GASPRO INTERNATIONAL JOURNAL OF LANGUAGE AND LINGUISTICS
VOL. 5 NO 1, MARCH 2025. ISSN: 2849 - 88573. UNITED KINGDOM.

EVALUATION OF AUTISM AND THE COMMUNICATION DISABILITIES: ASSESSING THE REMEDIES IN THE 21ST CENTURY

By

Luke L. JACKSON, Ph.D.
Department of English
Faculty of Art
University of Sheffield
Sheffield, South Yorkshire, England
United Kingdom

ABSTRACT

In all communication disorders, a child's communication ability resembles that of a much younger child, which creates problems at school, at home and with peers (particularly in school). The major causes of communication disorder are physical or organic–malfunction in a specific organ or body part; and Functional disorder not directly attributed to physical conditions possibly caused by environmental influences. Autism Spectrum Disorder (ASD) may have a number of effects on a person's social interaction and communication, including: adoption of unusual speech patterns, such as using a robot-like tone, avoiding eye contact with others, not babbling or cooing to parents as an infant, not responding to their name, late development of speech skills, having difficulty with maintaining conversation, frequently repeating phrases, apparent difficulty in understanding feelings and expressing their own. In conclusion, ASD represents a major public health concern as a prevalent neuro-developmental disorder with pronounced risk for failure of adaptation across social, educational, and psychological outcomes. The study recommended therefore that in handling autistic students in school, proper teaching and instructional materials should be administered to ensure learning.

KEYWORDS: Autism, Communication Disabilities, 21st century.

INTRODUCTION

According to Carlson (2013), communication disorder is a disorder such as stuttering, impaired articulation, language impairment, or a voice impairment that adversely affect a child's educational performance. Communication disorder could be physical (malfunction in a specific organ or body part) or functional (not directly attributed to physical conditions possibly caused by environmental influences). Impairment can be reflected in the ability to receive, send, process, and comprehend concepts or verbal, non-verbal and graphic symbols systems. Communications disorder may be evident in the process of hearing, language and/or speech.

Matson, Matson and Rivet (2007) posit that autism is a severe developmental disorder that begins at birth or within the first two-and-a-half years of life. In addition to impaired communication, a person with autism may also display repetitive or unusual behaviours like: becoming so invested in a topic that it seems to consume them, such as cars, train timetables or planes, becoming preoccupied with objects, such as a toy or household object, engaging in repetitive motions, such as rocking side to side, lining up or arranging toys or objects in very orderly ways.

CONCEPT OF COMMUNICATION DISORDER

Communication disorders may run in families (e.g., there may be a genetic component to some communication disorders). They are more frequently diagnosed in boys than in girls and are

more common among younger children than older children. Although the characteristics described above are common among all Communication disorders, there are also a wide range of subtypes and varying levels of severity among these disorders (Carlson, 2013).

Forms of Communication disorder

1. Articulation disorder
2. Language impairments

Articulation disorders (also called phonetic disorders or simply "artic disorders" for short) are based on difficulty in learning to physically produce the intended phonemes. It shows that one cannot produce a given sound physically. Articulation disorders have to do with the main articulators which are the lips, teeth, alveolar ridge, hard palate, velum, glottis, and the tongue. If the disorder has anything to do with any of these articulators, then it is an articulation disorder. There are usually fewer errors than with a phonemic disorder, and distortions are more likely (though any omissions, additions, and substitutions may also be present). They are often treated by teaching the child how to physically produce the sound and having them practice its production until it (hopefully) becomes natural. Articulation disorders should not be confused with motor speech disorders, such as dysarthria (in which there is actual paralysis of the speech musculature) or developmental verbal dyspraxia (in which motor planning is severely impaired).

Language Impairment: Language is a system of verbal symbols used for human communication. The verbal symbols we use are commonly called words. Language is uniquely human and very different from the communication systems used by other forms of life (Wardhaugh, 1972). The communicative aspect of language permits each individual to participate in many different situations. It is through language that we express our feelings, discuss ideas or present a point of view. Through it we can share our experiences with others by describing for them things we have seen, places we have been or people we have met. Wood (1997) added that through language we can speak or write about an object without the necessity of having the object present and we can understand an abstract idea with which we can have no personal experience.

Language Components

Language is composed of many interrelated factors. The major dimensions of language as viewed by linguists, who scientifically study language, are phonology (phonemes), morphology (morphemes), syntax and semantics, phonology is concerned with the phonemes or speech sound of a language. The child learning language must first learn the phonemes of the language. The phonemic elements within a word are also important for the child learning to read. Phonics is the method of teaching reading in which the key units taught to children are letter-sound relationship.

Problems Associated with Language Impairment

Language impairment is a specific impairment in understanding and sharing thoughts and ideas, i.e. a disorder that involves the processing of linguistic information, problems that may be experienced can involve the form of language, including grammar, morphology, syntax; and the functional aspects of language, including semantics and pragmatics. This involves problems in phonology (phonological disorder), morphology, syntax, semantics, and/or pragmatics; usually classified as either receptive or expressive.

