

A CONTENT ANALYSIS OF INDIGENOUS LANGUAGE USAGE IN RADIO JINGLES AND ADVERTISEMENTS IN ENUGU

Okafor, Sebastine Chukwuebuka Ph.D¹; Egwuagu Uloma Bridget PhD²; Barr Ugo-Ferdinand Ukwueze³; Asogwa Joel⁴

^{1,4}Department of Mass Communication Esut

²Department of Public Administration, Esut

³School of Postgraduate Studies, University of Nigeria, Nsukka

*Corresponding Author: Sebastine Chukwuebuka Ph.D

DOI: <https://doi.org/10.5281/zenodo.19015757>

Article History	Abstract
Original Research Article	<p><i>Indigenous language usage in advertising remains a critical strategy for reaching diverse audiences in multilingual societies, yet systematic documentation of such practices in South-East Nigeria remains limited. This study conducted a comprehensive content analysis of indigenous language usage in radio jingles and advertisements broadcast across Enugu-based radio stations. Using a quantitative content analysis design, 384 radio jingles and advertisements were systematically sampled from five major radio stations (Radio Nigeria Enugu, Coal City FM, Urban Radio, Dream FM, and Owelle FM) over a six-month period from January to June 2025. Data were collected using structured coding sheets and analysed through frequency distribution, percentages, and chi-square testing. Anchored on Uses and Gratifications Theory, the findings revealed that only 31.5% of total advertisements employed indigenous language content, with 62.8% using code-switching between English and Igbo. Telecommunications (28.4%), consumer goods (24.1%), and health products (18.2%) dominated indigenous language advertising. Linguistic analysis showed extensive use of proverbs (45.3%), metaphors (38.7%), and cultural idioms (32.1%) to enhance persuasive appeal. Statistical testing ($\chi^2=147.82$, $df=4$, $p<0.001$) confirmed significant relationships between product categories and indigenous language usage intensity. The study recommends increased indigenous language content quotas, advertiser education programs on cultural communication benefits, development of standardized Igbo advertising lexicons, and policy frameworks incentivizing indigenous language commercial content to enhance cultural preservation and advertising effectiveness.</i></p> <p>Keywords: Indigenous Language, Radio Advertisements, Content Analysis, Igbo Language, Code-Switching, Enugu, Advertising Jingles.</p>
Received: 20-02-2026	
Accepted: 05-03-2026	
Published: 15-03-2026	
<p>Copyright © 2026 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.</p> <p>Citation: Sebastine Chukwuebuka Ph.D, Egwuagu Uloma Bridget PhD, & Barr Ugo-Ferdinand Ukwueze, Asogwa Joel. (2026). A content analysis of indigenous language usage in radio jingles and advertisements in Enugu. UKR Journal of Arts, Humanities and Social Sciences (UKRJAHSS), Volume 2(3), 56-66.</p>	

1.0 INTRODUCTION

1.1 Background to the Study

In February 2025, a viral MTN radio jingle broadcast across Enugu radio stations captured widespread attention not for its melodious tune, but for its seamless integration of Igbo proverbs and cultural metaphors. The advertisement, which promoted mobile data services using the Igbo saying "Onye aghana nwanne ya" (one should not abandon their brother), resonated deeply with listeners, generating a 47% increase in service subscriptions within three weeks according to company reports. This scenario exemplifies the latent

power of indigenous language advertising in South-East Nigeria, yet raises critical questions about how frequently such culturally-embedded communication strategies are employed in commercial broadcasting.

Enugu State, positioned as the political and cultural capital of South-East Nigeria, hosts a vibrant radio broadcasting landscape with stations including Radio Nigeria Enugu, Coal City FM, Urban Radio, Dream FM, and Owelle FM—Nigeria's first exclusively Igbo-language station established in 2020. These stations collectively reach approximately 4.8 million listeners across Enugu Metropolis and adjoining

communities. Despite Igbo being the predominant indigenous language with over thirty million speakers globally, the extent to which commercial advertisers utilize indigenous language in radio jingles and advertisements remains inadequately documented.

The global advertising industry increasingly recognizes indigenous language advertising as crucial for market penetration, brand recall, and cultural resonance. Studies from multilingual contexts demonstrate that advertisements in native languages generate 34-58% higher emotional engagement compared to foreign language equivalents, with significantly improved message comprehension among target audiences. In Nigeria's multilingual landscape encompassing over 500 indigenous languages, indigenous language advertising represents both cultural preservation strategy and commercial imperative. However, the dominance of English in commercial communication—perceived as more sophisticated and reaching educated affluent demographics—has relegated indigenous languages to peripheral status in advertising content.

The problem manifests across multiple dimensions. First, there exists insufficient empirical documentation of indigenous language usage patterns in radio advertising within South-East Nigeria. While anecdotal evidence suggests limited indigenous language content, systematic content analysis quantifying usage frequency, linguistic characteristics, and product category distributions remains absent from scholarly literature. Second, the linguistic features characterizing indigenous language advertisements—including code-switching patterns, cultural idiom usage, and persuasive language strategies—require rigorous academic examination. Third, understanding advertiser preferences regarding language choices and product categories suitable for indigenous language communication provides crucial insights for both commercial practice and cultural policy development.

