

**Mass Media, Indigenous Language Broadcasting and
National Development:
A Study of Selected Broadcasting Stations in Calabar
Metropolis**

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Abstract

Nigeria is an example of a multilingual, pluralistic and multi-ethnic nation with over 500 indigenous languages (Emeka-Nwobia 2015; Awolabi & Dada, 2012). Like the mass media, language is a veritable tool for engendering national development through the promotion of indigenous culture, national identity, national pride and national unity. However, the preference for the use of English language as an official medium of expression and communication in the mass media and in different spheres of the society, over hundreds of other indigenous Nigerian languages, constitutes a threat to the development of indigenous languages. There is a dire need to reposition indigenous languages for national development; and the media cannot be left out. How then can the mass media stimulate national development through the use of indigenous languages? This question forms the basis of enquiry in this article. An analysis of programme schedules of the selected broadcasting outfits, qualitative interview with broadcast media experts and historical data

review constituted the main sources of data for the article. Findings revealed that media organisations in Nigeria have not taken advantage of harnessing indigenous languages as tools for national development.

Key Words: Mass Media, Indigenous Languages, Indigenous language broadcasting, Language Development and National Development.