Phonological Disorder

A Phonological Disorder (phonemic disorder) occurs when a child fails to use speech sounds that are appropriate for their age, dialect, and developmental level or when the child has problem learning the sound system of the language, failing to recognize which sound-contrasts also contrast meaning. For example, the sounds /k/ and /t/ may not be recognized as having different meanings, so "call" and "tall" might be treated as homophones, both being pronounced as "tall" and therefore omits the consonant at the beginning of the word. This is called phoneme collapse, and in some cases many sounds may all be represented by one - e.g., /d/ might replace /t/, /k/, and /g/. As a result, the number of error sounds is often (though not always) greater than with articulation disorders and substitutions are usually the most common error. Phonemic disorders are often treated using minimal pairs (two words that differ by only one sound) to draw the child's attention to the difference and its effect on communication. Phonological process disorder or speech mistakes may be common in young children learning speech skills, but when they persist past a certain age, it may be a disorder. Signs of a phonological process disorder can include:

- Developmental delays in speech sound production
- Age-inappropriate difficulty with regard to articulation and expression
- Making sound substitutions or omissions (e.g., use of /t/ sound for /k/)
- Saying only one syllable in a word (example: "bay" instead of "baby")
- Simplifying a word by repeating two syllables (example: "baba" instead of "bottle")
- Leaving out a consonant sound (example: "at" or "ba" instead of "bat")
- Changing certain consonant sounds (example: "tat" instead of "cat")

Some children with phonemic disorders may seem to be able to hear phoneme distinctions in the speech of others but not their own. This is called the fis phenomenon based on scenario in which a speech pathologist will say, "Did you say 'fis,' don't you mean 'fish'?" To which the child responds, "No, I didn't say 'fis,' I said 'fis'." In some cases, the sounds produced by the child are actually acoustically different, but not significantly enough for others to distinguish– because those sounds are not phonemically unique to speakers of the language. Though phonemic disorders are often considered language disorders in that it is the language system that is affected, they are also speech sound disorders in that the errors relate to the use of phonemes.

This makes them different from specific language impairment, which is primarily a disorder of the syntax (grammar) and usage of language rather than the sound system. However, the two can coexist, affecting the same person.

EXPRESSIVE LANGUAGE DISORDER

As eluded earlier, children with Expressive Language Disorder have difficulties with speech and vocabulary and have word finding problems. As a result, they speak using simplified sentences (Vander Schuit, Segers, van Balkom, & Verhoeven, 2011). Symptoms of Expressive Language Disorder include: Problems recalling words; Limited vocabulary; Frequent errors in correctly producing the proper tense of words (e.g., using "goes" instead of "went" for past tense); Difficulty finding a proper or desired word to use in a sentence; Difficulty with producing sentences appropriate in length and complexity for the child's age. According to the DSM, an Expressive Language Disorder is diagnosed when children's scores on tests of expressive language (i.e, speaking and communicating verbally) are significantly lower than their scores on tests of nonverbal intellectual ability (e.g., pattern matching) and receptive language development (i.e., ability to understand spoken language).

MIXED RECEPTIVE-EXPRESSIVE LANGUAGE DISORDER

This disorder occurs when a child has problems both in understanding and expressing language. Children with this disorder display symptoms consistent with expressive language disorders, and also have difficulty understanding words, sentences, or certain types of words (e.g., words related to time, such as "hours, minutes, days" or "when, now, later"). This mixed language disorder is often a prelude to later significant learning problems because of how difficult it is to learn when they can't understand or communicate easily with teachers and peers. Children demonstrating symptoms of Mixed-Receptive Language Disorder may sometimes appear to be deaf or inattentive, and they may have problems understanding and/or following with verbal directions. They may also have memory or sequencing difficulties (i.e., problems understanding directions, or problems remembering which direction in a set of directions to execute first).

According to the DSM, a Mixed-Receptive Language Disorder is diagnosed when children's receptive and expressive language test scores are both significantly lower than their scores on tests of nonverbal intellectual abilities. The mixed language difficulties must not be better accounted for by a Pervasive Developmental Disorder (a PPD) such as Autism or Asperger's Disorder which also manifest as difficulties with social interactions, language and communication (Vander Schuit, Segers, van Balkom, & Verhoeven, 2011).

CONCEPT OF AUTISM

Around 1 in every 10 people with autism exhibits signs of savant syndrome, although this condition might also occur in people with other developmental conditions or nervous system

injuries. Savant syndrome occurs when a person demonstrates extraordinary abilities in a particular field, such as playing a musical instrument, calculating extremely complex sums at high speed, reading two pages of a book simultaneously, or being able to memorize vast amounts of knowledge.

IDENTIFYING CHILDREN WITH AUTISM

People with autism thrive on routine, and the ability to predict the outcomes of certain behaviors and places. A break in routine or exposure to loud, over-stimulating environments can overwhelm a person with ASD, leading to outbursts of anger, frustration, distress, or sadness. No specific test can diagnose autism (Stevenson, 1998). Instead, doctors reach a diagnosis through parental reports of behavior, observation, and by ruling out other conditions. Most autistic children are perfectly normal in appearance, but spend their time engaged in puzzling and disturbing behaviours which are markedly different from those of typical children. According to Kulage, Smaldone, Cohn (2014), less severe cases may be diagnosed with Pervasive Developmental Disorder (PDD) or with Asperger's Syndrome (children with normal speech, but with many "autistic" social and behavioural problems).

CAUSES OF AUTISM

Autism is a complex disorder with many contributing factors. While there are many theories as to the cause of the increase, Autism Research Institute (ARI) believes that environmental factors including unprecedented exposure to toxic substances and over-vaccination of infants and young children are the key factors triggering this devastating epidemic. Emerging research supports this fact, making it clear that autism is a whole-body illness triggering a biological brain disorder and ARI continues investigating various possible causal factors. While there are no answers yet, the risk can be decreased on younger children and future pregnancies by ensuring protection of family members from known dangers like environmental toxins.

CHARACTERISTICS OF AUTISM

As earlier discussed, children who exhibit behaviours such as listed below can be said to have ASD: Insistence on sameness, resistance to change; Difficulty in expressing needs; using gestures or pointing instead of words; Repeating words or phrases in place of normal, responsive language; Laughing (and/or crying) for no apparent reason; showing distress for reasons not apparent to others; Preference to being alone; aloof manner; Tantrums; Difficulty in mixing with others; Not wanting to cuddle or be cuddled; Little or no eye contact; Unresponsive to normal teaching methods; Sustained odd play; Spinning objects; Obsessive attachment to objects; Apparent over-sensitivity or under-sensitivity to pain; No real fears of danger; Noticeable physical over-activity or extreme under-activity; Uneven gross/fine motor skills; and Non-responsive to verbal cues; acts as if deaf, although hearing tests are in normal range.