Furthermore, the tension between commercial viability and cultural responsibility creates complex dynamics. Advertisers gravitate toward English-language content assuming wider reach and premium audience demographics, potentially undermining indigenous language vitality. Yet research from comparable multilingual contexts suggests indigenous language advertising generates superior brand loyalty, deeper emotional connections, and enhanced message recall among native speakers. The 2018 launch of BBC Igbo Service and establishment of Owelle FM demonstrate growing recognition of indigenous language media value, yet commercial advertising practices lag behind this emerging consciousness.

Against this backdrop, this study conducts systematic content analysis of indigenous language usage in radio

jingles and advertisements broadcast across Enugu-based stations. The research is particularly timely given Nigeria's 2022 National Language Policy requiring increased indigenous language usage across sectors, alongside growing global emphasis on linguistic diversity preservation. By quantifying indigenous language advertising patterns, analyzing linguistic features, and examining product category distributions, this study provides evidence-based foundation for stakeholders including advertisers, broadcasters, cultural organizations, and policymakers seeking to balance commercial effectiveness with cultural sustainability.

1.2 Objectives of the Study

The broad objective is to conduct content analysis of indigenous language usage in radio jingles and advertisements in Enugu-based radio stations. Specific objectives are to:

1. Examine the frequency and extent of indigenous language usage in radio jingles and advertisements across Enugu-based stations
2. Identify the types of products and services advertised using indigenous language content
3. Analyze the linguistic features and code-switching patterns employed in indigenous language advertisements
4. Assess the duration and prime-time allocation of indigenous language advertisements compared to English-language equivalents

1.3 Research Questions

1. What is the frequency and extent of indigenous language usage in radio jingles and advertisements across Enugu-based stations?
2. What types of products and services are advertised using indigenous language content?
3. What linguistic features and code-switching patterns are employed in indigenous language advertisements?
4. What is the duration and prime-time allocation of indigenous language advertisements compared to English-language equivalents?

1.4 Significance of the Study

This study provides empirical baseline data on indigenous language advertising practices, informing advertiser strategy development, broadcaster programming decisions, and regulatory policy formulation. Findings contribute to academic discourse on indigenous media, advertising effectiveness in multilingual contexts, and language preservation through commercial communication. The

research offers practical guidance for advertisers seeking culturally-resonant communication strategies while documenting current practices for comparison with future trends.

1.5 Scope of the Study

The study covers radio jingles and advertisements broadcast across five major Enugu-based radio stations with substantial indigenous language programming potential, examining the six-month period from January to June 2025. Focus is on Igbo language usage, though insights may inform broader understanding of indigenous language advertising across Nigeria's multilingual landscape.

2.0 LITERATURE REVIEW

2.1 Conceptual Framework

Indigenous language advertising refers to the strategic use of native, local, or vernacular languages in commercial communication to promote products, services, or brands within specific ethnic or linguistic communities. Oyesomi and Salawu (2019) define it as "deliberate employment of local languages, cultural idioms, proverbs, and indigenous communication codes in advertising messages to enhance comprehension, cultural resonance, and persuasive effectiveness among target audiences." Authentic indigenous language advertising transcends mere translation, incorporating culturally-specific linguistic features including proverbs, metaphors, humour styles, and communication patterns that reflect indigenous epistemologies and worldviews.

Radio jingles represent short, catchy musical advertisements designed for memorability and brand recall. Characterized by simple melodies, repetitive lyrics, and memorable hooks, jingles serve as sonic branding elements distinguishing products in cluttered media environments. In indigenous language contexts, jingles integrate traditional musical elements, cultural rhythms, and linguistic features creating unique sonic signatures resonating with target demographics.

Content analysis constitutes systematic, objective, and quantitative examination of communication content characteristics. Krippendorff (2013) defines it as "research technique for making replicable and valid inferences from texts to contexts of their use." As applied to advertising research, content analysis enables systematic documentation of language usage patterns, message characteristics, and thematic distributions across advertisement samples, providing empirical evidence regarding communication practices and trends.

2.2 Indigenous Languages in Nigerian Advertising

Nigeria's multilingual landscape creates complex advertising environment where language choices significantly impact commercial effectiveness. English dominates formal advertising due to colonial legacy, educational system emphasis, and perception as language of sophistication and modernity. However, indigenous languages—particularly Hausa, Yoruba, and Igbo—serve as vital communication channels reaching substantial populations, especially in rural and peri-urban contexts where English proficiency remains limited.

Igbo language, spoken across South-Eastern Nigeria in Abia, Anambra, Ebonyi, Enugu, and Imo States, represents a crucial medium for commercial communication. Despite challenges including dialect variations, limited standardization in technical vocabularies, and declining urban transmission to younger generations, Igbo maintains cultural significance and communicative vitality. Commercial broadcasters recognize Igbo's potential for audience engagement, yet systematic exploitation remains inconsistent.

Research demonstrates indigenous language advertising effectiveness. Oyesomi, Adesina, and Adeyeye (2020) found that 74% of respondents recalled Globacom's Yoruba radio advertisements, with indigenous language content generating significantly higher brand awareness compared to English equivalents. The emotional resonance, cultural familiarity, and comprehension advantages inherent in native language communication create superior advertising outcomes. However, advertiser reluctance persists, driven by perceptions that English reaches more affluent demographics and provides wider geographic coverage.

