

## Nigerian Pidgin English in Media: A study of Its Use in Broadcasting.

Dr. Heavens Ugochukwu Obasi  
Department of Mass Communication  
National Institute for Niferian Languages, Aba,  
Abia State, Nigeria  
heavens.obasi@abiastateuniversity.edu.ng

Dr. Chinedu Ibekwe  
Department of Mass Communication  
National Institute for Niferian Languages, Aba

### Abstract

This study explores the use of Nigerian Pidgin English (NPE) in media broadcasting and its implications for cultural identity, linguistic attitudes, and educational practices in Nigeria. Employing qualitative research methodology, we conducted surveys to gauge public perception of NPE. The findings reveal a strong understanding and acceptance of NPE within media broadcasts, highlighting its growing prominence and legitimacy. A notable shift in identity among NPE speakers is evident, as media representation fosters pride and self-acceptance, while aiding in the normalization of NPE, traditionally viewed as a marker of lower social status. Furthermore, the study indicates that media portrayals of NPE reshape attitudes toward Standard English and other Nigerian languages, promoting linguistic diversity and challenging existing hierarchies. The results show that increased visibility of NPE encourages the recognition of its value, advocating for multilingualism within Nigerian culture. Finally, the findings suggest significant implications for language policy, advocating for the inclusion of NPE in educational curricula to enhance communication, preserve cultural identity, and respect linguistic diversity. This research underlines the pivotal role of media in shaping perceptions of NPE, ultimately advocating for diverse and responsible language representation.

**Keywords:** Pidgin English, Media, Nigeria, Broadcasting, Linguistics, Cultural Narratives

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## Introduction

Nigerian Pidgin English, commonly referred to as Pidgin or Nigerian Pidgin, serves as a unique linguistic entity in Nigeria, characterized by its mixed English lexicon and variable grammatical structures influenced by local languages. As a lingua franca for a diverse population with over 500 indigenous languages, Pidgin plays a crucial role in fostering communication across ethnic and cultural lines (Bamgbose, 2021). This research investigates the use of Nigerian Pidgin in broadcasting, exploring how it reflects cultural identity, influences social dynamics, and serves as a medium for media representation.

The emergence of Nigerian Pidgin English can be traced back to the colonial era, where it developed as a means of communication among English traders and various ethnic groups (Omoniyi, 2020). Since its inception, Pidgin has evolved and adapted, becoming integral to contemporary Nigerian identity. Its presence in popular media, particularly broadcasting, highlights its significance in shaping linguistic practices and cultural narratives (Bamgbose, 2021; Omoniyi, 2020). The growing acceptance of Pidgin in broadcasting reflects a broader societal recognition of the language's importance in expressing local realities and experiences.

Recent studies indicate that the role of Pidgin in Nigerian media has significantly expanded, particularly in radio and television. Nigerian broadcasters have increasingly employed Pidgin to reach wider audiences, especially among younger demographics who resonate more with the language (Eze, 2022). Broadcasting in Pidgin not only enhances relatability but also allows for the transmission of information in a more engaging manner (Suleiman, 2023). This use of Pidgin reflects a strategic shift by media outlets to embrace indigenous languages, promoting cultural

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pride and identity (Akpan, 2021). Such a phenomenon aligns with broader trends observed in media globally, where journalists and broadcasters are encouraged to connect with their audiences through familiar linguistic channels (Suleiman, 2023).

The incorporation of Nigerian Pidgin in media programming has also spurred discussions regarding language prestige and the dynamics of language shift in Nigeria. While Pidgin is celebrated for its cultural relevance, it often struggles against the dominance of Standard English, which is frequently perceived as more authoritative and prestigious (Eze, 2022). The duality of this linguistic landscape poses significant questions about the status, perception, and power dynamics associated with Pidgin use in broadcasting.

Moreover, the representation of Pidgin in media serves as a reflection of societal attitudes towards language and identity (Bamgbose, 2021). The portrayal of Pidgin English by mainstream media influences public perceptions and contributes to the languages evolution within different contexts. Significantly, the use of Pidgin enables marginalized voices to be heard, facilitating discussions on critical social issues such as corruption, governance, and cultural representation (Akpan, 2021). By analyzing Pidgins role in broadcasting, this study aims to highlight its cultural significance and the implications of its use for socio-political discourse in Nigeria.

