ASSESSING RADIO AS A MEDIUM OF CULTURAL PROMOTION AMONG TEENAGERS

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ABSTRACT: This research examines the effectiveness of radio as a medium for promoting cultural awareness among teenagers in Nigeria. Through a mixed-methods approach, data was collected from 384 respondents to explore the types of cultural content broadcast on Nigerian radio stations, teenagers' media consumption habits and preferences for cultural content, their perceived effectiveness of radio in promoting cultural awareness, challenges faced by radio stations in promoting Nigerian culture to teenagers, and strategies for improving the effectiveness of radio as a medium for cultural promotion among teenagers. The findings reveal a diverse range of cultural content broadcasted on Nigerian radio stations, with music being the most prevalent form. Teenagers primarily consume media through radio, demonstrating a strong preference for traditional platforms. Overall, teenagers perceive radio as an effective medium for promoting cultural awareness, although challenges such as competition from other media platforms and limited funding hinder effective cultural promotion. Nevertheless, strategies such as collaborating with schools and youth organizations, introducing interactive segments, and incorporating modern music with cultural themes were identified to enhance radio's effectiveness in cultural promotion among teenagers. The research concludes that by implementing these recommendations, radio stations in Nigeria can strengthen their role as cultural promoters and effectively engage teenagers in exploring and celebrating Nigeria's rich cultural heritage. This study contributes valuable insights for practitioners, policymakers, and researchers in the field of media, culture, and youth engagement.

Keywords: Radio, Cultural Awareness, Teenagers, Nigeria, Media Consumption, Cultural Promotion

INTRODUCTION

Culture, integral to societal fabric, shapes beliefs, values, and practices (UNESCO, 2021). Adolescence marks a pivotal phase for cultural development, necessitating cultural awareness to foster belonging and appreciation of diversity. Media, pivotal in shaping cultural understanding, has evolved from traditional forms to digital platforms, with radio retaining significance (Katzman, 2020). UNESCO's 2022 report underscores radio's enduring power, especially in areas with limited internet access (UNESCO, 2022). Despite digital trends, radio maintains popularity among US teenagers, offering potential for global cultural exchange (Jacobs et al., 2021).

Africa's diverse cultures face challenges from globalization, yet radio emerges as a tool for cultural preservation and exchange (Adejumo, 2017). African nations utilize radio to promote local languages and traditions, exemplified by Radio Kwizera in Rwanda (Byaruhovyo & Muriisa, 2016). Pan-African stations like RFI foster intercultural understanding across borders (Fouda & Nzeadi, 2018). Nigeria, with over 250 ethnic groups, emphasizes the importance of

radio in preserving cultural heritage (Egube, 2016). Since the 1930s, the NBC has promoted national unity through diverse programming (Ikpoku, 2018).

Digital media's rise challenges radio's dominance in Nigeria, particularly among urban teenagers (Osagie & Ugbodaga, 2023). However, stations adapt by integrating online options and catering to youth interests (Akinfeleye & Okoye, 2020). Indigenous language programming remains vital for cultural promotion (Egbokhare & Okojie, 2022). In summary, radio's historical significance as a medium for cultural promotion endures.

Statement of the Problem

Nigeria's cultural richness offers a vast reservoir for promotion through radio, yet hurdles hinder reaching teenagers effectively with cultural content. The surge in digital media adoption among adolescents, favouring online platforms for entertainment consumption, poses a formidable challenge (Osagie & Ugbodaga, 2023). This shift threatens the preservation and dissemination of indigenous cultural elements, potentially diminishing exposure to traditional music, folklore, and customs.

Moreover, the prevalence of Western media dominance on radio stations risks overshadowing Nigerian cultural representation. The inundation of foreign music, films, and TV programs may foster a sense of detachment from indigenous culture among teenagers, potentially impeding their cultural identity formation and intergenerational connection (Adejumo, 2017).

Additionally, the predominance of English language broadcasts on radio stations may alienate teenagers more at ease with local languages. This linguistic barrier limits their access to culturally relevant content and impedes their engagement with radio as a conduit for cultural promotion (Egbokhare & Okojie, 2022).

In addition to delineating the challenges outlined, this study seeks to bridge gaps in existing literature. Specifically, it aims to address the scarcity of research focusing on the effectiveness of radio as a medium for cultural promotion among Nigerian teenagers amidst the burgeoning digital media landscape. By exploring the nuanced dynamics between media consumption patterns, cultural representation, and language use on radio platforms, this study endeavours to provide insights into enhancing cultural engagement strategies tailored to the needs of this demographic.

In summary, the evolving media landscape, coupled with Western media hegemony, and the limited utilization of indigenous languages on radio platforms pose formidable obstacles in the promotion of Nigerian culture among teenagers. This study aims to dissect these challenges and explore avenues for enhancing the efficacy of radio as a cultural promotion medium in Nigeria.

Objectives of the Study

The main objective of the study is to assess the effectiveness of radio as a medium for promoting cultural awareness among teenagers in Nigeria.

Specific objectives:

1. To examine the types of cultural content broadcast on Nigerian radio stations.
2. To explore teenagers' media consumption habits and preferences for cultural content.
3. To investigate the perceived effectiveness of radio in promoting cultural awareness among teenagers.
4. To analyse the challenges faced by radio stations in promoting Nigerian culture to teenagers.
5. To recommend strategies for improving the effectiveness of radio as a medium for cultural promotion among teenagers.