2.3 Linguistic Features of Indigenous Advertising

Indigenous language advertisements employ distinctive linguistic strategies enhancing persuasive appeal. Code-switching—alternation between indigenous languages and English within single advertisements—represents common practice. Akpabio, Ogbonna, and Nwoke (2025) identified three primary code-switching patterns in Nigerian radio advertisements: inter-sentential switching (alternation between sentences), intra-sentential switching (alternation within sentences), and tag-switching (insertion of English tags into indigenous sentences). These patterns serve multiple functions including technical term accommodation, prestige signaling, and audience targeting across educational levels.

Figurative language usage constitutes another defining characteristic. Proverbs, metaphors, idiomatic expressions, and cultural allusions embedded in indigenous language advertisements create layered meanings resonating with cultural insiders. Oyesomi and Salawu (2019) documented extensive proverb usage in Yoruba telecommunications

advertisements, finding that cultural metaphors enhanced memorability and emotional engagement. Similarly, humour styles, narrative structures, and communication tone reflect indigenous cultural norms, distinguishing indigenous language advertisements from direct translations of English content.

2.4 Product Categories and Indigenous Language Advertising

Evidence suggests product category influences indigenous language advertising adoption. Fast-moving consumer goods (FMCG), particularly food products, beverages, and household items, frequently employ indigenous language content leveraging cultural associations and traditional usage patterns. Telecommunications companies represent notable indigenous language advertising adopters, with MTN, Globacom, and Airtel deploying vernacular campaigns targeting mass market segments.

Conversely, luxury goods, technology products, and financial services predominantly utilize English, reflecting advertiser assumptions about target demographic preferences and product positioning strategies. This pattern perpetuates linguistic hierarchies where English associates with modernity, sophistication, and premium status, while indigenous languages connote traditional, local, or mass-market positioning. Such associations potentially constrain indigenous language advertising expansion and reinforce cultural marginalization dynamics.

2.5 Policy and Regulatory Framework

Nigeria's advertising sector operates under Advertising Regulatory Council of Nigeria (ARCON) oversight, while broadcasting falls under National Broadcasting Commission (NBC) jurisdiction. The Nigeria Broadcasting Code (6th Edition, 2020) mandates broadcasters "promote Nigerian indigenous cultures" and "encourage use of Nigerian indigenous languages," yet provisions remain hortatory without specific content quotas or enforcement mechanisms. The 2022 National Language Policy emphasizes indigenous language promotion across sectors, including commercial communication, but implementation frameworks remain underdeveloped.

The absence of enforceable indigenous language advertising requirements allows market forces to determine language practices, typically favoring English due to perceived commercial advantages. Cultural organizations and language advocates propose minimum indigenous language content quotas, tax incentives for indigenous language advertising, and advertiser education programs highlighting commercial and cultural benefits. However, policy development lags behind advocacy efforts, creating regulatory vacuum where indigenous language advertising remains voluntary rather than mandated practice.

3.0 EMPIRICAL REVIEW

Systematic examination of recent empirical research reveals growing scholarly attention to indigenous language usage in advertising across African contexts, with particular emphasis on effectiveness, linguistic characteristics, and cultural resonance. These studies collectively demonstrate that indigenous language advertising generates measurably superior outcomes compared to foreign language equivalents, while highlighting persistent challenges constraining widespread adoption.

Ben-Enukora, Oyero, Okorie, Oyesomi, and Adeyeye (2020) investigated Yoruba language radio jingles' effectiveness in promoting knowledge, attitudes, and practices regarding Lassa fever among women in Ondo State, Nigeria. Through focus group discussions with target populations, researchers found that indigenous language jingles succeeded in promoting adequate disease knowledge, with majority of respondents demonstrating comprehension of transmission mechanisms and preventive measures. The study revealed that figurative language elements—particularly proverbs, metaphors, and idiomatic expressions—enhanced message memorability and emotional engagement. However, researchers noted that knowledge gains did not automatically translate into behavioral change, as socioeconomic and infrastructural barriers constrained preventive practice adoption despite adequate awareness. This finding underscores indigenous language advertising's capacity to enhance message comprehension and knowledge retention, while highlighting the need for complementary interventions addressing implementation barriers.

Building on effectiveness research, Adekunle and Akinbode (2023) examined Airtel Nigeria's indigenous language advertising campaigns, focusing on Yoruba-speaking user perceptions. Employing mixed-methods approach combining surveys and interviews, researchers found that 78% of respondents considered indigenous language advertisements more personally relevant compared to English equivalents, with 64% reporting enhanced brand loyalty attributable to cultural communication strategies. Participants particularly valued advertisements incorporating traditional musical elements, cultural references, and communication styles reflecting indigenous norms. The study documented that indigenous language advertising generated 42% higher brand recall rates compared to English campaigns, with respondents describing vernacular advertisements as "speaking to us" and "respecting our culture." These findings demonstrate tangible commercial benefits incentivizing indigenous language advertising adoption beyond cultural preservation justifications.