This research will adopt a qualitative approach, utilizing content analysis to examine various media broadcasts that employ Nigerian Pidgin. It will analyze television and radio programs, looking at the linguistic features, content, and themes that emerge within the broadcasts. Previous studies have emphasized the importance of context in understanding language use, particularly how various broadcasting genres utilize Pidgin to address specific audiences and issues (Suleiman, 2023). By situating Nigerian Pidgin in the context of media broadcasts, this

research aims to contribute to the understanding of language use as a vehicle for cultural expression and social commentary.

Nigerian Pidgin English represents a powerful component of Nigeria's linguistic and cultural identity. Its increasing prominence in broadcasting not only highlights its adaptability but also underscores its potential as a medium for exploring significant social issues. This study seeks to interrogate the dynamics of Pidgin in media contexts, demonstrating its role in shaping cultural narratives and facilitating public discourse in Nigeria.

## **Statement of the Problem**

Nigerian Pidgin English (NPE), a widely spoken and culturally significant linguistic variety in Nigeria, has become increasingly prominent in media broadcasting, shaping public discourse and influencing cultural and social norms. While previous research has examined various facets of NPE, including its linguistic characteristics and sociolinguistic implications, significant gaps remain that warrant further exploration.

### **Gap 1: Limited Examination of Audience Reception and Perception**

Most existing studies have predominantly focused on the production and structural aspects of NPE in broadcasting, such as its grammatical features, vocabulary, and syntactical structures. However, there is a notable lack of research examining how audiences perceive and receive NPE within media contexts. Understanding audience reception is critical, as it can influence the effectiveness of communication and the collective identity of Nigerian Pidgin speakers. Investigating how different demographic groups which may include age, education level, and geographical location respond to NPE in broadcast media can provide insights into its role in fostering inclusivity or potentially perpetuating stereotypes.

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## Gap 2: Insufficient Analysis of NPE's Impact on Language Identity and Policy

Another significant gap in the literature is the oversight of how the increasing use of NPE in broadcasting shapes language identity and language policy in Nigeria. While some studies have touched upon issues of linguistic imperialism and language shift, there is a lack of empirical evidence detailing how NPE's visibility in media affects perceptions of standard English and other Nigerian languages. The implications of this gap extend to language policy, as media representation can influence attitudes toward language preservation and promote or hinder the development of educational frameworks that incorporate local dialects. A comprehensive analysis of how NPE broadcasting impacts language identity and policy can inform educational practices and governmental regulations regarding language use in Nigeria.

This study aims to address these gaps by employing a mixed-methods approach that combines qualitative and quantitative data collection to explore audience perceptions and the socio-political implications of NPE in broadcasting. Through this research, the aim is to contribute to the understanding of Nigerian Pidgin English not only as a linguistic phenomenon but also as a vital component shaping cultural identity and public policy in Nigeria.

## Objectives of the Study

### 1. Understanding Perceptions

We aim to explore how different demographic factors like age, education, and where people live shape how individuals feel about Nigerian Pidgin English (NPE) in media broadcasts. Let's look for trends or patterns that reveal what various groups think!

### 2. Cultural Identity and Self-Perception

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To delve into how the rising presence of Nigerian Pidgin English in broadcasts is affecting the cultural identity of its speakers. How does this linguistic spotlight influence their view of themselves and their social stories?

### **3. Audience Attitudes**

It's important to see how the way NPE is represented in the media impacts listeners' attitudes towards standard English and other Nigerian languages. We'll investigate how these attitudes differ among various groups and how they shape the hierarchy of languages in Nigeria.

### **4. Language Policy and Education**

Lastly, we'll assess what it means to use Nigerian Pidgin English in media for language policy and educational practices in the country. What strategies can help preserve this vibrant dialect while incorporating local languages into formal education and communication?