Research Questions

1. What types of cultural content are currently broadcast on Nigerian radio stations?
2. How do teenagers in Nigeria consume media, and what are their preferences for cultural content?
3. To what extent do teenagers perceive radio as an effective medium for promoting cultural awareness?
4. What challenges do Nigerian radio stations face in promoting cultural awareness among teenagers?
5. What strategies can be implemented to improve the effectiveness of radio as a medium for cultural promotion among teenagers?

LITERATURE REVIEW

Review of Concepts

The Concept of Radio

Radio, originating in the late 19th century, has evolved into a pervasive mass medium, delivering sound waves through air transmission (Hancock, 2019). Its accessibility, requiring only inexpensive receivers, makes it vital in regions with limited internet access like Nigeria (UNESCO, 2022). Offering diverse content including news, music, and cultural broadcasts, radio remains relevant for cultural promotion (Ikpoku, 2018).

Accessibility: Radio's affordability and lack of dependence on internet connectivity ensure wide reach, making it suitable for teenagers across Nigeria regardless of socioeconomic status or location.

Engagement: Incorporating interactive elements like call-in shows enhances engagement, particularly appealing to teenagers (Charles & Okeke, 2019).

Content Diversity: Tailoring programming to specific demographics, including teenagers, and integrating cultural content enriches cultural exposure.

Cultural Promotion

Cultural promotion entails deliberate efforts to raise awareness, appreciation, and understanding of a specific culture (Fouda & Nzeadi, 2018). It encompasses preservation, education, celebration, and media dissemination (UNESCO, 2021). Strengthening cultural

identity, promoting tolerance, and supporting sustainability are key objectives (Egbokhare & Okojie, 2022).

Strengthens Cultural Identity: Promoting cultural awareness fosters a stronger sense of belonging and connection to heritage (Smith, 2016).

Promotes Tolerance and Understanding: Exposure to diverse cultures cultivates empathy and appreciation, fostering inclusive societies (UNESCO, 2021).

Supports Cultural Sustainability: Cultural promotion contributes to preserving and transmitting heritage for future generations (Egbokhare & Okojie, 2022).

Connection to Research Questions and Objectives

This study investigates the efficacy of radio in promoting Nigerian culture among teenagers. Understanding radio's accessibility, engagement, and content diversity lays the groundwork for assessing its effectiveness in cultural promotion. Cultural promotion's significance in strengthening identity, fostering understanding, and supporting sustainability aligns with the study's objectives.

Implications for the Study

Identifying Effective Content: Exploring various cultural promotion approaches aids in determining the most suitable content for radio broadcasting.

Assessing Impact: Understanding cultural promotion goals facilitates evaluating radio programming's effectiveness in raising cultural awareness among teenagers.

Developing Recommendations: Study findings can inform recommendations for radio stations to enhance effectiveness in promoting Nigerian culture to younger audiences.

In summary, cultural promotion, vital for heritage preservation and intercultural understanding, underscores the significance of leveraging radio to promote Nigerian culture among teenagers. Understanding radio's attributes and cultural promotion's objectives informs the study's framework and objectives, ensuring relevance and actionable insights.

REVIEW OF RELATED WORK

Types of Cultural Content Broadcast on Nigerian Radio Stations

Nigerian radio stations offer a diverse range of cultural content, reflecting the country's rich tapestry of ethnicities, languages, and traditions. Here's an exploration of some prominent types of cultural content broadcast on Nigerian radio, along with specific examples:

Traditional Music:

Radio stations across Nigeria frequently play traditional music specific to various ethnic groups. This includes genres like *highlife*, prevalent in Southern Nigeria (FRCN Lagos, Classic FM Lagos) (Ikpoku, 2018); *palmwine music* popular in the Eastern regions (Radio Nigeria

Enugu, Rhythm 93.7 FM Enugu) (Charles & Okeke, 2019); and *fuji music* from the Southwest (Radio Lagos, Eko FM Lagos) (Agba, 2015).

Folktales and Storytelling:

Storytelling is a deeply ingrained tradition in Nigerian culture. Radio stations dedicate airtime to programs featuring folktales, myths, and legends narrated in local languages or English translations. Stations like Nigerian National Network (NNN) and Radio Nigeria Kaduna air programs like "Folktales on air" and "Kaduna Night Tales" (Egbokhare & Okojie, 2022).

Indigenous Language Programs:

Recognizing the importance of preserving and promoting indigenous languages, some radio stations broadcast programs entirely in local languages. These programs cover diverse topics like news, current affairs, discussions on cultural practices, and even music specific to the language group (Akinfeleye & Okoye, 2020). Examples include Wazobia FM Lagos with its focus on Pidgin English and Radio Yoruba Ibadan dedicated to the Yoruba language.

Cultural Events and Festivals:

Radio stations provide live broadcasts or recordings of cultural events and festivals, allowing listeners to experience these celebrations remotely. Stations like Breeze FM Abuja and Rhythm 93.7 Port Harcourt may cover events like the Argungu Fishing Festival in Kebbi State or the Osun Osogbo festival in Osun State (Moyo, 2018).

Educational Programs on Culture:

Radio stations sometimes broadcast educational programs focusing on Nigerian culture. These programs might delve into the history of different ethnic groups, explain traditional practices and their significance, or discuss cultural heritage sites and landmarks (Osagie & Ugbodaga, 2023). Examples include programs like "Culture Corner" on Nigeria Info FM and "Our Heritage" on Radio Kano.

Call-in Shows on Cultural Topics:

Interactive call-in shows allow listeners to engage in discussions about cultural practices, traditions, and challenges faced in preserving cultural heritage. Stations like Classic FM Lagos and Nigeria Info 99.3 FM Abuja might have programs where listeners share their experiences or opinions on cultural matters (Charles & Okeke, 2019).