Linguistic dimensions of indigenous language advertising received systematic attention from Akpabio, Ogbonna, and Nwoke (2025), who analyzed code-alternation patterns in Nigerian radio and YouTube advertisements. Through content analysis of 60 advertisements across multiple platforms, researchers identified three dominant code-switching types: inter-sentential, intra-sentential, and tag-switching, with frequencies of 38%, 45%, and 17% respectively. Findings revealed that code-switching served multiple strategic functions including technical term accommodation (where indigenous language equivalents were absent), prestige signaling (leveraging English's status associations), and audience segmentation (targeting both educated and mass-market demographics simultaneously). The study documented that telecommunication and consumer goods sectors employed code-switching most extensively, while luxury goods and financial services advertisements rarely utilized indigenous languages even in hybrid forms. These patterns reflect persistent linguistic hierarchies where English maintains dominant position in commercial communication despite indigenous languages' communicative and cultural advantages.

Rauf, Adekoya, Ademola, and Adeleke (2023) investigated radio's role in promoting indigenous languages through comprehensive study of Yoruba-language stations Amuludun FM and Orisun FM. Research utilizing questionnaires with 172 respondents found that both stations enjoyed high listenership, with 79% of audiences specifically seeking Yoruba content. However, researchers identified significant challenges constraining indigenous language broadcasting, including limited funding (68% of respondents cited this), competition from English stations (71%), difficulty recruiting young professionals fluent in standard Yoruba (63%), and technical constraints (59%). These findings illuminate systemic barriers affecting not only programming but advertising content, as limited resources constrain quality production of indigenous language commercial content, while advertiser preferences for English further marginalize vernacular media economically.

The intersection of indigenous language media sustainability and advertising received focused attention from Oyedele and Hungbo (2020), who examined the Alaroye newspaper's survival strategies. Research demonstrated that indigenous language media face severe economic viability challenges, with advertising revenue 40-60% lower than English-language equivalents despite comparable or larger audience sizes. The study revealed that advertisers' perceptions—rather than empirical evidence—drive language choices, with many assuming English provides superior market access despite indigenous language media's demonstrated effectiveness for specific

demographics. Researchers documented successful strategies including community partnerships, cultural event sponsorships, and niche market cultivation enabling indigenous media survival despite structural economic disadvantages. These findings suggest that strategic positioning and stakeholder education can mitigate commercial disadvantages, though systemic policy interventions remain necessary for equitable indigenous language media sustainability.

Synthesizing these empirical contributions reveals several critical insights. First, indigenous language advertising demonstrably enhances message comprehension, brand recall, and emotional engagement among target audiences, providing commercial justification beyond cultural preservation imperatives. Second, linguistic features including code-switching, figurative language, and cultural idioms constitute defining characteristics requiring systematic documentation and analysis. Third, product category significantly influences indigenous language adoption, with telecommunications and consumer goods leading while luxury and financial sectors lag. Fourth, systemic challenges including limited funding, technical constraints, and advertiser perceptions create barriers requiring comprehensive policy interventions rather than market-based solutions alone. These findings establish robust empirical foundation contextualizing the current study's investigation of indigenous language usage patterns in Enugu radio advertising.

4.0 THEORETICAL FRAMEWORK

This study is anchored on the Uses and Gratifications Theory, which provides robust framework for analyzing indigenous language advertising content and audience-media relationships. Originally developed by Elihu Katz, Jay Blumler, and Michael Gurevitch in the 1970s, Uses and Gratifications Theory represents paradigm shift from "what media do to people" to "what people do with media," positioning audiences as active participants rather than passive recipients.

The theory postulates that media audiences actively select and use media content to satisfy specific needs and gratifications. Core assumptions include: (1) audience members are goal-oriented in media usage, consciously selecting content fulfilling particular needs; (2) individuals take initiative in linking need satisfaction to media choice, rather than being passive targets of media influence; (3) media compete with other sources of need satisfaction, including interpersonal communication, work, and leisure activities; and (4) audiences are sufficiently self-aware to identify and articulate motivations for media consumption (Asemah, Nwammuo & Nkwam-Uwaoma, 2017).

Applied to indigenous language advertising research, Uses and Gratifications Theory illuminates why advertisers select indigenous languages for specific content, which gratifications such choices aim to fulfill, and how linguistic features align with audience needs. The theory suggests advertisers strategically employ indigenous languages to satisfy audience gratifications including cultural identity affirmation, enhanced comprehension, emotional resonance, and community belonging. Indigenous language advertisements gratify needs for cultural recognition, provide comprehension advantages for audiences with limited English proficiency, and create emotional connections through familiar linguistic and cultural references.

The theory also explains product category variations in indigenous language usage. Products targeting mass-market demographics (telecommunications, consumer goods) employ indigenous languages satisfying audience needs for accessibility and cultural relevance, while premium products maintain English positioning to satisfy prestige and sophistication gratifications associated with foreign language usage. Code-switching patterns similarly reflect attempts to satisfy multiple audience segments simultaneously, providing technical information accessibility through English while maintaining cultural resonance through indigenous language elements.

Furthermore, Uses and Gratifications Theory contextualizes advertiser decision-making as strategic media use aimed at gratifying commercial objectives including market penetration, brand differentiation, and consumer loyalty cultivation. Indigenous language advertising represents deliberate choice to leverage cultural communication channels for competitive advantage, recognizing that linguistic and cultural alignment generates superior audience engagement compared to linguistic alienation through exclusive foreign language usage. This theoretical lens positions indigenous language advertising analysis within broader understanding of strategic communication as purposeful media usage oriented toward specific goal achievement, providing conceptual foundation for examining content patterns, linguistic characteristics, and strategic variations documented in this research.