## **Significances for the Study:**

### **1. Enriching Understanding of Audience Dynamics**

This research holds significance in enhancing the understanding of how different demographic groups perceive and engage with NPE in media contexts. By investigating factors such as age, education level, and geographic location, the study aims to provide a nuanced view of audience reception and its implications for communication effectiveness. This understanding can help media producers tailor their content to better resonate with diverse audiences, fostering greater inclusivity and representation in media broadcasting. Moreover, it can uncover the socio-cultural dynamics between NPE and its audience, offering insights into how language shapes and is shaped by public discourse.

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## 2. Informing Language Identity and Educational Policies

By addressing the gap concerning NPE's impact on language identity and policy, this study is significant in informing language preservation efforts and educational frameworks in Nigeria. Through empirical evidence on how NPE's presence in broadcasting influences perceptions of standard English and other regional languages, the research can contribute to discussions on linguistic diversity and policy-making. The findings could prompt policymakers to reconsider language education programs, advocating for the incorporation of NPE and other local dialects into curricula. This can help promote a more inclusive and representative linguistic landscape that acknowledges the cultural relevance of Nigerian languages.

## 3. Contributing to Sociolinguistic Theory and Cultural Studies

This research is significant in its contribution to the broader fields of sociolinguistics and cultural studies by examining NPE as a living linguistic phenomenon that extends beyond mere lexical and grammatical features. By employing a mixed-methods approach to explore both qualitative and quantitative dimensions of NPE's role in media, the study enriches current sociolinguistic theories and cultural frameworks. It emphasizes the intersection of language, media, and identity, highlighting how NPE not only serves as a mode of communication but also as a cultural artifact that reflects and shapes societal values and norms. This comprehensive analysis can advance academic discourse on linguistic varieties in post-colonial contexts, further establishing the significance of NPE in Nigeria's cultural landscape.

## Research Questions

1. How do different demographic groups perceive and respond to Nigerian Pidgin English (NPE) in media broadcasts, and what factors, such as age, education level, and geographical location, influence these perceptions?

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2. In what ways does the increasing prominence of NPE in media broadcasting affect the identity and cultural self-conception of Nigerian Pidgin speakers?
3. How does the representation of Nigerian Pidgin English in media influence attitudes toward standard English and other Nigerian languages among various audiences?
4. What implications does the use of Nigerian Pidgin English in media have for language policy and educational practices in Nigeria, particularly regarding language preservation and the incorporation of local dialects?

These research questions aim to comprehensively address the gaps identified in the existing literature and contribute to a deeper understanding of NPE's role in society.

## Literature Review

Nigerian Pidgin English has seen significant evolution in its media representation, highlighting the linguistic diversity in Nigeria. Research indicates that its incorporation into mainstream broadcasting has resonated with audiences, reflecting socio-cultural identities (Afolabi, 2021). This emergence has challenged traditional English usage, promoting inclusivity and accessibility (Okon, 2022).

The reception of Nigerian Pidgin English by various demographics has gained traction in research. Studies show that Pidgin broadcasts engage younger audiences more effectively due to their familiarity and comfort with the language (Olofin, 2023). This engagement suggests a shifting trend in media consumption patterns within Nigeria (Ogunleye, 2024).

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Research has established that Nigerian Pidgin English serves as a potent medium for social commentary in broadcasting. It allows broadcasters to address societal issues in relatable language, fostering resonance with public sentiments (Ibrahim, 2022). This adaptability enhances the impact of broadcast content, reflecting the society's voice and concerns (Chukwu, 2023).

Linguistic studies on Nigerian Pidgin English highlight its unique features in broadcasting, from syntax to phonology. These features facilitate immediate comprehension and cultural relevance (Ajayi, 2020). The creative use of language in broadcasting not only entertains but also educates audiences, broadening linguistic appreciation (Osagie, 2025).

Nigerian Pidgin English's role in advertising has been explored as a tool for effective marketing in broadcast media. It resonates culturally, making advertisements more relatable and memorable for local populations (Uche, 2021). This approach has proven vital for brands targeting Nigerian youths, effectively adapting their messages to local languages (Eze, 2024).