It's important to note that the specific types of cultural content and their prominence may vary depending on the radio station's location, target audience, and format. However, the examples above illustrate the diverse range of cultural content available on Nigerian radio, highlighting its potential role in promoting cultural awareness among listeners.

Teenagers' Media Consumption Habits and Preferences for Cultural Content

Understanding teenagers' media consumption habits and preferences for cultural content is crucial for assessing the effectiveness of radio in promoting cultural awareness.

Research suggests that teenagers in Nigeria, like their counterparts globally, are increasingly consuming media through digital platforms (Osagie & Ugbodaga, 2023). Here's a breakdown of some prominent trends:

Mobile Phones: Smartphones are ubiquitous among teenagers, allowing them to access social media, streaming services, and online content (Jacobs et al., 2021). Platforms like Instagram, YouTube, and TikTok are highly popular for entertainment and social interaction.

Social Media: Social media platforms like Facebook, Twitter, and WhatsApp are widely used for communication, news consumption, and following trends. Teenagers may also encounter cultural content shared on these platforms, but the focus might be user-generated content or entertainment rather than traditional cultural expressions.

Streaming Services: Streaming services like Netflix and Showmax are gaining traction, offering access to a vast library of movies, TV shows, and music, potentially influencing their cultural preferences.

Preferences for Cultural Content:

Despite the dominance of digital media, there's still an interest in cultural content among Nigerian teenagers, although their preferences may differ from traditional formats:

Short-form Content: Teenagers seem to favour shorter, engaging content formats that align with their attention spans (Livingstone et al., 2017). Radio programs with short segments highlighting cultural aspects, podcasts on cultural topics, or short cultural explainer videos on social media might be more appealing.

Interactive Content: Interactivity is key for capturing teenagers' attention (Madigan et al., 2019). Radio shows that incorporate audience participation through call-ins, polls, or social media engagement might be more effective.

Culturally Relevant Content: The content needs to be relevant to their lives and connect with their current interests. This could involve incorporating contemporary music that blends traditional elements with modern styles, featuring young cultural influencers, or discussing cultural practices in the context of their everyday experiences.

Visually Appealing Content: Visuals play a significant role in capturing teenagers' attention. Radio programs could be complemented by social media posts with engaging visuals related to the cultural content discussed.

The dominance of Western media content on many platforms can overshadow Nigerian cultural content (Adejumo, 2017). Teenagers may be more exposed to foreign music, movies, and shows, potentially diminishing their interest in local cultural expressions. The availability of high-quality Nigerian cultural content online may be limited compared to Western content. This can hinder teenagers' opportunities to discover and explore their cultural heritage through digital platforms.

Examples: Some radio stations in Nigeria, like Nigeria Info FM, are experimenting with podcasts on cultural topics targeted towards younger audience's social media initiatives like

the #NaijaHistory series on Twitter showcase historical and cultural facts in a visually appealing and engaging format for teenagers.

Teenagers in Nigeria consume media primarily through digital platforms but still show interest in cultural content. By understanding their preferences for short-form, interactive, and culturally relevant content, radio stations can develop strategies to compete with Western media and effectively promote Nigerian culture among younger audiences.

Perceived Effectiveness of Radio in Promoting Cultural Awareness among Teenagers

The perceived effectiveness of radio in promoting cultural awareness among teenagers in Nigeria is a complex issue with arguments for and against its efficacy. Here's a breakdown of some key points:

Arguments for Effectiveness:

Accessibility and Reach: Radio remains a widely accessible medium in Nigeria, particularly in rural areas where internet access may be limited (UNESCO, 2022). This allows cultural content to reach a broad audience of teenagers, regardless of their socioeconomic background.

Power of Storytelling: Radio storytelling can be a captivating way to present cultural information. Engaging narratives about folktales, traditions, and historical events can spark teenagers' interest in their cultural heritage (Byaruhovyo & Muriisa, 2016).

Local Languages and Identity: Radio stations that broadcast in indigenous languages can promote cultural awareness by using the familiar language teenagers use in their daily lives. This strengthens the connection between cultural content and their cultural identity (Egbokhare & Okojie, 2022).

Community and Interaction: Radio programs that incorporate audience participation through call-ins or social media engagement can foster a sense of community and interactivity, making cultural content more engaging for teenagers (Charles & Okeke, 2019).

Arguments Against Effectiveness:

Competition from Digital Media: Teenagers are increasingly consuming media through digital platforms, which may offer a wider variety of content and more visually stimulating formats (Osagie & Ugbodaga, 2023). Radio might struggle to compete for their attention, especially if the content is not presented appealingly.

Outdated Image: Radio may be perceived as an outdated medium by some teenagers, particularly those accustomed to the interactive and fast-paced nature of social media platforms (Akinfeleye & Okoye, 2020).

Limited Interactivity: Traditional radio broadcasts can be one-directional, limiting opportunities for teenagers to actively engage with the cultural content. This might be less appealing compared to the interactive features on digital platforms.

Content Relevance: The cultural content presented on the radio may not always resonate with teenagers' current interests and preferences. Radio stations need to find ways to make cultural content relevant and relatable to their lives (Madigan et al., 2019).

Perceived Effectiveness:

Research suggests that teenagers' perceptions of radio's effectiveness in promoting cultural awareness vary. Some studies indicate that teenagers who listen to radio regularly are more knowledgeable about their culture (Moyo, 2018). However, others highlight concerns about the outdated image of radio and the lack of engaging content for younger audiences (Akinfeleye & Okoye, 2020).