5.0 METHODOLOGY

5.1 Research Design

This study adopted quantitative content analysis research design to systematically examine indigenous language usage in radio jingles and advertisements broadcast across Enugu-based stations. Content analysis enables objective, replicable documentation of communication content characteristics, providing empirical data regarding

language usage patterns, message features, and thematic distributions.

5.2 Population and Sample Size

The population comprised all radio jingles and advertisements broadcast across five major Enugu-based radio stations (Radio Nigeria Enugu, Coal City FM, Urban Radio, Dream FM, and Owelle FM) during the six-month study period from January 1 to June 30, 2025. Using systematic sampling technique, 384 advertisements were selected representing balanced distribution across stations, dayparts, and broadcast days. Sample size determination followed Yamane's formula at 95% confidence level with 5% margin of error, ensuring statistical representativeness.

5.3 Instruments and Data Collection

Data collection employed structured coding sheets developed based on comprehensive literature review and pilot testing. Coding categories included: (1) language usage classification (pure Igbo, pure English, code-switched Igbo-English, code-switched with other languages); (2) product/service categories (telecommunications, consumer goods, health products, financial services, entertainment, others); (3) linguistic features (proverbs, metaphors, idioms, humour, traditional music integration); (4) advertisement duration (0-30 seconds, 31-60 seconds, 61-90 seconds, over 90 seconds); and (5) broadcast timing (prime-time 6-9am, midday 12-3pm, evening prime 5-8pm, off-peak periods). Two trained coders with Igbo language fluency conducted systematic recording and coding across the study period, with inter-coder reliability coefficient of 0.89 achieved through training and calibration.

5.4 Validity and Reliability

Content validity was established through expert review by three mass communication scholars and two linguistics experts specializing in Igbo language. Face validity assessment confirmed coding categories' appropriateness for research objectives. Reliability was ensured through coder training, pilot testing with 40 advertisements, and systematic reliability testing yielding Krippendorff's alpha of 0.89, exceeding the 0.80 threshold for reliable content analysis.

5.5 Method of Data Analysis

Quantitative data were analyzed using SPSS version 26, employing descriptive statistics (frequencies, percentages, cross-tabulations) and inferential statistics (chi-square test for independence). Data presentation utilized tables and charts facilitating pattern identification and relationship assessment. Qualitative dimensions of linguistic features were documented through thematic categorization and illustrative examples. Statistical significance was determined at $p < 0.05$ level.

5.6 Ethical Considerations

The research adhered to principles of academic integrity and ethical scholarship. All advertisements analyzed were publicly broadcast content, requiring no consent procedures. Attribution to advertisers and stations was maintained where relevant while ensuring objective analysis. The study received approval from the institutional research ethics committee.

Table 1: Language Usage Distribution in Radio Advertisements (N=384)

Language Category	Frequency	Percentage
Pure English	201	52.3%
Code-switched (Igbo-English)	121	31.5%
Pure Igbo	47	12.2%
Other language combinations	15	4.0%
Total	384	100%

Source: Field Data, 2025

Table 1 reveals that English dominated advertisement language with 52.3% of analyzed content using exclusively English, while pure Igbo constituted only 12.2%. Code-switched advertisements combining Igbo and English represented 31.5%, indicating hybrid linguistic strategies. Combined indigenous language content (pure Igbo plus code-switched) totaled 43.7%, demonstrating substantial but minority usage. Statistical analysis across stations showed

significant variation ($\chi^2=78.34$, $df=8$, $p<0.001$), with Owelle FM broadcasting 67% indigenous language content compared to Urban Radio's 21%.

6.2 Research Question Two: Product Categories Using Indigenous Language

RQ2: What types of products and services are advertised using indigenous language content?

Table 2: Product Categories by Indigenous Language Usage (n=168)

Product Category	Frequency	Percentage
Telecommunications	48	28.4%
Consumer goods (food/beverages)	41	24.1%
Health products/services	31	18.2%
Financial services	18	10.6%
Entertainment/events	16	9.4%
Agricultural products	14	8.3%
Total	168	100%

Source: Field Data, 2025

Table 2 demonstrates that telecommunications (28.4%) and consumer goods (24.1%) dominated indigenous language advertising, followed by health products (18.2%). Financial services and agricultural products registered lower frequencies despite target audience appropriateness for indigenous language communication. Chi-square analysis confirmed significant association between product category and indigenous language usage intensity ($\chi^2=147.82$, $df=4$,

$p<0.001$), suggesting strategic selectivity rather than uniform adoption.

6.3 Research Question Three: Linguistic Features and Code-Switching Patterns

RQ3: What linguistic features and code-switching patterns are employed in indigenous language advertisements?

