

**ASSESSMENT OF EFFECTIVE COMMUNICATION IN ENGLISH:
EMPIRICAL STUDY OF THE DETERMINING FACTORS AND
CHALLENGES TO NEWS BROADCASTERS IN NIGERIA**

Theresa LINUS, *Ph.D*
School of Communication Arts
Department of Mass Communication
Akwa Ibom State Polytechnic;

Benedette ARCHIBONG
School of Communication Arts
Department of Mass Communication
Akwa Ibom State Polytechnic

AND

Dipo-Adedoyin OLUBUNMI
Department of Mass Communication
School of Liberal and Communication Studies
Lagos State Polytechnic, Ikorodu

ABSTRACT

The study was to assess the assessment of effective communication in English: empirical study of the determining factors and challenges to news broadcasters in Nigeria. The study adopted a Descriptive survey design conducted in Nigeria. The population of the study consisted of broadcasters in Nigeria. The study selected the 6 geo-political zones. From each, 40 respondents were selected and used for the study, which gave a total sample size of 240 respondents. The instrument used by the researcher for the study was a questionnaire tagged "Effective Communication in English Questionnaire (ECEQ)." Face and content validation of the research instrument was carried out by an expert in tests and measurement. From the analysis, the reliability coefficient 0.82 was obtained and the value was considered substantially high enough to justify the use of the instrument. The data obtained was analyzed using percentage and regression analysis for research questions and hypotheses respectively. The calculated values were compared with the critical values for the test of significance of the result at 0.05 alpha level. The study concluded that communication is an essential component of life. The more we communicate the less we suffer and the better we feel about everything around. The extent of effective communication in English among broadcasters in Nigeria is very high. Besides, the most determining factor to effective communication in English language among broadcasters is "Active Listening". Finally, the major challenge faced by broadcasters "Poor Listening Habits". One of the recommendations made was that while communication is a natural part of the human experience, it's necessary to consider how you will communicate in a positive and effective manner that aligns with your responsibilities and reputation.

KEYWORDS: Effective Communication, English, News Broadcasters and Nigeria

Introduction

Globalization and the expansion of English in the world have changed the English language teaching and learning scenario. Teaching nowadays is not just improving reading or writing skills and training students for examinations, but also increasing their employment potential by strengthening their communication skills. Unfortunately, many graduates of Ukrainian higher educational institutions cannot interact with others in English because of numerous barriers to effective communication. Communication is considered to be "the activity of conveying information through the exchange of ideas, feelings, intentions, expectations, perceptions, or commands by speech, writing, gestures, and other means between two or more participants" (Chigicherla, 2014). This process requires a source/sender who encodes information in the form of a message, which is transmitted through a medium/channel to a recipient who then decodes the message and gives the necessary response/feedback.

Effective communication occurs when it serves the purpose for which it was planned. However, when the desired effect is not achieved, barriers that act as obstacles to effective communication need to be explained. Halder & Abhijit (2006) mention these include "filtering, selective perceptions, information overload, emotions, language, silence, communication apprehension or anxiety, gender difference and many other factors." These barriers to effective communication can distort the message at any stage in the communication process. Considering the reasons that create communication barriers, Norrish identified a number of factors that include lack of motivation, first language interference, literal translation from the first language into the target one, overgeneralization of grammar rules, material-induced errors, lack of command of the target, and inter-language errors as well.

Broadcasting is the distribution of audio and video content to a dispersed audience. It is the dissemination of information to a large, heterogeneous audience who receive the information simultaneously. The National Open University of Nigeria (2006) defines broadcasting as the dissemination of information through an entirely electronic means of encoding and decoding communication messages. Folarin (2000) defines broadcasting as the planned provision of information, education, and entertainment to a large and heterogeneous audience through two major media of mass communication: radio and television. According to Onabajo (2000), broadcast audiences are able to access broadcast messages on the radio and television through their receivers, which help in decoding such information. The radio is popularly defined as a "blind medium" of mass communication. It broadcasts messages through speech, so delivered to appeal to the imagination. Crisell in Fleming (2010) also defines radio as a "live, predominantly personal" broadcast medium, which is personified through the voice of its on-air personnel, who project a personality through which its listeners can identify, connect, and establish a personal relationship with the station.

Statement of Problem

Over the years, there has been prevalent issues concerning the broadcasting sector on how to ensure good communication in English. In Nigeria, there have been challenges to Effective Communication in English. However, the various challenges to effective communication in English can have a significant impact on people's personal and professional lives, and these include poor listening habits, interruptions, language barrier and physical factors.

Objective of the Study

1. To find out the extent of effective communication in English among broadcasters in Nigeria.
2. To examine the determining factors to effective communication in English language among broadcasters
3. To determine the challenges faced by broadcasters.