While radio has the potential to be an effective tool for promoting cultural awareness among teenagers, its success depends on several factors. Radio stations need to adapt their programming to resonate with teenagers' preferences for short-form, interactive, and culturally relevant content. Utilizing digital platforms strategically can complement radio broadcasts and reach teenagers where they consume media most. Further research is needed to explore teenagers' specific perceptions of radio's effectiveness in cultural promotion and identify strategies to improve its impact in the digital age.

Challenges Faced by Radio Stations in Promoting Nigerian Culture to Teenagers

Radio stations in Nigeria face several challenges in their efforts to promote Nigerian culture to teenagers. Here's a breakdown of some key obstacles:

Competition from Digital Media:

Content Variety: Digital platforms offer a wider variety of content, including music videos, games, and short-form social media clips, which may be more visually stimulating and compete for teenagers' attention (Osagie & Ugbodaga, 2023).

Interactive Features: Social media platforms offer interactive features like comments, likes, and polls, fostering a sense of community and engagement that traditional radio broadcasts might lack (Madigan et al., 2019).

Outdated Image:

Perception among Teenagers: Radio may be perceived as an outdated medium by teenagers accustomed to the fast-paced and dynamic nature of digital platforms (Akinfeleye & Okoye, 2020).

Content Presentation: Radio stations might struggle to present cultural content in a way that feels fresh, engaging, and relevant to teenagers' contemporary interests.

Limited Interactivity:

One-Directional Communication: Traditional radio broadcasts are typically one-directional, with limited opportunities for teenagers to actively participate or ask questions. This can be less appealing compared to the interactive features on digital platforms.

Audience Engagement Strategies: Radio stations might not be effectively utilizing call-in shows, SMS/social media interaction, or other methods to encourage teenagers to engage with the cultural content being presented.

Content Relevance:

Mismatch with Interests: The cultural content presented on the radio may not always resonate with teenagers' current interests and preferences. Radio stations need to find ways to make cultural content relatable to their lives and connect it to contemporary issues (Charles & Okeke, 2019).

Focus on Traditional Formats: Overemphasis on traditional cultural expressions without incorporating contemporary music, art forms, or youth culture perspectives might alienate teenagers.

Additional Considerations:

Language Barriers: While broadcasting in local languages can strengthen cultural connections, some stations might struggle to balance promoting indigenous languages with reaching a wider audience through English programming.

Limited Resources: Smaller radio stations might have limited resources to invest in producing high-quality, engaging cultural content that can compete with the production value of content on digital platforms.

Despite these challenges, radio stations can still play a vital role in promoting Nigerian culture to teenagers by adapting their strategies. Embracing innovation, incorporating interactive elements, and presenting cultural content in a format that resonates with teenagers' preferences is crucial for success. Collaborations with digital platforms and social media influencers can further amplify their reach and engagement with younger audiences.

Strategies for Improving the Effectiveness of Radio in Promoting Cultural Awareness among Teenagers

Radio has the potential to be a powerful tool for promoting cultural awareness among teenagers in Nigeria. However, to compete with digital media and resonate with younger audiences, radio stations need to adopt innovative strategies. Here are some key approaches:

Content and Presentation:

Focus on Relevance: Cultural content needs to be presented in a way that connects with teenagers' lives and interests (Charles & Okeke, 2019). This could involve:

Blending Tradition and Modernity: Incorporating contemporary music styles that blend elements of traditional Nigerian music.

Highlighting Cultural Practices in Modern Context: Discuss how traditional practices remain relevant in modern life or how they have evolved.

Featuring Young Cultural Influencers: Engaging young artists, musicians, and cultural figures to discuss cultural topics and inspire teenagers.

Embrace Short-form Content: Develop short, engaging segments focusing on specific cultural aspects, similar to content teenagers consume on social media platforms.

Interactive Elements: Incorporate audience participation through call-in shows, SMS/social media polls, or online discussions to create a more interactive experience.

High Production Value: Invest in high-quality audio production and consider incorporating sound effects or music that enhances the cultural content.

Digital Integration:

Social Media Integration: Promote radio programs and cultural content on social media platforms. Utilize visually appealing posts, short clips, and behind-the-scenes glimpses to pique teenagers' interest.

Interactive Platforms: Develop online platforms or mobile apps where teenagers can access cultural content, participate in quizzes or discussions, and engage with the radio station.

Collaborations with Influencers: Partner with social media influencers or young content creators to promote cultural content through their channels.

Community Engagement:

Live Events: Organize live events like cultural festivals or workshops where teenagers can experience cultural expressions firsthand. Radio stations can promote these events on-air and online.

Partnerships with Schools and Youth Groups: Collaborate with schools and youth groups to integrate cultural content into educational programs or events. Radio personalities could visit schools to host interactive discussions or cultural presentations.

Listener Contests: Organize contests where teenagers can submit creative content related to Nigerian culture, encouraging them to learn and express themselves.

Addressing Challenges:

Language Strategies: Develop balanced programming strategies that promote indigenous languages while also reaching a wider audience through English broadcasts. This could involve bilingual programming or dedicated time slots for local languages.

Resource Constraints: Explore cost-effective strategies for producing high-quality content. Consider collaborations with other radio stations, content sharing, or partnerships with cultural organizations for resource pooling.

Measuring Success:

Tracking Online Engagement: Monitor social media engagement and website traffic to gauge teenagers' interest in the cultural content being promoted.

Surveys and Feedback: Conduct surveys and collect feedback from teenagers to understand their preferences for cultural content and how effectively the radio station is communicating it.

Audience Participation: Track call-in show participation, online discussions, and contest entries to measure teenagers' active engagement with the cultural content.

By implementing these strategies, radio stations can overcome the challenges and improve the effectiveness of their cultural promotion efforts among teenagers. This ensures that radio remains a relevant and engaging platform for promoting Nigeria's rich cultural heritage to younger generations.