Table 3: Linguistic Features in Indigenous Language Advertisements (n=168)

Linguistic Feature	Frequency	Percentage
Proverbs	76	45.3%
Metaphors	65	38.7%
Cultural idioms	54	32.1%
Traditional music integration	48	28.6%
Humour (culturally-specific)	43	25.6%
Direct translation style	31	18.5%

Source: Field Data, 2025 (Multiple responses allowed)

Table 3 shows extensive deployment of culturally-embedded linguistic features. Proverbs appeared in 45.3% of indigenous language advertisements, with examples including "Onye ji ego nyerenwa ihe" (one who has money will be given something) in financial advertisements, and "Akwa li n'olu ya" (responsibility rests on its shoulders) in telecommunications messages. Metaphors (38.7%) and cultural idioms (32.1%) created layered meanings resonating with cultural insiders. Traditional music integration (28.6%) provided sonic cultural markers enhancing memorability.

Code-switching analysis revealed that 62.8% of code-switched advertisements employed inter-sentential

switching (alternating complete sentences), 28.4% used intra-sentential switching (mixing within sentences), and 8.8% featured tag-switching (English insertions into Igbo sentences). Technical terms, product names, and promotional details typically appeared in English, while cultural appeals, emotional content, and community references utilized Igbo, reflecting strategic functional distribution.

6.4 Research Question Four: Duration and Prime-Time Allocation

RQ4: What is the duration and prime-time allocation of indigenous language advertisements compared to English-language equivalents?

Table 4: Advertisement Duration and Timing Distribution

Characteristic	Indigenous Language (n=168)	English (n=201)
Average Duration	42.3 seconds	38.7 seconds
Prime-time (6-9am, 5-8pm)	34.5%	58.2%
Midday (12-3pm)	28.6%	24.4%
Off-peak	36.9%	17.4%

Source: Field Data, 2025

Table 4 reveals that indigenous language advertisements averaged 42.3 seconds compared to English equivalents at 38.7 seconds, suggesting slightly longer durations potentially reflecting increased cultural contextualization requirements. However, prime-time allocation showed significant disparity, with indigenous language advertisements receiving 34.5% prime-time slots compared to English advertisements' 58.2%. Indigenous content concentrated in off-peak periods (36.9% versus 17.4%), indicating potential undervaluation despite comparable production quality. This pattern perpetuates linguistic hierarchies where English dominates high-value commercial time slots.

7.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

7.1 Summary of Findings

This study conducted systematic content analysis of indigenous language usage in radio jingles and advertisements across Enugu-based stations over six months (January-June 2025), analyzing 384 advertisements from five major stations. Findings aligned with the four research objectives are:

1. Frequency and Extent of Indigenous Language Usage: Pure Igbo advertisements constituted only 12.2% of total content, with code-switched Igbo-English representing 31.5%, yielding combined indigenous language content of 43.7%. English dominated with 52.3%, demonstrating continued linguistic marginalization despite cultural and commercial advantages of indigenous

language communication. Significant inter-station variation existed, with Owelle FM (exclusively indigenous station) broadcasting 67% indigenous content compared to Urban Radio's 21%.

2. Product Categories Using Indigenous Language: Telecommunications (28.4%) and consumer goods (24.1%) dominated indigenous language advertising, followed by health products (18.2%). Financial services (10.6%) and agricultural products (8.3%) showed lower adoption despite target audience appropriateness. Chi-square testing confirmed significant association between product category and indigenous language usage ($\chi^2=147.82$, $p<0.001$), indicating strategic selectivity based on perceived market positioning requirements.

3. Linguistic Features and Code-Switching Patterns: Indigenous language advertisements extensively deployed culturally-embedded features including proverbs (45.3%), metaphors (38.7%), cultural idioms (32.1%), traditional music integration (28.6%), and culturally-specific humour (25.6%). Code-switching analysis revealed 62.8% inter-sentential switching, 28.4% intra-sentential switching, and 8.8% tag-switching, with functional distribution assigning technical information to English and cultural/emotional appeals to Igbo.

4. Duration and Prime-Time Allocation: Indigenous language advertisements averaged 42.3 seconds compared to English equivalents at 38.7 seconds, yet received significantly lower prime-time allocation (34.5% versus 58.2%). Indigenous content concentrated in off-peak periods (36.9% versus 17.4%), reflecting systematic

undervaluation and perpetuating linguistic hierarchies despite comparable production quality.

7.2 Conclusion

Indigenous language usage in Enugu radio advertising remains substantially underutilized despite demonstrated effectiveness, cultural significance, and commercial advantages. The dominance of English (52.3%) over pure Igbo (12.2%) reflects persistent colonial linguistic hierarchies and advertiser perceptions prioritizing perceived sophistication over cultural resonance and comprehension advantages. However, the 43.7% combined indigenous language content (including code-switched advertisements) demonstrates emerging recognition of vernacular communication value.

The strategic linguistic features employed—proverbs, metaphors, cultural idioms, traditional music—confirm that effective indigenous language advertising transcends literal translation, requiring cultural competence and creative integration of indigenous epistemologies. Product category variations suggest commercial considerations drive language choices, with mass-market products embracing indigenous languages while premium positioning maintains English exclusivity, potentially constraining indigenous language advertising expansion.

The prime-time allocation disparity represents systemic discrimination requiring regulatory intervention, as market forces alone perpetuate undervaluation. Without deliberate policy frameworks mandating equitable indigenous language content distribution across premium time slots, current trajectories suggest continued marginalization despite growing cultural consciousness and documented commercial effectiveness.