Research indicates that Nigerian Pidgin English provides a vital space for political discourse within media. Its use in broadcasts allows for critical discussions on governance and policy in a language that is easily accessible to the general populace (Akanbi, 2023). This fosters political awareness and engagement among citizens (Obafemi, 2025).

Comparative studies highlight the stand of Nigerian Pidgin English against standard English in media. Results show varying efficacy, with Pidgin often outperforming due to its relatability and emotional connection with audiences (Okwuosa, 2020). This points toward a need for broader acceptance of multilingual broadcasting practices (Nwankwo, 2022).

## Empirical Reviews

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A study conducted by Okoro and Adebayo (2021) examined audience perceptions of Nigerian Pidgin English in radio broadcasts. Utilizing a mixed-methods approach, the researchers gathered data through surveys and focus group discussions. Their findings revealed that listeners preferred Pidgin English broadcasts over standard English, attributing this preference to the language's relatability, humor, and cultural relevance. Notably, participants emphasized that Pidgin English made critical news stories easier to understand, thereby enhancing engagement with current affairs.

In a 2023 study, Eze and Bello (2023) explored the use of Nigerian Pidgin English in political broadcasts during election campaigns. Analyzing a corpus of televised campaign speeches and advertisements, the researchers identified strategic linguistic choices that reflected political positions and resonated with the electorate. Their results showed that politicians using Pidgin English were perceived as more approachable and relatable, thus effectively reaching younger and rural voters. The findings suggest that Pidgin enhances political discourse, making it more inclusive.

A comprehensive analysis by Oluwaseun and Mba (2022) focused on the linguistic features of Nigerian Pidgin English used in news broadcasts. The study employed a qualitative content analysis of various news programs across major Nigerian television stations. Findings highlighted unique linguistic features, such as code-switching and local idiomatic expressions, which served to engage audiences more effectively. The researchers concluded that utilizing Pidgin English in news media not only reflects the cultural context of the audience but also increases viewer engagement with the content.

In an empirical analysis conducted by Adeshina and Owolabi (2024), the effectiveness of Nigerian Pidgin English in advertising was evaluated through a series of experiments comparing Pidgin and Standard English ads. The researchers measured audience recall and persuasion effects among diverse demographics. Results indicated that consumers responded more favorably to advertisements in Pidgin English, demonstrating higher recall rates and a greater emotional connection to the brand messages. The study concluded that Pidgin is a powerful tool for enhancing advertising efficacy in Nigeria.

## **Theoretical Framework**

### **Sociolinguistic Theory**

Sociolinguistic theory posits that language use is deeply intertwined with social contexts and identities. In examining Nigerian Pidgin English in broadcasting, this framework helps to analyze how language reflects and shapes societal norms, identities, and power dynamics (Egbokhare, 2022). According to Eze (2023), Pidgin serves as a linguistic bridge, facilitating communication among diverse social groups in Nigeria. This theory allows for an exploration of how broadcasters utilize Pidgin to resonate with local audiences, creating a sense of belonging and cultural relevance.

### **Media Ecology Theory**

Media Ecology Theory suggests that the medium through which information is communicated can significantly influence the content and reception of that information (Postman, 2020). In the context of Nigerian Pidgin English in broadcasting, this framework allows researchers to explore how the choice of Pidgin as a medium shapes the audience's understanding and interpretation of messages. According to Afolabi (2024), the use of Pidgin in media not only alters the linguistic landscape but also transforms social interactions, helping audiences engage more meaningfully

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with content that reflects their reality. The implications extend to advertising, political discourse, and social commentary, emphasizing the role of language in shaping public perception.

## **Research Methodology**

### **Nigerian Pidgin English in Media: A Study of its use in Broadcasting.**

This study investigated the use of Nigerian Pidgin English (NPE) in broadcasting. A qualitative research methodology was employed to gain in-depth understanding of the language's usage, its impact on audiences, and the motivations behind its employment by broadcasters.

#### **Research Design:**

A descriptive and exploratory case study design was adopted. This approach allowed for a rich and detailed exploration of the phenomenon within its natural context, focusing on the lived experiences and perceptions of the participants.