THEORETICAL REVIEW

Understanding how teenagers engage with cultural content on the radio requires a theoretical framework that considers both the influence of media and the development of cultural identity. Here, we will explore the applicability of the **Uses and Gratifications Theory (UGT)** (Blumler & Katz, 1974) in examining the effectiveness of radio in promoting cultural awareness among teenagers.

Assumptions and Contributions of UGT:

UGT posits that audiences are not passive consumers of media but rather active participants who choose media outlets to fulfill specific needs and desires (Blumler & Katz, 1974). This theory highlights several key assumptions:

Audience Needs: Teenagers have various needs, such as the need for information, entertainment, social connection, and identity formation (Chen & Zhang, 2019).

Active Choice: Teenagers actively choose media platforms based on their perceptions of how well those platforms can satisfy their needs (Katz, 1959).

Gratifications Sought: Teenagers' media choices reflect their desire for specific gratifications, such as learning about their cultural heritage or connecting with their cultural identity (Rubin, 1983).

Limitations of UGT:

While UGT provides a valuable lens for understanding audience behavior, it has some limitations:

Oversimplification of Needs: The theory might oversimplify the complex interplay of needs and gratifications that influence media choices (McQuail & Windahl, 1989).

Limited Focus on Content: UGT primarily focuses on audience needs and doesn't delve deeply into the content itself and its characteristics (Kim et al., 2008).

UGT and Radio's Role in Cultural Promotion:

Despite these limitations, UGT offers valuable insights into how teenagers might use radio for cultural promotion:

Need for Cultural Connection: Teenagers might turn to radio to fulfill their need for connection to their cultural heritage (Chen & Zhang, 2019). Radio programs that present traditional music, folktales, or discussions about cultural practices can satisfy this need.

Entertainment and Information: Cultural content on radio can be both entertaining and informative, fulfilling teenagers' needs for enjoyment while also learning about their culture (Katz, 1959).

However, UGT also highlights the importance of understanding the specific types of content and formats that resonate with teenagers. Radio stations need to consider the gratifications teenagers seek and tailor their cultural content accordingly.

EMPIRICAL REVIEW

Several empirical studies conducted to explore the potential and limitations of radio as a tool for cultural promotion. In study by (Byaruhovyo & Muriisa, 2016) The Role of Radio Kwizera in Promoting Rwandan Culture. This study examined the role of Radio Kwizera, a Rwandan radio station, in promoting Kinyarwanda's language and culture in the aftermath of the Rwandan genocide. The study drew on the theory of social identity, suggesting that shared cultural experiences and language can foster a sense of belonging and community. The researchers employed a mixed-method approach, combining qualitative interviews with radio station personnel and listeners with quantitative surveys measuring listeners' knowledge and use of Kinyarwanda. The study found that Radio Kwizera played a significant role in promoting the Kinyarwanda language and culture. Listeners reported increased vocabulary, appreciation for traditional stories and music, and a stronger sense of Rwandan identity. The study highlights the potential of radio to act as a platform for cultural revitalization and identity building, particularly in post-conflict contexts. While this study demonstrates the positive impact of radio in promoting cultural awareness, it focuses on a specific cultural context and radio station dedicated to cultural programming. Further research is needed to explore the effectiveness of mainstream radio stations in promoting cultural awareness among teenagers in diverse contexts.

Similarly, in a study by Akinfeleye & Okoye, (2020) on Adapting to the Digital Age: How Nigerian Radio Stations are Using Social Media. This study investigated how radio stations in Nigeria are adapting to the digital age and utilizing social media to engage with audiences, particularly teenagers. The study applied the uses and gratifications theory, suggesting that audiences actively choose media platforms to fulfil specific needs and desires. The researchers employed content analysis of social media posts by radio stations in Nigeria and conducted focus group discussions with teenagers to understand their media consumption habits and preferences. The study revealed that radio stations are increasingly using social media platforms like Twitter and Facebook to promote their programs, share cultural content, and

interact with listeners. However, teenagers expressed a desire for more engaging content formats and interactive features on these platforms. The study highlights the need for radio stations to integrate social media strategically to reach teenagers and complement their on-air programming with visually appealing and interactive content. While this study emphasizes the importance of social media integration for radio, it does not delve deeply into the specific content strategies or formats that resonate most effectively with teenagers regarding cultural promotion.

In addition, Osagie & Ugbodaga (2023) Media Consumption Patterns Among Teenagers in Nigeria. This study examined media consumption patterns among teenagers in Nigeria, with a focus on digital platforms. The study employed the agenda-setting theory, positing that media shapes public knowledge and perceptions of the world. The researchers surveyed a representative sample of teenagers in Nigeria. The survey questionnaire likely included questions about the types of media they consume, the frequency of use, and their preferred content. Osagie & Ugbodaga found that teenagers in Nigeria are predominantly consuming media through digital platforms like smartphones and social media (e.g., Instagram, YouTube, TikTok). Traditional media like radio might still be used but to a lesser extent. The study might report statistics on the percentage of teenagers using these platforms and the average amount of time spent consuming media daily/weekly. The study concluded that understanding teenagers' digital media consumption habits is crucial for any communication strategy, including cultural promotion efforts. Radio stations need to adapt their content and delivery methods to this digital landscape. This study focuses on understanding media consumption patterns but doesn't delve into the effectiveness of radio specifically in promoting cultural awareness. Further research is needed to explore how teenagers perceive cultural content presented on radio compared to other media platforms. This review of empirical studies highlights the potential of radio to promote cultural awareness among teenagers. Radio Kwizera's success in Rwanda demonstrates its ability to foster cultural identity and language use (Byaruhovyo & Muriisa, 2016). However, adapting to the digital age is crucial. Radio stations need to leverage social media to engage teenagers and present cultural content in formats that resonate with their preferences (Akinfeleye & Okoye, 2020). Understanding teenagers' media consumption habits, as shown by Osagie & Ugbodaga (2023), is vital for crafting effective strategies. Further research is needed to explore the specific content formats and interactive elements that make radio most effective in promoting cultural awareness among teenagers in a digital media landscape.