This research provides empirical baseline documenting current indigenous language advertising practices in Enugu, establishing foundation for longitudinal comparison, cross-regional studies, and policy development. The demonstrated linguistic creativity, cultural integration, and code-switching sophistication confirm that indigenous language advertising represents viable, valuable commercial communication strategy deserving expanded adoption and institutional support.

7.3 Recommendations

Based on findings aligned with the four research objectives, the study advances the following recommendations:

1. To increase frequency and extent of indigenous language usage (Objective 1): The National Broadcasting Commission should mandate minimum indigenous language content quotas for commercial advertisements, requiring that 40% of total advertising content utilize indigenous languages with at least 20% during prime-time

slots. Enforcement mechanisms including license renewal requirements and graduated penalties for non-compliance should accompany quotas. Radio stations should develop indigenous language advertising packages offering competitive pricing incentivizing advertiser adoption, while broadcasting industry associations should launch awareness campaigns documenting indigenous language advertising's commercial effectiveness.

2. To diversify product categories using indigenous language (Objective 2): Advertiser education programs should demonstrate indigenous language advertising's effectiveness across product categories, dispelling myths that premium products require English exclusivity. Industry workshops featuring case studies of successful indigenous language campaigns for financial services, technology products, and luxury goods should target marketing professionals. Tax incentives providing 150% deductibility for indigenous language advertising expenditures would incentivize experimentation across product categories, while advertising agencies should develop indigenous language creative departments ensuring cultural competence and linguistic sophistication.

3. To enhance linguistic features and code-switching effectiveness (Objective 3): Universities should establish standardized Igbo advertising lexicons providing technical vocabulary and creative terminology supporting sophisticated indigenous language advertising production. Collaboration between linguists, communication scholars, and advertising practitioners should develop best practices guides for culturally-appropriate code-switching, figurative language usage, and persuasive strategy integration. Broadcasting organizations should host indigenous language advertising awards recognizing creative excellence and incentivizing quality production. Professional development programs should train copywriters, producers, and creative directors in indigenous language advertising principles and cultural communication strategies.

4. To achieve equitable duration and prime-time allocation (Objective 4): Regulatory frameworks should prohibit discriminatory pricing or scheduling practices disadvantaging indigenous language advertising, requiring transparent rate cards and equal access to prime-time inventory. The NBC should monitor compliance through periodic audits documenting prime-time indigenous language content allocation, with enforcement actions for persistent violations. Advertisers should recognize that prime-time indigenous language placement generates superior engagement among target demographics, justifying premium investment. Research institutes should conduct longitudinal effectiveness studies documenting indigenous language advertising's return on investment

across time slots, providing empirical justification for equitable allocation.

7.4 Limitations of the Study

The six-month study period may not capture seasonal variations in advertising content or long-term trends. Geographic focus on Enugu Metropolis limits generalizability to other Nigerian regions or indigenous languages. Exclusive focus on radio excludes television, print, and digital advertising channels where indigenous language usage patterns may differ. Future research should expand temporal scope, geographic coverage, media channel diversity, and comparative analysis across Nigerian indigenous languages.

7.5 Suggestions for Further Research

1. Comparative content analysis of indigenous language advertising across Nigerian regions examining Hausa, Yoruba, and Igbo usage patterns
2. Experimental studies assessing indigenous language versus English advertising effectiveness for specific product categories through controlled exposure and recall testing
3. Audience reception studies investigating listener perceptions, preferences, and behavioral responses to indigenous language radio advertisements
4. Longitudinal research tracking indigenous language advertising trends across five-year periods documenting evolution and policy intervention impacts
5. Economic analysis examining indigenous language advertising's commercial returns compared to English equivalents across industries and demographics

REFERENCES

1. Afolabi, O. (2023). Rebuilding old empire: BBC and indigenous language broadcasting in Nigeria. *Cogent Social Sciences*, 9(2), 2283950. <https://doi.org/10.1080/23311983.2023.2283950>
2. Adekunle, O. M., & Akinbode, A. (2023). Indigenous language use in advertising campaigns: A study of Airtel Nigeria's users. *Journal of African Communication Research*, 15(1), 78-93.
3. Akanbi, T. A., & Aladesanmi, O. A. (2014). The use of indigenous language in radio broadcasting: A platform for language engineering. *Open Journal of Modern Linguistics*, 4(4), 579-590. <http://dx.doi.org/10.4236/ojml.2014.44051>
4. Akpabio, E., Ogbonna, C., & Nwoke, M. (2025). Patterns of code-alternation in Nigerian advertisement jingles on radio and YouTube. *International Journal of Research and Innovation in Social Science*, 9(1), 234-250.
5. Asemah, E. S., Nwammuo, A. N., & Nkwam-Uwaoma, A. O. A. (2017). *Theories and models of communication* (Revised ed.). Jos: Jos University Press.
6. Asemah, E. S., Nwammuo, A. N., & Nkwam-Uwaoma, A. O. A. (2022). *Theories and models of communication* (2nd ed.). Jos: Jos University Press.
7. Asemah, E. S., Nkwam-Uwaoma, A. O., & Sabo, S. S. (2023). *Research and tactics in public relations and advertising*. Jos: Jos University Press.
8. Asemah, E. S., Kente, J. S., & Nkwam-Uwaoma, A. O. (2021). *Handbook on African communication systems*. Jos: Jos University Press.
9. Balogun, M. A., Adeleke, F. O., & Ibrahim, K. S. (2024). Preservation of indigenous languages, changes in digital media, social development, and family communication. In *Proceedings of the African Communication Conference* (pp. 234-256). Nairobi: African Communication Association.
10. Ben-Enukora, C. A., Oyero, O., Okorie, N., Oyesomi, K. O., & Adeyeye, B. (2020). Effectiveness of Yoruba language radio jingles in promoting knowledge, attitude and practices regarding Lassa fever among women in Ondo state, Nigeria. *Journal of Public Health in Africa*, 11(2), 1368. <https://doi.org/10.4081/jphia.2020.1368>
11. Benedict, A., & Okechukwu, C. (2018). Perceptual influence of Federal Radio Corporation of Nigeria's (FRCN) Igbo programmes on the promotion of Igbo language in South-East Nigeria. *African Journal of Communication Studies*, 12(3), 45-62.
12. Enugu Radio Station Celebrates Five Years of Promoting Igbo Language, Culture. (2025, April 18). *The Nation Newspaper*. Retrieved from <https://thenationonlineng.net/>
13. Fadipe, I. A., & Ige, O. A. (2025). Indigenous language representation in Nigerian media: Challenges and prospects. *African Media Review*, 19(1), 45-67.
14. Federal Republic of Nigeria. (1999). *Constitution of the Federal Republic of Nigeria*. Lagos: Federal Government Press.
15. Krippendorff, K. (2013). *Content analysis: An introduction to its methodology* (3rd ed.). Thousand Oaks, CA: Sage Publications.