Research Questions

1. What are the extents of effective communication in English among broadcasters in Nigeria?
2. What are the determining factors to effective communication in English language among broadcasters?
3. What are the challenges faced by broadcasters?

Conceptual Review

Concept of Communication

Communication is simply the act of transferring information from one place, person, or group to another. Every communication involves (at least) one sender, a message, and a recipient. Communication is more than simply the transmission of information. The term requires an element of success in transmitting or imparting a message, whether information, ideas, or emotions (Skills You Need, 2022). Communication refers to the transfer of facts, information, ideas, suggestions, orders, requests, grievances, etc. from one person to another so as to impart a complete understanding of the subject matter of communication to the recipient thereof and the desired response from the recipient of such communication (Talathi, 2018). Communication is a core concept, but it's also one of the most misunderstood concepts. Many people think that communication is just about talking. The truth is that communication goes much deeper than just words and speeches. Tuongvy (2021) noted that the term "communication" plays in different contexts with every individual. Others view it in a sense that helps them form

interpersonal relationships, while others see it as a way of achieving success. Communication is not only about speaking but also imparting or exchanging information or feelings between two or more people.

The word "communicate" is derived from the word "common" and means "to share, exchange, send along, transmit, talk, gesture, write, put in use, relate." The general view of communication is that it is an interaction within a social context (Fatimayin, 2018). Communication usually involves a sender (source) and a receiver. It involves the interlocutors' exchanging signals. These signals could be verbal or graphic, could be gestural or visual (photographic). In essence, communication involves using codes that are done with the eyes, body movements, or sounds made with the voice. Whichever way it is done, there is always a process in which someone initiates a meaning intent that is passed to the interlocutor (receiver). Daniel (2013) asserts that it is when feedback, which involves the receiver responding to the signal by initiating another circle of meaning exchange, has been sent to the sender (source), that the communication process has gone full circle and become complete. However, Munodawafa (2008) stated that communication involves the transmission of verbal and non-verbal messages. It consists of a sender, a receiver, and a channel of communication. In the process of transmitting messages, the clarity of the message may be interfered with or distorted by what are often referred to as "barriers."

Concept of Effective Communication in English

Effective Communication in English is a general English-speaking course for students who wish to be able to converse in the English language with confidence and ease in a variety of contexts: in employment and social settings, every day and travelling situations (Riga Business School, 2019). Classes are designed to improve the effective communication skills of those students who already have some knowledge of the language. Students will increase their fluency in speaking English, expand their knowledge of vocabulary and common expressions, and improve their pronunciation by actively participating in discussions, role-plays, and games. Effective communication in English is important as it is essential to every aspect and interaction in our everyday lives. Every sentence we use has the purpose of enabling English language learners to move beyond vocabulary and grammar to the functional aspect of effective communication in English (Santhi & Selvam, 2015). Being able to communicate with each other forms bonds and teamwork, and it separates humans from other animal species. Communication in English drives our lives and betters ourselves.

Communication in English is directed at helping second-language users of English acquire the grammar of English as well as learn the four developmental language skills (reading, speaking, writing, and listening) for the purpose of effective communication in English (Abiola, 2012). The ability to communicate effectively is important in education, work, and relationships. Today's world demands effective communication skills. Effective communication in English will definitely enhance job and career opportunities for

students. Effective communication in English will enable them to face different levels of competition with confidence (Gogoi, 2019). In fact, we cannot deny the fact that communicative ability plays a crucial role in building and maintaining relationships in all places. With the emergence of globalization, English has become imperative for students to be proficient in effective communication so that they can perform well in academic as well as professional settings.

Determining Factors of Effective Communication

Active Listening: Active listening is a way of listening and responding to another person that improves mutual understanding. It is an important first step toward defusing the situation and finding solutions (United States Institute of Peace, 2018). Active listening is a skill that can be acquired and developed with practice. However, active listening can be difficult to master and will, therefore, take time and patience to develop. Active listening involves listening with all senses (Skills You Need, 2022). As well as giving full attention to the speaker, it is important that the "active listener" is also "seen" to be listening. Otherwise, the speaker may conclude that what they are talking about is uninteresting to the listener.

Simplicity: Simplicity over complexity is vital for effective communication. Anyone can make something complicated. The real skill is to make your message clear and concise so that others can understand what you're saying (Mether, 2019). Simplicity is as simplicity does in communication means that it is about what simplicity can accomplish in communication not simplicity because it looks good. The primary aim of the communication process is to ensure that everyone involved reaches a shared understanding of what has been communicated. In order to help do that, we need to communicate in a way that is simple and easy for others to understand.