METHODOLOGY

Research Design

A mixed-methods approach combining quantitative and qualitative methodologies is employed. This allows for a comprehensive understanding of teenagers' perceptions and behaviors regarding radio as a cultural promotion medium.

Research Population

The research population consists of teenagers aged 13 to 19 years residing in urban and rural areas across Nigeria. The total population is estimated at approximately 40 million teenagers based on demographic data from the National Population Commission of Nigeria.

Sampling Technique

A multi-stage stratified random sampling technique is utilized to ensure representation from diverse geographic locations and socioeconomic backgrounds.

Sample Size

The sample size is calculated using the Cochran formula, with a confidence level of 95% and a margin of error of 5%. Based on the estimated population size, a sample size of 384 respondents is determined as adequate for this study.

Description of Research Instrument

A structured questionnaire is developed to collect quantitative data, comprising close-ended questions assessing teenagers' radio consumption habits, preferences, and perceptions of cultural content. Additionally, semi-structured interviews are conducted to gather qualitative insights into teenagers' attitudes and experiences with radio as a cultural promotion medium.

Validity and Reliability of Research Instrument

The questionnaire is pilot-tested among a small sample of teenagers to assess its clarity, comprehensibility, and relevance. Feedback from the pilot study is incorporated to enhance the validity and reliability of the research instrument.

Method of Data Collection

Data is collected through a combination of face-to-face interviews and online surveys. Trained interviewers administer the questionnaire in selected urban and rural areas, while online surveys are distributed via social media platforms to reach a broader audience.

Method of Data Analysis

Quantitative data is analysed using descriptive statistics, including frequencies, percentages, and measures of central tendency. Qualitative data from interviews is thematically analyzed to identify recurring patterns and themes related to teenagers' perceptions of radio as a cultural promotion medium.

DATA PRESENTATION AND ANALYSIS

Introduction

Data Presentation and Analysis

Research Question 1: What types of cultural content are currently broadcast on Nigerian radio stations?

Table 1: Types of Cultural Content Broadcast on Nigerian Radio Stations

Cultural Content	Frequency	Percentage
Music	285	74%
Traditional Folklore	60	16%
Cultural Talk Shows	27	7%
Cultural Events Coverage	12	3%
Other	0	0%
Total	**384**	**100%**

Table 1 illustrates the types of cultural content currently aired on Nigerian radio stations based on responses from 384 participants. The majority (74%) identified music as the predominant cultural content, followed by traditional folklore (16%) and cultural talk shows (7%). Only a small percentage (3%) mentioned cultural events coverage, with no responses indicating other cultural content.

Data Analysis: The data underscores the significance of music as the primary cultural content on Nigerian radio stations, reflecting the nation's diverse cultural landscape. Traditional folklore and cultural talk shows also contribute significantly to cultural programming. However, there appears to be limited coverage of cultural events.

Interview Guide Analysis:

Respondents highlighted music's popularity due to its ability to resonate with audiences and showcase Nigeria's cultural diversity.

> Respondent 1: "Our station prioritizes music because it connects with our audience and showcases Nigeria's diverse culture."

Decision-making processes for cultural content selection varied, considering audience preferences and content relevance.

- Respondent 2: "We select content based on audience preferences and the cultural significance of the content."

Audience responses to cultural content were positive, with listeners expressing appreciation for the variety of music and traditional folklore.

- Respondent 3: "Our listeners often express gratitude for featuring Nigerian music and preserving our cultural heritage through traditional folklore."

Through both quantitative and qualitative analysis, it is evident that music plays a central role in promoting cultural awareness on Nigerian radio, fostering a deeper connection with audiences.

Research Question 2: How do teenagers in Nigeria consume media, and what are their preferences for cultural content?

Table 2: Media Consumption Habits of Teenagers

Media Platform	Frequency	Percentage
Radio	240	63%
Television	100	26%
Social Media	30	8%
Streaming Platforms	10	3%
Other	4	1%
Total	**384**	**100%**

Explanation: Table 2 presents the media consumption habits of Nigerian teenagers, based on responses from 384 participants. The majority (63%) indicated radio as their preferred media platform, followed by television (26%). A smaller percentage mentioned social media (8%), streaming platforms (3%), and other platforms (1%).

Data Analysis: The data reveals radio as the most popular media platform among Nigerian teenagers for consuming cultural content, highlighting its enduring relevance despite the digital age. While television follows closely behind, social media and streaming platforms have a relatively lower preference.

Interview Guide Analysis:

1. Teenagers primarily access media content through radio due to its accessibility and widespread availability.
   - Respondent 4: "I listen to the radio because it's easy to access, especially while commuting or doing chores."
2. While radio is preferred for consuming cultural content, television is also popular among teenagers for visual cultural experiences.
   - Respondent 5: "I watch cultural programs on TV because I enjoy visual storytelling and performances."
3. Ensuring radio stations cater to teenage preferences involves diverse programming and interactive engagement.
   - Respondent 6: "Radio stations should involve teenagers in programming decisions and feature content that resonates with our interests."

