruba Newspaper reviews on the radio is a viable option for arousing civic engagement and critical thinking; this is because many of the respondents indicated that listening to reviews of Yoruba newspapers on the

radio helped them better comprehend political processes and encouraged them to participate more in local politics. Findings from this study align with others that stretched the potency of indigenous language media reporting in facilitating civic engagement and stimulating critical discourse (15, 24). A pointer that can be raised considering the percentage of respondents with wavering responses of contrary opinion may indicate that such programmes had only a marginal impact on their political participation, which supports the claims that although indigenous radio programmes play a vital role, their influence may be constrained by conditions such as audience habits or other media consumption patterns (9). The outcomes of this study indicate that a larger number of respondents consented that the Yoruba newspaper review is a viable means through which civic engagement can be stimulated, the electorate’s critical thinking can be broadened and civil participation among the citizens can be encouraged, as revealed in Table 5.

## Conclusion

This study has brought to the fore the critical role of Yoruba newspaper reviews on radio play in shaping public opinion, rallying citizens and ensuring accountability in Southwestern Nigeria. This study, with its outcomes, positions the future of indigenous language usage in media reporting, especially through the Newspaper review, to fill perceived gaps in political awareness and engage citizens more actively in national conversation. Through reaching out to culturally responsive platforms, radio programmes embracing Yoruba for Newspaper review are not merely channels of information but instruments of immense potential for democratic participation, an educated electorate willing to meet the challenges of governance and civic responsibility.

As the radio broadcast medium seems to be one of the most sought-after media, especially in rural and underprivileged communities, it is only fair that media outlets prioritize varied, thoroughly researched material that speaks straightforwardly to the issues and concerns of citizens in local geographic settings. Its dedication to frequent, comprehensive reports through initiatives like the Yoruba newspaper review demonstrates that individuals are not only highly informed but also politically participative. To make it sustainable,

there is the potential of strategic partnerships between media organizations, local governments and foreign development agencies to create an enabling context for the promotion of the quality and scope of such programmes, rendering them meaningful and influential in an ever-changing media landscape.

Furthermore, citizens must sustain their consistent voice and value for involvement in political discussions, which creates and solidifies the habit and the sense of engagement in or critiquing government to improve service delivery in our democratic practice. The continuous advent of digital platforms also opens up a means to expand the audience for Yoruba language media broadcast, which will enable a wider, more diverse audience to connect with serious political discussions, even beyond the reach of traditional broadcasting waves. Keeping in mind that this study has justified that the media, governance and civic participation are tripartite and dependent on one another, hence the fate of a politically active and better-informed public in Nigeria relies on a generalized effort to augment communication, edification and ceaseless civil commitment at all levels.

#### Limitation of the Study

The research work only looks at the south-western part of Nigeria; further research could be carried out in other parts of Nigeria in order to validate the generalisation.

#### Abbreviations

SPSS: Statistical Package for Social Sciences.

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All authors whose works were cited are duly listed in the references.

#### Author Contributions

Paul Adisa Kuyoro: conceptualization, literature review, discussion of findings, Omowale Adelabu: literature review, data curation, analysis, discussion of findings, editing, I Bayo Oloyede: field work, data analysis, discussion of findings, Bernice Oluwalanu Sanusi: methodology, data analysis, Felix Olajide Talabi: writing the manuscript, introduction, literature, data curation, discussion of findings, conclusions, formatting, editing, Olalekan Olatunji: literature review, data collection, discussing the findings, Samson Adedapo Bello: introduction, methodology, data

curation, conclusion, Ayodele Joshua Akinyosoye: data collection, discussion of findings, editing, Adebola Adewunmi Aderibigbe: proofreading, discussing, writing the literature, Christiana Shade Ade-Johnson: writing the literature, data curation, proofreading, discussing.

#### Conflict of Interest

There is no conflict of interest among the authors.

#### Data Availability

Data for the study are available on request.

#### Declaration of Artificial Intelligence (AI) Assistance

The authors confirm that no generative artificial intelligence (AI) or AI-assisted technologies were used in the conception, analysis, writing, or editing of this manuscript.

#### Ethics Approval

The study received ethical approval from the University Ethical Approval Committee. Reference number: RUN/REC/2025/383.

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