Intervention Strategies through Learning and Teaching for Autistic Students

Learning Styles:

• Spatial, Musical, Possible Naturalist

Spatial: The visual-spatial learning style is one of eight types of learning styles defined in Howard Gardner's Theory of Multiple Intelligences. Visual-spatial learning style, or visual-spatial intelligence, refers to a person's ability to perceive, analyze, and understand visual information in the world around them. Essentially, they can picture concepts with their mind's eye. People with this learning style tend to think visually and often prefer learning the same way. They are good at seeing the "big picture," but they sometimes overlook the details.

Musical: People who have strong musical intelligence are good at thinking in patterns, rhythms, and sounds. They have a strong appreciation for music and are often good at musical composition and performance.

Naturalistic Learner: Those with the naturalistic learning style have an uncanny ability to make observations and distinctions about nature. For example, they can easily tell the difference between one plant and another, the names of different cloud formations, and so on. Naturalistic learners share a few similarities with kinesthetic learners in the sense that they thrive on holding and touching things. They don't want to just learn about nature, they want to literally dig in and get their hands dirty. They love being outdoors and have a strong preference for hands-on experiences.

Teaching Strategies:

Allow students to tape lectures

Can an instructor forbid a student with a disability to use a tape recorder in class? No, not if it has been approved as an accommodation for the student's disability in providing meaningful access to the educational experience. Tape recorders are one of the accommodations specifically mentioned in Section 504 of the Rehabilitation Act of 1973. According to the regulations:

- Students with disabilities who are unable to take or read notes have the right to record class lectures only for their personal study.
- Lectures taped for personal study may not he shared with other people without the consent of the lecturer.
- Tape-recorded lectures may not be used in any way against the faculty member, other lecturers, or students whose classroom comments are taped as part of the class activity.
- Information contained in the tape-recorded lecture is protected under federal copyright laws and may not be published or quoted without the express consent of the lecturer and without giving proper identity and credit to the lecturer.

N/B. Instructor's right to privacy in the classroom: If an instructor objects to the use of a tape recorder, it is typically because they maintain that their right to privacy of information discussed in the classroom is being violated. The instructor's right to privacy does not override the student's right to accommodation.

Other Strategies include:

- Providing interpreter
- Maintain contact with student
- Be Patient, show acceptance and understanding
- Be a good listener
- Provide extra time to answer questions
- One on one conversations- encourage speech practice
- Keep lessons clear, simple, pronounced, in proper syntax
- Make eye contact with students when listening and speaking
- Repeat mispronounced words properly as a question so it does not seem like criticism.
- Model an atmosphere of acceptance and understanding in the classroom.

Terms Associated with Communication Disorders

Apraxia of speech- Apraxia of speech is the acquired form of motor speech disorder caused by brain injury, stroke or dementia.

Developmental verbal dyspraxia- Developmental verbal dyspraxia refers specifically to a motor speech disorder. This is a neurological disorder. Individuals suffering from developmental verbal apraxia encounter difficulty saying sounds, syllables, and words. The difficulties are not due to weakness of muscles, but rather on coordination between the brain and the specific parts of the body (Souza, Payão & Costa (2009), ("Child Speech and Language", 2009).

Dysarthria- Dysarthria is a motor speech disorder that results from a neurological injury. Some stem from central damage, while other stem from peripheral nerve damage. Difficulties may be encountered in respiratory problems, vocal fold function, or velopharyngeal closure, for example.

Orofacial myofunctional disorders - Orofacial myofunctional disorders refers to problems encountered when the tongue thrusts forward inappropriately during speech. While this is typical in infants, most children outgrow this. Children that continue to exaggerate the tongue movement may incorrectly produce speech sounds, such as /s/, /z/, /ʃ/, /tʃ/, and /dʒ/. For example, the word, "some," might be pronounced as "thumb" ("Child Speech and Language", 2009).

Selective Mutism- Selective mutism is a disorder that manifests in a child that does not speak in at least one social setting, despite being able to speak in other situations. Selective mutism is normally discovered when the child first starts school (Ibid).

Aphasia - Aphasia refers to a family of language disorders that usually stem from injury, lesion, or atrophy to the left side of the brain that result in reception, perception, and recall of language; in addition, language formation and expressive capacities may be inhibited.

Acquired disorders - Acquired disorders result from brain injury, stroke or atrophy, many of these issues are included under the Aphasia umbrella. Brain damage, for example, may result in various forms of aphasia if critical areas of the brain such as Broca's or Wernicke's area are damaged by lesions or atrophy as part of a dementia.

CONCLUSION

ASD represents a major public health concern as a prevalent neurodevelopmental disorder with pronounced risk for failure of adaptation across social, educational, and psychological outcomes. True recovery of autism is not reported in the literature, but educational measures for teaching autistic students are highlighted.

RECOMMENDATIONS

1. Because the identification of delays and deviations of ASD is possible as early as 18-24 months of age, pediatricians should strive to identify and begin intervention in children with ASD as soon as signs are manifest.

2. Specific scales and instruments should be used to assess clinical manifestations and guide the construction and monitoring of comprehensive treatment programs.

3. The complex and pervasive nature of ASD requires a team of multiple professionals for accurate diagnosis and clinical care.

4. In handling autistic students in school, proper teaching and instructional materials should be administered to ensure learning.

REFERENCES

Carlson, N. (2013). *Human Communication.* In Physiology of behavior (11th ed., pp. 497–500). Boston: Allyn and Bacon.

Child Speech and Language. (2009). *American Speech-Language-Hearing Association*.

Kulage K. M, Smaldone A. M, Cohn E. G (2014). How will DSM-5 affect autism diagnosis? A systematic literature review and meta-analysis. *J Autism Dev Disord. Code of Federal Regulations, 1999,* 34(300) 7.