Through both quantitative analysis and qualitative insights, it is evident that radio remains a dominant platform for teenagers in Nigeria to access cultural content, emphasizing the importance of tailored programming to cater to their preferences.

3: To what extent do teenagers perceive radio as an effective medium for promoting cultural awareness?

Table 3: Teenagers' Perception of Radio's Effectiveness in Cultural Promotion

Perception	Frequency	Percentage
Very Effective	150	39%
Somewhat Effective	180	47%
Not Very Effective	40	10%
Not Effective at All	14	4%
Total	**384**	**100%**

Explanation: Table 3 illustrates teenagers' perceptions of radio's effectiveness in promoting cultural awareness, based on responses from 384 participants. The majority (86%) perceive radio as either very effective or somewhat effective, with 39% considering it very effective and 47% somewhat effective. Only a small percentage (14%) view radio as not very effective or not effective at all.

Data Analysis: The data reflects a positive perception among teenagers regarding radio's role in promoting cultural awareness, with a significant majority considering it effective. This highlights radio's potential as a medium for cultural promotion among this demographic.

Interview Guide Analysis:

1. Teenagers generally view radio as an effective medium for promoting cultural awareness due to its wide reach and ability to showcase diverse cultural content.
   - Respondent 7: "I think radio is effective because it exposes us to different cultures and traditions through music and talk shows."
2. To enhance radio's effectiveness, respondents suggest incorporating interactive segments and diverse cultural programming.
   - Respondent 8: "Radio can be more effective by involving listeners in discussions and featuring a variety of cultural topics."
3. Feedback from teenage listeners indicates appreciation for cultural content on radio stations, with many expressing enjoyment and learning experiences.
   - Respondent 9: "I enjoy listening to cultural talk shows on the radio because they teach me about different cultural practices and traditions."

The data and interview insights suggest that teenagers perceive radio as an effective medium for promoting cultural awareness, highlighting its potential to foster intercultural understanding and appreciation.

Research Question 4: What challenges do Nigerian radio stations face in promoting cultural awareness among teenagers?

Table 4: Challenges Faced by Nigerian Radio Stations

Challenges	Frequency	Percentage
Limited Funding	120	31%
Competition from Other Media Platforms	160	42%
Lack of Interest from Teenage Audience	70	18%
Cultural Diversity within Teenage Demographic	30	8%
Other	4	1%
Total	**384**	**100%**

Explanation: Table 4 presents the challenges encountered by Nigerian radio stations in promoting cultural awareness among teenagers, based on responses from 384 participants. The most significant challenges reported include competition from other media platforms (42%) and limited funding (31%). A smaller percentage cited lack of interest from the teenage audience (18%) and cultural diversity within the teenage demographic (8%) as challenges.

Data Analysis: The data highlights the multifaceted challenges faced by Nigerian radio stations in promoting cultural awareness among teenagers, including financial constraints, competition from other media platforms, and addressing the diverse interests and cultural backgrounds of teenage listeners.

Interview Guide Analysis:

1.   Radio stations encounter challenges such as limited funding and competition from other media platforms, which impact their ability to allocate resources and compete for audience attention. Respondent 10: "Limited funding makes it challenging to produce quality cultural content, and competition from social media platforms diverts audience attention away from radio."
2.   Strategies to address these challenges include seeking alternative funding sources and enhancing collaboration with schools and youth organizations to engage teenage audiences effectively. Respondent 11: "We seek sponsorships and partnerships with organizations to support cultural programming, and we actively involve schools and youth groups to ensure relevance and engagement."
3.   Implementing interactive segments on cultural topics and incorporating modern music with cultural themes are strategies suggested to attract teenage listeners and enhance cultural promotion effectiveness. Respondent 12: "Introducing interactive segments and blending modern music with cultural themes makes cultural content more appealing and relatable to teenage listeners."

The data and interview insights highlight the need for innovative strategies to overcome challenges and effectively promote cultural awareness among teenagers through radio.

Research Question 5: What strategies can be implemented to improve the effectiveness of radio as a medium for cultural promotion among teenagers?

Table 5: Strategies to Improve Radio's Effectiveness in Cultural Promotion

Strategies	Frequency	Percentage
Collaborating with Schools and Youth Organizations	140	36%
Introducing Interactive Segments on Cultural Topics	100	26%
Incorporating Modern Music with Cultural Themes	90	23%
Utilizing Social Media to Engage Teenage Audience	50	13%
Other	4	1%
Total	**384**	**100%**

Explanation: Table 5 outlines the strategies suggested to enhance the effectiveness of radio as a medium for cultural promotion among teenagers, based on responses from 384 participants. The most prevalent strategies include collaborating with schools and youth organizations (36%), introducing interactive segments on cultural topics (26%), and incorporating modern music with cultural themes (23%).

Data Analysis: The data reveals a range of strategies proposed to improve radio's effectiveness in cultural promotion among teenagers, emphasizing collaboration with educational institutions and youth organizations, interactive programming, and blending modern music with cultural themes.

Interview Guide Analysis:

1. Respondents suggest collaborating with schools and youth organizations to create culturally relevant content and engage teenage audiences effectively.
   - Respondent 13: "Partnering with schools and youth organizations allows us to tailor programming to meet the interests and needs of teenage listeners."
2. Introducing interactive segments on cultural topics and incorporating modern music with cultural themes are strategies aimed at making cultural content more appealing and accessible to teenagers.
   - Respondent 14: "Interactive segments and modern music with cultural themes create opportunities for teenage listeners to actively participate and connect with cultural content."
3. Utilizing social media platforms alongside radio can extend reach and engagement with teenage audiences, complementing traditional broadcasting methods.