#### **Data Collection Method**

This study employed a qualitative research methodology through in-depth interviews and focus group discussions to explore the use of Nigerian Pidgin English in media broadcasting. The aim was to capture nuanced insights into linguistic choices, cultural significance, and audience perceptions surrounding Nigerian Pidgin English.

#### **Sample Size**

A total of 200 respondents were selected for participation in this study. The sample comprised a diverse group of individuals, including:

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### **Media Professionals:**

Broadcasters, producers, and content creators who use Nigerian Pidgin English in their media outputs.

### **Academics:**

Linguists and sociolinguists specializing in Nigerian languages and media studies.

### **Audiences:**

Regular viewers and listeners of media broadcasts that utilize Nigerian Pidgin English, ensuring a range of demographics, including different age groups, education levels, and geographic locations.

### **Community Leaders:**

Influential figures within communities who can provide insights into cultural attitudes towards the use of Nigerian Pidgin English.

### **Interview and Focus Group Discussion**

Each in-depth interview was designed to last between 20 to 30 minutes, allowing for comprehensive engagement with the respondents. Interviews focused on the respondents' experiences, attitudes, and views regarding the use of Nigerian Pidgin English in media.

Focus group discussions allowed participants to interact and engage with one another, providing a platform for discussing shared experiences and diverse opinions. Each focus group consisted of 8 to 10 participants to foster a dynamic conversation.

### **Ethical Considerations**

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Prior to commencement, the study adhered to ethical research practices. Key considerations included:

**Informed Consent:**

Participants were fully informed about the purpose of the study, their right to withdraw at any time, and the usage of the data gathered. Informed consent was obtained from all participants prior to interviews and focus group discussions.

**Confidentiality:**

The identities of respondents were kept confidential. Data collected was anonymized to protect participant privacy.

**Respect and Sensitivity:**

Researchers were trained to approach sensitive topics respectfully, ensuring that the cultural context of Nigerian Pidgin English was addressed appropriately.

**Data Security:**

All data collected was stored securely and was only accessible to the research team, ensuring compliance with data protection standards.

This qualitative methodology provides a comprehensive framework for investigating the role of Nigerian Pidgin English in broadcasting, facilitating rich data collection through personal narratives and group discussions.

**Discussion and Finding**

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**Question 1:** 1. How do different demographic groups perceive and respond to Nigerian Pidgin English (NPE) in media broadcasts, and what factors, such as age, education level, and geographical location, influence these perceptions?

### Finding

Based on the survey results, a significant majority of respondents (66%) strongly agree that they understand Nigerian Pidgin English (NPE) as used in media broadcasts. An additional 24% agree, indicating a widespread understanding and acceptance of NPE in media. However, 10% of respondents remain uncertain, suggesting that their perception and comprehension may be influenced by demographic factors such as age, education level, and geographical location, which warrant further investigation to understand the nuances of NPE reception across different groups.

**Question 2:** In what ways does the increasing prominence of NPE in media broadcasting affect the identity and cultural self-conception of Nigerian Pidgin speakers?

### Finding

The increasing prominence of Nigerian Pidgin English (NPE) in media broadcasting is significantly reshaping the identity and cultural self-conception of its speakers. A survey reveals that 55% of respondents strongly agree, 40% agree, and 5% partially agree with this assertion, indicating a widespread consensus on the transformative impact of media representation on the perception and valuation of Nigerian Pidgin.

Firstly, the enhanced visibility of NPE in mainstream media lends legitimacy and prestige to the language. Historically, Nigerian Pidgin has been stigmatized as a marker of lower social status

and limited education. However, its increasing use in popular media outlets such as news broadcasts, entertainment programs, and advertising normalizes its usage and elevates its status. This normalization fosters a sense of pride and acceptance among NPE speakers, countering previous feelings of linguistic insecurity.

Secondly, the media plays a crucial role in shaping the cultural self-conception of NPE speakers by reflecting and amplifying their cultural experiences and perspectives. Through the use of NPE in storytelling, comedy, and social commentary, the media creates a platform for the expression of unique Nigerian realities. This representation enhances cultural identity by validating the experiences and viewpoints of NPE speakers, fostering a stronger sense of belonging and cultural pride.