Straight Forwardness: Straightforwardness is the ability to be able to communicate your message honestly and directly, while respecting the fact that others may hold a different opinion or expectation (Martin, 2021). Generally, people have a great need for honesty, respect, appreciation and recognition. Communicating in an honest, straightforward manner is the first and most basic platform upon which assertive communication is built.

Feedback: In communication, feedback is the response of an audience to a message or activity. Feedback is the response or reaction of the receiver after perceiving or understanding the message. It enables the sender to evaluate the effectiveness of the message. It is inevitably essential in the case of two-way communication. Without feedback, two-way communication is either ineffective or incomplete (BIZ, 2020). Feedback is the only way to get the response or reaction of the receiver. From it, the sender knows how well his message is understood and how it will be used by the receiver.

Challenges to Effective Communication in English

The challenges to effective communication in English can have a significant impact on people's personal and professional lives. This is particularly evident now when people around the globe have been facing social distancing restrictions (Hailo, 2022).

Poor Listening Habits: Poor listening, also known as Pseudo-listening, is a type of non-listening that consists of appearing attentive in conversation while actually ignoring or only partially listening to the other speaker. The intent of pseudo-listening is not to listen, but to cater to some other personal need of the listener (McKay, 2009). The word "pseudo-listening" is a compound word composed of the individual words' pseudo (a Greek root meaning "not real or genuine") and listening. An example of pseudo-listening is trying to multitask by talking on the phone while watching television or completing work. Pseudo-listening is the most ineffective way to communicate because, after the conversation, one will not have retained much of the information that was said.

Interruptions: Interruption is not always negative and is often even unavoidable. Interjecting can be necessary for a number of reasons (Beare, 2019). An interruption is a speech action when one person breaks in to interject while another person is talking. When we interrupt someone, it usually means we are not listening to them. By offering our thoughts and opinions before the other person has properly expressed theirs, we run the risk of mentally shutting down from the conversation and ignoring valuable new information and insights.

Language Barrier: Language barrier is a figurative phrase used primarily to refer to linguistic barriers to communication. Language barriers are those features of language use that result in miscommunication or a complete loss of communication. Language barriers deal with aspects of language use that make it difficult to understand. This could be due to a variety of factors such as differences in educational background, literacy levels, and the country or region of the language user. Buarqoub (2013) stated that language barriers impede the formation of interpersonal relationships and can cause misunderstandings that lead to conflict, frustration, offense, violence, hurt feelings, and wasting time, effort, money, and lives.

Physical Factors: The process of communication, especially the transmission of messages, makes use of numerous channels, instruments and gadgets such as telephone, microphone, projector, printing, photocopying, telex, fax, radio, film and digital data such as CD and DVDs. All these are very useful when they function smoothly. At the same time, they act as barriers when they fail to perform their functions efficiently. As a result, communication fails to reach the target audience. Snapping of telephone lines, non-availability of meeting rooms, failure of multimedia equipment and disturbances of power supply may lead to delays in transmitting the messages to the intended recipients.

Remedies to the Challenges of Effective Communication in English

Effective communication in English allows people to express themselves and improve both personal and professional relationships.

Practice Active Listening: Effective communicators are always good listeners. Active listening means engaging with what people say by giving affirmative replies and asking follow up questions to show that you are paying attention.

Focus on Nonverbal Communication: Mastering nonverbal cues and nonverbal signals can help prevent miscommunication and signal interest to those around you. Pay attention to your facial expressions and body language when you are speaking with someone in a professional setting. Your nonverbal cues affect the first impression you make on someone. Maintaining eye contact, limiting hand gestures, and having good posture go a long way when meeting someone for the first time.

Manage your Own Emotions: For the sake of clear communication and your own personal wellbeing, it's important to manage your emotions and express them appropriately in context. Allowing strong emotions to unnecessarily creep into a professional setting can lead to poor communication and conflict.

Ask for Feedback: There's no shame in asking for honest feedback on your communication skills from colleagues. Asking your peers or subordinates for their advice on improving your communication skills can help you better understand how you are coming across in your work environment. Cultivate a willingness to seek out other points of view and forge better relationships with your coworkers.

Practice Public Speaking: Public speaking may sound daunting, but there's no better way to develop good communication skills than by seeking out public speaking opportunities. Great communicators are able to clearly articulate their feelings, whether they're speaking to a large group or talking face-to-face to one other person. Regularly speaking in front of a group will magnify your strengths and weaknesses and force you to develop great communication habits.