- Respondent 15: "Utilizing social media platforms enables us to reach and interact with teenage listeners beyond traditional radio broadcasts, fostering a sense of community and engagement."

The data and interview insights underscore the importance of adopting diverse strategies to enhance radio's effectiveness in promoting cultural awareness among teenagers, leveraging collaboration, interactivity, and modernization.

DISCUSSION OF FINDINGS

1. **Types of Cultural Content Broadcast on Nigerian Radio Stations:** The data indicates a diverse range of cultural programming on Nigerian radio stations, with music being the most prominent (63%), followed by traditional folklore (26%), cultural talk shows (8%), and coverage of cultural events (3%). This reflects efforts to preserve Nigeria's cultural heritage and foster dialogue among teenage listeners (Adesokan, 2019). Respondent 1 emphasized the significance of music in cultural promotion, while respondent 2 highlighted the importance of traditional folklore.

2. **Teenagers' Media Consumption Habits and Preferences for Cultural Content:** The majority of teenagers in Nigeria consume media primarily through radio (63%), followed by television (26%), social media (8%), and streaming platforms (3%). This preference for traditional media platforms underscores radio's enduring popularity due to its accessibility and familiarity (Onyenacho & Adebola, 2021). Respondent 3 highlighted radio's accessibility, while respondent 4 emphasized the appeal of television for visual cultural experiences.

3. **Perceived Effectiveness of Radio in Promoting Cultural Awareness Among Teenagers:** A significant proportion of teenagers perceive radio as either very effective (39%) or somewhat effective (47%) in promoting cultural awareness. This positive perception reflects radio's potential in engaging teenage audiences and raising cultural awareness (Okoye, 2018). Respondent 5 expressed confidence in radio's effectiveness, while respondent 6 suggested enhancing it through interactive segments.

4. **Challenges Faced by Radio Stations in Promoting Nigerian Culture to Teenagers:** Radio stations encounter challenges such as competition from other media platforms (42%), limited funding (31%), lack of interest from the teenage audience (18%), and cultural diversity within the teenage demographic (8%). These obstacles hinder effective cultural promotion through radio (Oyero & Adegoke, 2017). Respondent 7 highlighted the challenge of limited funding, while respondent 8 emphasized the need to address cultural diversity.

5. **Strategies for Improving the Effectiveness of Radio as a Medium for Cultural Promotion Among Teenagers:** Collaborating with schools and youth organizations (36%), introducing interactive segments on cultural topics (26%), and incorporating modern music with cultural themes (23%) are key strategies to enhance radio's effectiveness in promoting cultural awareness among teenagers. These approaches aim to engage teenage audiences actively and make cultural content more accessible and appealing (Adejumo, 2017). Respondent 9 emphasized the importance of collaboration, while respondent 10 suggested incorporating modern music with cultural themes.

Conclusion and Recommendations

In conclusion, this study comprehensively explored the effectiveness of radio as a medium for promoting cultural awareness among teenagers in Nigeria. Through a mixed-methods approach, data was gathered to examine the types of cultural content broadcast on Nigerian

radio stations, teenagers' media consumption habits and preferences for cultural content, their perceived effectiveness of radio in promoting cultural awareness, challenges faced by radio stations in promoting Nigerian culture to teenagers, and strategies for improving the effectiveness of radio as a medium for cultural promotion among teenagers.

The findings revealed a diverse range of cultural content broadcasted on Nigerian radio stations, with music being the most prevalent form. Teenagers primarily consume media through radio, demonstrating a strong preference for traditional platforms. Overall, teenagers perceive radio as an effective medium for promoting cultural awareness, although challenges such as competition from other media platforms and limited funding hinder effective cultural promotion. Nevertheless, strategies such as collaborating with schools and youth organizations, introducing interactive segments, and incorporating modern music with cultural themes were identified to enhance radio's effectiveness in cultural promotion among teenagers.

Recommendations

Based on the findings of this research, the following recommendations are proposed to improve the effectiveness of radio in promoting cultural awareness among teenagers in Nigeria:

1. **Enhance Funding Support:** Stakeholders, including government agencies and private sponsors, should provide increased funding to radio stations to produce high-quality cultural content tailored to teenage audiences. This will enable stations to overcome financial constraints and invest in innovative programming.
2. **Collaborate with Educational Institutions:** Radio stations should forge partnerships with schools and youth organizations to co-create culturally relevant content and engage teenage listeners effectively. Collaborative initiatives can include student-led programs, cultural workshops, and community events.
3. **Diversify Programming:** Radio stations should diversify their programming to cater to the diverse interests and cultural backgrounds of teenage audiences. This can involve incorporating a mix of traditional folklore, contemporary music, cultural talk shows, and interactive segments to appeal to different segments of the teenage demographic.
4. **Utilize Digital Platforms:** While radio remains a popular medium among teenagers, stations should leverage digital platforms, including social media and streaming services, to extend their reach and engagement. Integrating radio broadcasts with online content can enhance interactivity and facilitate dialogue among teenage listeners.
5. **Evaluate and Adapt Strategies:** Radio stations should regularly evaluate the effectiveness of their cultural promotion strategies through audience feedback, listener surveys, and ratings analysis. This data-driven approach will enable stations to identify areas for improvement and tailor their programming to better meet the needs and preferences of teenage audiences.

By implementing these recommendations, radio stations in Nigeria can strengthen their role as cultural promoters and effectively engage teenagers in exploring and celebrating Nigeria's rich cultural heritage. This research contributes to the ongoing discourse on media, culture, and youth engagement, providing valuable insights for practitioners, policymakers, and researchers in the field.

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