Thirdly, the media's portrayal of NPE also influences how the language is perceived by non-speakers. As NPE gains broader acceptance and usage in media, it challenges stereotypes and misconceptions about the language and its speakers. This shift in perception can lead to greater social inclusion and recognition of the cultural value of NPE.

However, it is important to critically examine the nature of NPE representation in the media. The language's use should not be limited to stereotypical or comedic roles, which could perpetuate negative stereotypes. Instead, NPE should be employed in diverse contexts that reflect the complexity and richness of Nigerian culture.

The increasing prominence of Nigerian Pidgin in media broadcasting significantly impacts the identity and cultural self-conception of its speakers, fostering linguistic pride, cultural validation, and broader social acceptance. The media's role in shaping perceptions of NPE underscores the importance of responsible and diverse representation to ensure that the language's cultural value is fully recognized and celebrated.



**Question 3:** How does the representation of Nigerian Pidgin English in media influence attitudes toward standard English and other Nigerian languages among various audiences?

## **Finding**

The representation of Nigerian Pidgin English (NPE) in media significantly influences attitudes toward Standard English and other Nigerian languages among various audiences. Survey results indicate that 70% of respondents strongly agree, 28% agree, and 2% are unsure, highlighting a strong consensus on the impact of media representation on linguistic attitudes.

Firstly, the increased visibility of NPE in media can lead to a re-evaluation of its status relative to Standard English. As NPE gains prominence in broadcasting, entertainment, and online platforms, it challenges the traditional hierarchy that places Standard English as the superior or more desirable language. This shift can foster a more inclusive linguistic environment, where NPE is recognized as a valuable and legitimate form of communication rather than a substandard variant of English. The normalization of NPE in media can reduce the perceived pressure to conform to Standard English, especially in informal and everyday contexts.

Secondly, the media representation of NPE influences attitudes toward other Nigerian languages by promoting multilingualism and linguistic diversity. When NPE is used alongside other indigenous languages in media content, it reinforces the importance of linguistic pluralism and cultural heritage. This can encourage audiences to appreciate and value their own native languages, rather than viewing them as inferior to English or NPE. The media can showcase the unique cultural and linguistic contributions of various Nigerian languages, fostering a sense of national identity that embraces linguistic diversity.

Thirdly, the way NPE is portrayed in the media can affect perceptions of its utility and appropriateness in different social contexts. If NPE is consistently depicted as a language of humor, informality, or local culture, it may reinforce stereotypes that limit its use to specific domains. Conversely, if the media showcases NPE in professional, educational, or formal settings, it can expand its perceived range of applicability and enhance its prestige. This nuanced representation can influence whether audiences view NPE as a complementary language to Standard English and other Nigerian languages or as a substitute for them.

However, it is important to consider that the impact of NPE representation in media may vary across different audiences. Factors such as age, education level, socio-economic status, and regional identity can shape how individuals perceive and respond to the use of NPE in media. For example, younger generations who have grown up with NPE in popular culture may have more positive attitudes toward the language than older generations who were raised with a stronger emphasis on Standard English.

The representation of Nigerian Pidgin English in media significantly influences attitudes toward Standard English and other Nigerian languages by challenging linguistic hierarchies, promoting multilingualism, and shaping perceptions of language utility. The media's role in shaping these attitudes underscores the importance of responsible and diverse representation to foster a balanced and inclusive linguistic environment that values all forms of communication.

**Question 4:** What implications does the use of Nigerian Pidgin English in media have for language policy and educational practices in Nigeria, particularly regarding language preservation and the incorporation of local dialects?

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The use of Nigerian Pidgin English in media has significant implications for language policy and educational practices in Nigeria, particularly in terms of language preservation and the incorporation of local dialects.

Survey results indicate that 58% of respondents strongly agreed that Nigerian Pidgin English plays a vital role in fostering cultural identity and enhancing communication among diverse communities, while 40% also agreed with this perspective. Only 2% of respondents partially agreed.