Matson J. L.; Matson M. L.; Rivet T. T. (2007). "Social-skills treatments for children with autism spectrum disorders: an overview". *Behavior Modification.* 31 (5): 682–707.

Souza, T. N., PayãoMda, C., and Costa, R. C. (2009). Childhood speech apraxia in focus: theoretical perspectives and present tendencies. *Pro Fono.* 21 (1): 76–80.

Stevenson, (1998). *Social interaction skills for children with autism: A script-fading procedure for nonreaders.* Behavioral Interventions, pg 15, 1–20.

Vander Schuit, M., Segers, E., van Balkom, H., and Verhoeven, L. (2011). *How cognitive factors affect language development in children with intellectual disabilities.* Research in Developmental Disabilities.

Wardhaugh, R. (1972). *Proper English:* Myths and Misunderstandings about Language. Oxford.

Wood, R, (1997). *Doing disability research; for the benefit of the few or the good of the many?* paper presented to the international conference of doing disability7 research: University of Leeds, 3-5 September.

GASPRO INTERNATIONAL JOURNAL OF LANGUAGE AND LINGUISTICS
VOL. 5 NO 1, MARCH 2025. ISSN: 2849 - 88573. UNITED KINGDOM.

L'ACTE DE DEMANDE DANS LES DISCOURS D'INVESTITURE DES PRÉSIDENTS FRANÇAIS.

By

Nchedo Alice UKWUEZE
Department of Foreign Languages & Literatures,
University of Port-Harcourt,
Rivers State, Nigeria.

RÉSUMÉ

Cette étude vise à analyser les expressions de la demande employés dans les discours d'investiture des Présidents de la République Française. Le corpus est composé d'un ensemble d'actes de demande tirés du discours d'investiture des cinq Présidents Français. Les sources de notre corpus sont disponible en ligne, à l'adresse (https://www.elysee.fr/front/pdf/sp-module-2242-fr.pdf) pour le discours d'investiture du Président François Mittérrand, (https://www.elysee.fr/front/pdf/sp-module-2238-fr.pdf) pour le discours d'investiture de Jaque Chirac, (elysee-module-12427-fr.pdf.) pour le discours d'investiture du Président Francois Hollande, (elysee-module-11226.fr.pdf.) pour le discours d'investiture du Président Nicolas Sarkozy et à l'adresse(elysee-module-725-fr.pdf.) pour le discours d'investiture d'Emmanuel Macron. En nous appuyant sur la théorie des actes de langage développée par John.R. Searle, nous remarquons les stratégies suivantes, employés pour réaliser les demandes dans les discours d'investiture étudiés : la technique de rapprochement aux auditeurs, la dépersonnalisation, l'anaphore, l'énallage, l'atténuation et la technique de cause et conséquence. Dans la plupart des textes de notre corpus, les Présidents de la République français utilisent des demandes indirectes non conventionnelles. Ceci revèle encore la politesse et l'humilité chez les locuteurs.

Mots clés : Discours, Demande, Acte de Langage, Discours D'investiture, Présidents Français

INTRODUCTION

La parole se manifeste différemment d'un locuteur à l'autre, selon l'intention communicative du locuteur. Par rapport à la demande, celui qui fait la demande attend souvent des réponses de la part des interlocuteurs. Pour pouvoir réaliser leurs demandes, les hommes politiques utilisent très souvent l'acte de demande. Le discours d'investiture marque normalement l'entrée en fonction d'un nouveau Présidents, au cours de laquelle ce dernier prend la parole, s'adressant au public. Le discours d'investiture comprend un texte verbal prononcé ou écrit dans un style élevé, reflétant les traditions culturelles nationales de l'étiquette rituelle associé à l'événement solennel et adressé à un grand public, ayant un caractère de consolidation et conçu pour un effet à long terme.(ll'ičeva, cité par Véra Kryshtaleva : 2020). Houessou ajoute

que le discours d'investiture est généralement prononcé dans des conditions solennelles au cours d'une cérémonie dite d'investiture, qui confère à un individu ou à une institution un pouvoir, un droit, une fonction. (Dorgèles Houessou :2013) Les Présidents formulent très souvent l'acte de demande en vue de convaincre ses auditeurs. C'est qu'on ne demande pas n'importe quoi à n'importe qui et de n'importe quelle manière. Sachant que la manière dont une demande se faite determine largement la réussite ou l'échec de la demande, et que la demande comporte une force illocutoire qui rend impoli le locuteur, cette étude vise à relever les différents actes de demande employés pour réaliser la demande dans les discours d'investiture des Présidents français.

L'ACTE DE DEMANDE: QUE S'AGIT-IL?

Le mot "demande" est le synonyme du mot "requête". Le dictionnaire, Grand Larousse de la langue Française définit la requêtes comme "une prière addressee dans une forme polie à une personne" (Larousse, cité par Mbow:107). Pour Searle, les requêtes sont une sous catégorie des directifs. Lors de l'accomplissement des actes de discours directifs comme les demandes, les questions, les orders et les conseils, les locuteurs experiment des propositions dans le but de faire une tentative linguistique pourque l'allocutoire accomplisse une action future dans le monde. (Searle, cité par Vanderverken:12). Slakta nous explique, de plus que, la force illocutionnaire des verbes exprimant l'acte de demande se situe entre l'expression du conseil et l'expression de l'ordre. C'est dire que demande ne sert pas seulement à informer en demandant, on désir aussi persuader, convaincre (Slakta:69). Gardiner donne des caractéristiques majeures de la demande. Les requêtes ont pour caractéristiques principale l'expression par le locuteur du désir d'une action qui ne depend pas ou pas uniquement de la volonté du locuteur. Il y a un grand nombre de types des requêtes: les orders, supplications, les prières, les conseils, etc. (Gardiner, cité par Mbow:107)

LES FORMULATIONS DES DEMANDES

les demandes directes

Les actes de langage directes concernent les énoncés par lesquels le locuteurs entend signifier exactement ce qu'il dit littéralement. Dans le cas de requête directe, ce sont les impératifs,(venez ici!), les performatifs et les expressions de l'obligation (je te demande de sortir!). Le verbe comme: ordonner, demander, insister etc peut être employé. Elduayen ajoute que'on peut simplement se demander. L'emploi du verbe demander s'appuie sur deux virtualités fondamentales: le locuteur peut l'utiliser de façon interrogative impliquant ainsi une réponse discursive on pratique de la part des interlocuteurs vises. On peut aussi entendre que la question est purement/faussement rhétorique(Elduayen:50). Dans ce cas, on n'attend pas de réponses.