16. Mondaq. (2020, June 18). Regulating Nigerian content on broadcasting platforms: An examination of the amendments to the 6th edition of the Nigeria Broadcasting Code. Retrieved from <https://www.mondaq.com/nigeria/broadcasting-film-tv-radio/954936>
17. National Broadcasting Commission (NBC). (2020). *Nigeria Broadcasting Code* (6th ed., as amended). Abuja: NBC. Retrieved from <https://www.nbc.gov.ng>
18. National Broadcasting Commission Act, CAP N11, Laws of the Federation of Nigeria (2004). Retrieved from <https://www.lawsfnigeria.placng.org>
19. National Broadcasting Commission Decree No. 38 of 1992 (as amended by Act No. 55 of 1999).
20. Onyenakeya, K., & Salawu, A. (2019). Indigenous language radio, identity, and belonging. *The International Journal of Diverse Identities*, 19(2), 33-49.
21. Onyenakeya, K., & Salawu, A. (2022). Indigenous language newspapers and the digital media conundrum in Africa. *Journalism Studies*, 23(4), 456-472. <https://doi.org/10.1177/0266666920983403>
22. Owusu-Addo, E., Owusu-Addo, S. B., Antoh, E. F., Sarpong, Y. A., Obeng-Okrah, K., & Annan, G. (2018). Ghanaian media coverage of violence against women and girls: Implications for health promotion. *BMC Women's Health*, 18(1), 1-12. <https://doi.org/10.1186/s12905-018-0621-1>
23. Oyedele, O. J., & Hungbo, J. (2020). Indigenous language media and the survival game: The Alaroye newspaper example from Nigeria. In A. Salawu (Ed.), *African language media* (pp. 120-134). London: Routledge.
24. Oyesomi, K., Onyenakeya, K., & Onyenakeya, O. M. (2020). Reimagining the future of indigenous language press in the digital era. In A. Salawu (Ed.), *African language media* (pp. 137-155). London: Routledge.
25. Oyesomi, K. O., & Salawu, A. (2019). Assessing the uniqueness of indigenous language in advertising: Analysis of figurative language used in selected telecommunication Yoruba advertisement in Nigeria. *The Qualitative Report*, 24(10), 2574-2591.
26. Oyesomi, K., Adesina, E., & Adeyeye, B. (2020). Indigenous language and global communication (GLO) radio advertisement in Igbesa community, Ado-Odo Ota, Ogun State, Nigeria. In *Media and communication in Africa* (pp. 245-260). Taylor & Francis.
27. Rauf, G., Adekoya, O. A., Ademola, A. M., & Adeleke, T. M. (2023). Radio as a vehicle for promotion of indigenous languages in Nigeria: A study of Amuludun FM and Orisun FM radio stations. *International Journal of Research and Innovation in Social Science*, 7(1), 78-92. <https://dx.doi.org/10.47772/IJRISS.2023.701078>
28. Salawu, A. (2006). Indigenous language media: A veritable tool for African language learning. *Journal of Multicultural Discourses*, 1(1), 86-95. <https://doi.org/10.1080/17447140608668382>
29. Salawu, A. (2018). *African language digital media and communication*. London: Routledge.
30. Salawu, A. (2020). *African language media: Development and sustainability*. London: Routledge.
31. Udemmadu, T. O. (2013). *The use of Igbo language in advertising products in Eastern Nigeria: A case study of Abakaliki metropolis* (Unpublished project). Ebonyi State University, Abakaliki.
32. Usua, N. (2018). Media and the preservation of indigenous languages: The case of films made in Akwa Ibom State, Nigeria. *Journal of Cultural Analysis and Social Change*, 3(2), 13. <https://doi.org/10.20897/jcasc/3995>