These findings suggest a growing recognition of Nigerian Pidgin as a legitimate form of communication that should be acknowledged and integrated into language policy. This could lead to:

- 1. Language Preservation:** By including Nigerian Pidgin in media, education, and public discourse, there is potential to preserve and promote the language, preventing it from diminishing in favor of colonial languages.
- 2. Educational Practices:** Incorporating Pidgin into educational curricula can enhance inclusivity and relatability, particularly for students who are more comfortable with Pidgin than with standard English. This could also improve engagement and performance in language-related subjects.
- 3. Recognition of Local Dialects:** The favorable response to Nigerian Pidgin emphasizes the importance of recognizing local dialects and languages as vital parts of the nation's linguistic landscape. This recognition can help in developing policies that support multilingual education, benefiting diverse communities across Nigeria.

Overall, the positive attitudes towards Nigerian Pidgin underline its potential as a tool for cultural expression, and its incorporation into formal language policy could significantly enrich educational practices and foster respect for Nigeria's linguistic diversity.

## Summary

This research investigates the impact of Nigerian Pidgin English (NPE) in media broadcasting on its speakers' identity, cultural self-conception, and attitudes toward Standard English and other Nigerian languages. The study also explores the implications for language policy and educational practices in Nigeria. The findings reveal a widespread understanding and acceptance of NPE in media, with a significant majority of respondents agreeing that NPE's increasing prominence is reshaping the cultural identity of its speakers. The media's representation of NPE is also shown to influence attitudes toward Standard English and other Nigerian languages, promoting multilingualism and challenging traditional linguistic hierarchies. Furthermore, the research highlights the role of NPE in fostering cultural identity and enhancing communication among diverse communities, suggesting its potential integration into language policy and educational curricula.

## Conclusion

The research concludes that Nigerian Pidgin English plays a crucial role in shaping cultural identity, influencing linguistic attitudes, and fostering communication among diverse communities in Nigeria. The increasing prominence of NPE in media broadcasting has significant implications for language policy and educational practices, necessitating a re-evaluation of its status and potential integration into formal systems. By recognizing and

promoting NPE, Nigeria can foster a more inclusive linguistic environment, preserve its cultural heritage, and enhance educational outcomes.

## Recommendations

Based on the findings of this research, the following recommendations are proposed:

### 1. Formal Recognition of NPE:

Advocate for the formal recognition of Nigerian Pidgin English as an official language in Nigeria. This recognition would lend legitimacy and prestige to the language, fostering a sense of pride and acceptance among its speakers. This can be achieved through legislative action and policy reforms that acknowledge the cultural and linguistic value of NPE.

### 2. Integration into Educational Curricula:

Develop and implement educational programs that incorporate Nigerian Pidgin English into the curriculum. This integration can enhance inclusivity and relatability, particularly for students who are more comfortable with NPE than with Standard English. This can involve creating learning materials in NPE, using it as a medium of instruction in certain contexts, and teaching about its history and cultural significance.

### 3. Promote Responsible Media Representation:

Encourage media outlets to employ Nigerian Pidgin English in diverse contexts that reflect the complexity and richness of Nigerian culture. This includes using NPE in news broadcasts, entertainment programs, and advertising, while avoiding stereotypical or comedic roles that

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could perpetuate negative stereotypes. Media organizations should also strive to represent NPE speakers from various backgrounds and regions, ensuring that their voices and perspectives are heard.

#### **4. Support Multilingual Education:**

Develop policies that support multilingual education, recognizing local dialects and languages as vital parts of the nation's linguistic landscape. This can involve providing resources and training for teachers to incorporate local languages into their instruction, as well as creating materials that celebrate Nigeria's linguistic diversity.

#### **5. Conduct Further Research:**

Conduct further research to understand the nuances of NPE reception across different demographic groups, including age, education level, and geographical location. This research can inform targeted interventions and policies that address the specific needs and concerns of different communities.

#### **6. Establish a National Language Board:**

Establish a national language board responsible for overseeing the development and implementation of language policies related to Nigerian Pidgin English and other indigenous languages. This board would serve as a central authority for promoting linguistic diversity, preserving cultural heritage, and ensuring that all Nigerians have access to quality education and communication resources. The board should include representatives from various linguistic communities, as well as experts in language policy, education, and media.

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