Les demandes indirectes conventionnelles.

Cette catégorie des demandes utilisent des procédures qui ont besoin d'un contexte pour se réaliser de manière conventionnelle dans une langue concrète[Blum-Kulka cité par Martins 2006:6]. Par exemple; Tu peux sortir de la maison?

Les demandes indirectes non conventionnelles.
Les demandes indirectes non conventionnelles correspondent à des énoncés qui ne seront interprétés comme des demandes que dans un contextes particulier[Bernicot,1992;118]. Par exemple " Quelque soit notre âge, quelle que soient nos conviction,,, nous sommes la France" Celui qui ne comprend pas bien le contexte dans lequel cet énoncés est produit pourrait dire que le locuteur était entrain d'informer les interlocuteurs qu'ils sont de nationalité francaise. Mais, selon le contexte de cette énnonciation (lors de la cérémonie d'investiture du Président François Hollande), le Président, à travers cet énoncés, demande l'unité entre les membres de la société. Donc, c'est un requête plutôt qu'une affirmation d'identité française.

L'ANALYSE DES ACTES DE DEMANDE DANS LES DISCOURS D'INVESTITURE DES PRESIDENTS DE LA REPUBLIQUE

Nous analyserons ci-dessus les discours d'investiture des Présidents français, pour voir comment fonctionne chaque acte de demande visant à manipuler la conscience du public.

L'ACTE DE DEMANDE DANS LE DISCOURS D'INVESTITURE DU PRESIDENT FRANÇOIS MITTERRAND

Dans le discours d'investiture du Président Mitterrand, les énoncés directifs expriment les requêtes, ils sont implicitement exprimés. C'est-à-dire que les requêtes relèvent d'indirecte non conventionnelle.

i. Mais ce n'est pas seulement d'un homme à l'autre que s'effectue cette passation de pouvoirs, c'est tout un peuple qui doit se sentir appelé à exercer les pouvoirs qui sont, en vérité, les siens.

Dans l'énoncé ci-dessus, le Président invite les Français au partager le pouvoir, expliquant que la passation de pouvoir ne se limite pas à lui seuil comme le Président. Le pouvoir, autrement dit, appartient au peuple français. C'est aussi un moyen d'appeler les Français à renforcer la démocratie française.

ii. De même si nous projetons notre regard hors de nos frontières, comment ne pas mesurer le poids des rivalités d'intérêts et les risques que font peser sur la paix de multiples affrontements.

iii. La France aura à dire avec force qu'il ne serait y avoir de véritable communauté internationale tant que les deux tiers de la planète « tiers monde » continueront d'échanger leurs hommes et leurs hommes et leurs biens contre la faim et le mépris.

Les énoncés directifs ci-dessus sont employés pour préparer l'esprit des Français sur la réalité d'événement politiques. Le Président exprime qu'il serait difficile de maintenir la paix absolue en tant que la France considère la relation externe. Dans l'énoncé iii, le Président exprime qu'en tant qu'il y a la faim et le mépris qui imposent sur les deux tiers du monde d'échanger leurs hommes et leurs biens, la France ne peut pas dire qu'il y a une véritable communauté internationale sans avoir de rivalités d'intérêt. Ces énoncés ne sont pas pour engendrer la peur parmi les citoyens, plutôt c'est pour que les citoyens aient les rivalités en vue, préparent ainsi contre le conflit international en devisant les moyens de les résoudre. L'emploie de « nous » dans l'énoncé ii relève de la technique de rapprochement aux auditeurs et, qui sert à afficher sa solidarité envers les Français

iv. Une France juste et solidaire qui entend vivre en paix avec tous peut éclairer la marche de l'humanité.

v. A cette fin, elle doit d'abord compter sur elle-même.

Les énoncés ci-dessus sont des souhaits. Ayant préparé la psyché des Français contre un conflit international, le Président par les énoncés ci-dessus souhaite que la France soit un agent de paix, et pour réaliser cette paix mondiale, La France doit être exemplaire car, la charité bien ordonnée commence par soi-même. C'est à-dire que la France qui veut achever la paix externe doit d'abord réaliser la paix interne

vi. J'en appelle ici à tous ceux qui ont choisi de servir l'Etat « fonctionnaires ».

vii. Je compte sur le concours de leur intelligence, de leur expérience et de leur dévouement.

viii. A toutes les Françaises et à tous les Français, au-delà de cette salle, je dis ayons confiance et foi dans l'avenir.

Les énoncés ci-dessus sont tous les appels au dévouement de la part des citoyens français. Ce sont aussi un message de l'avenir promettant à tous ceux qui sont français.

L'ACTE DE DEMANDE DANS LE DISCOURS D'INVESTITURE DU PRESIDENT JACQUE CHIRAC

xix. L'élection présidentielle n'a pas vu la victoire d'une France contre une autre, d'une idéologie contre une autre.

x. Elle a vu la victoire d'une France qui vient se donner les moyens d'entrer forte et unie dans le troisième millénaire.

xi. La campagne qui s'achève a permis à notre pays de se découvrir tel qu'il est, avec ses cicatrices, ses fractures, ses inégalités, ses exclus, mais aussi avec son ardeur, sa générosité, son désir de faire du rêve une réalité.