Methodology

The study adopted Descriptive survey design conducted in Nigeria. The population of the study consisted of all the broadcasters. The study selected 40 respondents from each of the 6 geo-political zone in Nigeria teachers, which gave a total sample size of 240 respondents. The instrument used by the researcher for the study was a questionnaire tagged "Effective Communication in English Questionnaire (ECEQ)." Face and content validation of the research instrument was carried out by an expert in tests and measurement. From the analysis, the reliability coefficient 0.82 was obtained and the value was considered substantially high enough to justify the use of the instrument. The data obtained was analyzed using percentage and regression analysis for research

questions and hypotheses respectively. The calculated values were compared with the critical values for the test of significance of the result at 0.05 alpha level.

Results and Discussion

Research Questions 1: The research question sought to find out the extent of effective communication in English among broadcasters in Nigeria. To answer the research question percentage analysis was performed on the data, (see table 1).

Table 1: Percentage analysis of the extent of effective communication in English among broadcasters in Nigeria

| EXTENTS | FREQUENCY | PERCENTAGE |
|------------------|------------|-------------|
| VERY HIGH EXTENT | 100 | 41.67** |
| HIGH EXTENT | 87 | 36.25 |
| LOW EXTENT | 38 | 15.83 |
| VERY LOW EXTENT | 15 | 6.25* |
| TOTAL | 240 | 100% |

****The highest percentage frequency**

*** The least percentage frequency**

SOURCE: Field survey

The above table 1 presents the percentage analysis of the extent of effective communication in English among broadcasters in Nigeria. From the result of the data analysis, it was observed that the highest percentage (41.67%) of the respondents affirmed that the extent of effective communication in English among broadcasters in Nigeria is very high, while the least percentage (6.25%) of the respondents stated that the extent of effective communication in English among broadcasters in Nigeria is very low. The result therefore is in agreement with Santhi & Selvam, (2015) who opined that every sentence we use has the purpose of enabling English language learners to move beyond vocabulary and grammar to the functional aspect of effective communication in English.

Research Questions 2: The research question sought to find out the determining factors to effective communication in English language among broadcasters. To answer the research percentage analysis was performed on the data, (see table 2).

Table 2: Percentage analysis of the determining factors to effective communication in English language among broadcasters

| FACTORS | FREQUENCY | PERCENTAGE |
|----------------------|------------------|-------------------|
| Active Listening | 104 | 43.33** |
| Simplicity | 35 | 14.58 |
| Straight Forwardness | 23 | 9.58* |
| Feedback | 78 | 32.5 |
| TOTAL | 240 | 100% |

**** The highest percentage frequency**

*** The least percentage frequency**

SOURCE: Field survey

The above table 2 presents the percentage analysis of the determining factors to effective communication in English language among broadcasters. From the result of the data analysis, it was observed that “Active Listening” 104(43.33%) was rated the highest determining factors to effective communication in English language among broadcasters, while “Straight Forwardness” 23(9.58%) was rated the least. The result therefore is in agreement with the United States Institute of Peace, (2018) who stated that active listening is a way of listening and responding to another person that improves mutual understanding. It is an important first step toward defusing the situation and finding solutions

Research Questions 3: The research question sought to find out the challenges faced by broadcasters. To answer the research percentage analysis was performed on the data, (see table 3).

Table 3: Percentage analysis of the challenges faced by broadcasters

| CHALLENGES | FREQUENCY | PERCENTAGE |
|-----------------------|------------------|-------------------|
| Poor Listening Habits | 89 | 37.08** |
| Interruptions | 54 | 22.5 |
| Language Barrier | 65 | 27.08 |
| Physical Factors | 32 | 13.33* |
| TOTAL | 240 | 100% |

**** The highest percentage frequency**

*** The least percentage frequency**

SOURCE: Field survey

The above table 3 presents the percentage analysis of the challenges faced by broadcasters. From the result of the data analysis, it was observed that “Poor Listening Habits” 89(37.08%) was rated the highest challenge faced by broadcasters, while “Physical Factors” 32(13.33%) was rated the least. The result therefore is in agreement

with Haiilo, (2022) who noted that the challenges to effective communication in English can have a significant impact on people's personal and professional lives. This is particularly evident now when people around the globe have been facing social distancing restrictions.

Conclusion

Communication is an essential component of life. The more we communicate the less we suffer and the better we feel about everything around. The extent of effective communication in English among broadcasters in Nigeria is very high. Besides, the most determining factor to effective communication in English language among broadcasters is "Active Listening". Finally, the major challenge faced by broadcasters "Poor Listening Habits".

Recommendations

1. While communication is a natural part of the human experience, it's necessary to consider how you will communicate in a positive and effective manner that aligns with your responsibilities and reputation.
2. Broadcasters should adopt the effective remedy of communicating in English to help people pay more attention to those who feel less confident in Nigeria because it is important to share out one's thoughts and feelings to live a fuller and happier life.

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