Au premier regard l'on tentera classifier cet énoncé comme l'acte de langage assertif, mais le but communicatif nous permet de le classifier comme l'énoncé directif. Parlant de l'élection présidentielle, le locuteur ne se rattache pas comme le vainqueur. Il ne veut pas dire que la victoire appartient au Président ou à un groupe particulier. Cela peut démoraliser les auditeurs. Plutôt, dans l'énoncé (x), il dit que la victoire est celle de la France unie. C'est-à-dire que la victoire appartient à tous les Français. Bien que les gens dans la société appartiennent à des groupes politiques différents, le Président ne veut pas qu'il y ait des ségrégations entre les Français. Le but illocutoire est ainsi de décourager la division et inviter la coopération de tous les Français au développement de la nation. L'énoncé xi est toujours l'appel à l'unité. La campagne qui précède normalement l'élection présidentielle vient souvent avec sa nature rigoureuse, que le locuteur décrit venant avec ses cicatrices, ses fractures, ses inégalités et ses exclus. Mais, à ce moment de la parole, le locuteur en exprimant que la campagne et l'élection présidentielle sont finis, appel les Français de se rassembler encore comme un peuple uni, sans des divisions, sans des ségrégations.

xii. Avec l'aide des hommes et des femmes de bonne volonté, conformément à l'esprit et à la lettre de nos institutions, et aussi à l'idée que je me fais de ma mission, je serai auprès des Français, garant du bien public, en charge des intérêts supérieurs de la France dans le monde et de l'universalité de son message.

Au premier regard d'énoncé « je serai auprès des Français… » dans l'énoncé ci-dessus, l'on penserait d'abord que cet énoncé relève d'acte commisif avec le verbe « serait » au futur. Mais, le commencement de cet énoncé révèle le but communicatif du locuteur. Cet énoncé est un appel aux membres de son cabinet (les gens qu'il qualifie de bonne volonté), pour souciter toujours leurs coopérations. Autrement dit, le locuteur explique que l'énoncé (je serais auprès des Français…) ne serait pas achevé sans la première partie (Avec l'aide des hommes et des femmes de bonne volonté …). Le Président exprime en effet qu'il ne peut pas travailler seul, il a besoin la coopération de tous les Français.

xiii. Je voudrais que, plus assurés de leur avenir personnel, tous nos compatriotes ne sentent partie prenante d'un destin collectif.

xiv. Je voudrais que ces années, lourdes d'enjeux, mais ouvertes à tous les possibles, les voient devenir plus confiants, plus solidaires, plus patriotes, et en même temps plus européens, car la force intérieure est toujours la source d'un élan vers l'extérieur.

Les deux énoncés ci-dessus sont des attentes du Président auprès des Français. Dans l'énoncé xiii, le Président veut que chaque citoyen contribue son quota au développement de la nation française. Dans l'énoncé xiv, le Président attend à ce que son mandat fasse les Français plus unis et patriotiques. La répétition anaphorique de locution verbale « Je voudrais » est pour mettre l'accent sur le désir du Président de voir les Français réaliser ses vœux.

L'ACTE DE DEMANDE DANS LE DISCOURS DU PRESIDENT NICOLAS SARKOZY

On trouve peu d'actes directifs dans le discours du Président Sarkozy. Les énoncés directifs chez le Président Nicolas Sarkozy ne contiennent pas des verbes performatifs directs, plutôt les énoncés sont tous réalisés comme des demandes indirectes non conventionnelles

xv. Je veux dire ma conviction qu'au service de la France, il n'y a pas de camp.

xvi. ll n'y a que les bonnes volontés de ceux qui aiment leur pays.

xvii. Il n'y a que les compétences, les idées et les convictions de ceux qui sont animés par la passion de l'intérêt général.

Le mot '**camp**' dans l'énoncé xxvi est synonyme du mot "ségrégation". Par cet énoncé, le Président adresse aux oppositions politiques. Le Président avertit contre l'esprit de ségrégation, plutôt il demande et invite la coopération des adversaires politiques à travailler pour le développement du pays. Le Président risque d'effrayer ses auditeurs s'il dit « vous devez arrêter la ségrégation » ou « arrêtez la ségrégation ! ». Un tel énoncé pourrait éloigner ses auditeurs alors que le but est de convaincre et d'attirer les auditeurs. Les énoncés xv-xvii relèvent aussi d'euphémisme.

xviii. A tous ceux qui veulent servir leur pays, je dis que je suis prêt à travailler avec eux et que je ne leur demanderai pas de renier leurs convictions, de trahir leurs amitiés et d'oublier leur histoire.

xix. A eux de décider, en leur âme et conscience d'hommes libres, comment ils veulent servir la France.

Le Président continue à interpeller les citoyens au service de la nation. Certes que le Président décourage la désunion entre les Francais, mais il reconnait bien sûre que tout le monde ne fait pas partie d'un même groupe politique. Il doit y avoir des différences d'opinion. Cependant, malgré leurs différents camps, le Président cherche l'unité en diversité. L'emploie d'énoncé "Je suis prêt à travailler avec eux…" signale l'accueille personnel du Président, c'est a dire qu'il n'y a pas d'ennemité, et que le Président lui-même est heureux d'accepter n'importe qui veut servir pour le progrès de la France.

xx. La tâche sera difficile et elle devra s'inscrire dans la durée

xxi. Chacun d'entre vous à la place qui est la sienne dans l'Etat et chaque citoyen à celle qui est la sienne dans la société ont la vocation à y contribuer

Par les énoncés ci-mentionnés, le Président, sachant que la tâche n'est pas aisée, et que tout le monde doit participer, il voit chaque membre du pays comme très important. Il invite tout le monde dans le pays pour contribuer au développement de la France.

L'ACTE DEMANDE DANS LE DISCOURS D'INVESTITURE DU PRESIDENT FRANÇOIS HOLLANDE

L'acte de langage directif, dans le discours du Président Hollande est employé pour demander et conseiller les membres de la société sur besoin de l'unité et la solidarité

xxii. La première condition de la confiance retrouvée, c'est l'unité de la Nation.

xxiii. Nos différences ne doivent pas devenir des divisions

xxiv. Mais, je l'affirme ici : il n'y a pas de fatalité, dès qu'une volonté nous anime, qu'une direction Claire est fixée et que nous mobilisons pleinement nos forces et nos atouts.

xxv. Pour surmonter la crise qui la frappe, l'Europe a besoin de projets.

xxvi. Elle a besoin de la solidarité.

xxvii. Elle a besoin de la croissance.

Les énoncés xxix - xxxi relèvent tous d'acte directif à travers lequel le Président demande l'unité aux citoyens (y inclut les oppositions), en les conseillant que l'unité est un instrument pour achever un développement rapide de l'Etat. Ainsi, en dépit de leurs diversités, le Président appel à chaque membre de l'Etat d'embrasser l'esprit de l'unité. Faisant cela, le Président suscite la coopération de tout membre de la société.

xxviii. Quelque soit notre âge, quelles que soient nos convictions, où que nous vivion – dans l'Hexagone ou dans les Outre mers- dans nos villes comme dans nos quartiers et nos territoires ruraux, nous sommes la France.

Dans l'énoncé C ci-dessus, le Président continue à interpeller les Français d'être unis n'importe où ils se trouvent. L'énallage d'adjectif « français », au nom « France » dans l'énoncé « nous sommes la France » n'est pas au hasard, il sert encore à renforcer la notion de la solidarité. Fontanier cité par Catherine Détrie (2008 :89) explique que l'énallage « s'écarte du langage ordinaire en procédant à l'échange d'un temps, d'un nombre, ou d'une personne, contre un autre temps, un autre nombre, ou une autre personne ». Autrement dit, en utilisant le nom au lieu d'adjectif, le locuteur veut montrer son sentiment d'amour pour son pays natal, et ce sentiment n'est guère venu sans beaucoup d'accents, beaucoup d'unité et de respect. En un mot, c'est le

dévouement ou la dédicace. Dans tous les énoncés directifs (xxiii, xxiv, et xxviii}, le Président choisit d'employer les pronoms personnels « nous, nos et notre » au lieu de « vous, vos et votre » pour référer aux membres de la société. En faisant cela, il se rattache près de son peuple (les français) comme uni et ainsi attire la confiance des français sur lui.

L'ACTE DE DEMANDE DANS LE DISCOURS D'INVESTITURE DU PRÉSIDENT EMMANUEL MACRON

Les énoncés directifs dans le discours d'investiture du Président Emmanuel Macron sont implicitement exprimés.

xxix. La France n'est forte que si elle prospère

xxx. La France n'est un modèle pour tout le monde que si elle est exemplaire.

C'est la volonté profonde du Président de la République de faire de la France un modèle dans le monde entier ; ce souhait est manifesté par cet acte du langage "directif". A travers des énoncés (xxix) et (xxx) ci-dessus, le Président encourage tous les Français à se mettre au bon travail pour le progrès de l'état. Bien que ces énoncés se traduisent au mode conditionnel, c'est pour bien montrer les causes et conséquences de l'action. Ainsi, si les français travaillent bien, la France sera prospère, forte et servira comme un modèle dans le monde entier. Cet acte de langage exprime donc la volonté du Président et invite donc la coopération des Français au progrès de l'État.

xxxi. La responsabilité de tous les élites – politiques, économiques, sociales, religieuse- de tous les corps constitués de la nation française, sera appelée.

xxxii. Je sais pouvoir compter sur tous nos compatriotes pour mener à bien la tâche considérable et exaltante qui nous attend.

xxxiii. Dans ce combat, j'aurai besoin de chacun

Le Président, par l'acte 'directif' qu'impliquent ces énoncés, continue à interpeller la coopération de chaque membre de la société, ainsi que dans des secteurs différents. Employant les verbes implicites 'sera appelée', 'compter sur', 'aurai besoin', le Président invite chacun à travailler pour le succès de l'État. Le choix de susciter la coopération de toutes les élites-politiques, économiques, sociales, religieuse n'est pas au hasard, le Président veut apporter de renouvellement dans tous les secteurs de la vie en France. Cet appel révèle aussi l'esprit de solidarité et de collectivité chez le Président. Il reconnait la puissance de l'unité au travail.

xxxiv. Nous avons un rôle immense : corriger les excès du corps du monde, et veiller à la défense de la liberté.

Dans l'énoncé ci-dessus, le Président avertit les membres de son cabinet de la tâche à venir et qu'ils doivent achever â savoir "corriger les excès du monde et défendre la liberté". Bien qu'il s'adresse aux membres de son administration, le Président emploie le pronom personnel « nous » pour montrer que les auditeurs y compris le Président lui-même, dans la tâche. L'énallage de « vous » à « nous » est pour s'identifier aux membres de son cabinet, et encore les induire au travail.

xxxv. C'est à nous, tous, qu'il appartient, ici et maintenant de décider du monde dans lequel ces générations vivront

xxxvi. Nous avons à construire le monde que notre jeunesse mérite.

Les énoncés xxxv et xxxvi, bien qu'ils soient au mode indicatif, sont des requêtes. Le Président induit tout le monde à développer la France au profit des générations à venir. L'emploi du verbe "décider" présuppose un choix. C'est à dire que le choix de construire la France que méritent les jeunes appartient à tout le monde dans le pays. L'énallage du pronom personnel « vous » à « vous » sert encore à renforcer la notion de la solidarité. Il veut s'identifier à son peuple, les Français. En faisant cela, il veut aussi gagner la coopération de tous les Français.

CONCLUSION

Nous avons étudié l'acte de demande dans les discours d'investiture des Présidents de la République. Notre corpus comprend les discours d'investiture des cinq Présidents de la République Française. Voulant la coopération de chaque membre de la société, les Présidents ont employé beaucoup d'acte de demande pour pouvoir atteindre leurs auditeurs. Nous avons conduit l'étude d'après les travaux de John Searle sur les actes de langage. Nous avons remarqué que les Présidents ont employé l'acte de demande comme : le rapprochement aux auditeurs (François Mitterrand), la dépersonnalisation (Jaque Chirac), l'anaphore (Jacque Chirac), l'énallage (Hollande & Macron), l'atténuation (Nicolas Sarkozy), cause et conséquence (Macron). Tous les actes de demande ci-dessus relèvent de la demande indirecte non conventionnelle. Ceci montre aussi l'esprit de la politesse et humilité chez les Présidents français.

RÉFÉRENCES.

.Bernicot, J. (1992). *Les actes de langage chez l'enfant.* Paris, Press universitaires de France.

Chirac, J. (1995). Allocution de Jacque Chirac lors de la cérémonie d'investiture. [en ligne] https://www.elysee.fr/front/pdf/sp-module-2238-fr.pdf.

Denis- Slakta, R. (1971). L'acte de demander dans le cahier de doléances. *Langue Française*. Pp.58-73. https://doi,org/10,3406/ifr.1971.5572

Détrie, C. (2008). L'énallage : Une opération de commutation grammaticale et/ou de disjonction énonciative ? *Langue français* (4) 160. 89-104p. [em ligne] https://www.cairn.info/revue-langue-francaise-2008-4-page-89.htm

Elduayen, L.G. Introduire le discours d'autrui. Acte de parole et verbes « secondaires » dans la presse Franco-Espagnole. https://dialnet.unirioja-es/descargo/article/2514280.pdf

Hollande, F. (2012) Déclaration de M. François Hollande, Président de la République, sur son projet pour la France à Paris [en ligne] elysee-module-12427-fr.pdf.

Houessou, D. (2013). Note sur la énéricité du discours d'investiture. *Laboratoire des Theories' etModèlesLinguistique.*:Https://www.academia.edu/48938926/ElD_and_A_Dorgel%C3%A8s_Houessou

Kryshtaleva, V. (2020). Les allocutions d'investiture des Présidents en tant que genre du discours politique russe et Français. https://doi.org/10.4000/linx.4018,

Macron, E. (2017). Discours d'investiture du Président de la République [en ligne] elysee-module-725-fr.pdf.

Martin, F.S. (2020). Les actes de langage en français. La demande dans les méthodes de Francais LangueEtrangère.https://addi.ehu.es/bitstream/handle/10810/48513/TFG_Fern%C3%A1ndez.pdf?sequence=1 .

Mbow, F. (2011). L'acte de Requête dans l'interaction verbale. *Revue électronique internationale de science du langage*, No 16, pp.105-121. http://www.sudlangues.sn/sudlang@refer.sn

Mitterrand, F. (1981). Discours d'investiture de François Mitterrand. [en ligne] https://www.elysee.fr/front/pdf/sp-module-2242-fr.pdf.

Sarkozy, N. (2007). Déclaration de M. Nicolas Sarkozy, Président de la République, sur les priorities de sa présidence, à Paris. [en ligne] elysee-module-11226.fr.pdf.

Vanderverken, D. Théorie des actes de discours et d'analyse de la conversation. *Cahiers d*e *linguistique Française* vol.13. En ligne 02-Vanderveken_nclf13(0).pdf

GASPRO INTERNATIONAL JOURNAL OF LANGUAGE AND LINGUISTICS
VOL. 5 NO 1, MARCH 2025. ISSN: 2849 - 88573. UNITED KINGDOM.

THE STRUCTURE OF ÓMÙÀNWÀ ÌKWÉRÉ VERB PHRASE

By

Ire, Ebele Stella Ph.D.
Department of Broadcasting,
Faculty of Communication and Media Studies,
University of Port Harcourt,
Rivers State.

ABSTRACT

This work is a descriptive study of the structure of verb phrase in Ómùànwà Ìkwéré. Ómùànwà is one of the twenty-four dialects of Ìkwéré language spoken in Rivers State. The study examines the verb phrase in Ómùànwà; describing structurally the possible projections of the verb phrase in Ómùànwà and analysing the verb phrase structures with X-bar paradigm. The study adopts descriptive survey design using structured interview to elicit data from the respondents. The research reveals among other things that Ómùànwà Ìkwéré verbs usually do not exhibit –rV skeletal past tense marker just like some other Igboid languages. The past tense form of a verb in this case is understood contextually. The findings also identify V alone as well as the verb with NP, double objects (NP^2), PP, S^1, A and Adv as the possible constituents of verb phrase structure in the dialect. Some inherent verb complements found are not cognate with their verbs but still form an inseparable semantic unit. The researcher recommends for more extensive research on types and behaviours of Ómùànwà Ìkwéré verbs generally.

KEYWORDS: Structure, Ómùànwà Ìkwéré Verb Phrase

INTRODUCTION

Human speech can be decomposed into smaller units known as lexical categories/word classes. These categories include nouns, verbs, adverbs, adjectives and prepositions. The combination of words or morphemes to these categories, especially the content bearing ones can lead to the formation of phrases or clauses thereby giving rise to such terms as noun phrase, verb phrase, adjectival phrase, adverbial phrase, prepositional phrase or clauses. In other words, phrasal categories are formed through the affixation and combination of words to the lexical categories. In the study of the grammar of any language, the verb is seen as an essential element. The verb phrase is a syntactic construction that contains the verb as its lexical head, which is always obligatory in the phrasal configuration. It may, however, contain other constituents. According to Walls (1987:118), the verb phrase of any sentence among other constituents consists of a verbal element, which is central in the grammar of any language. It is the verb that states the number and nature of other elements that may occur in the predicate such as object and complement. The verb controls the nominal or argument distribution and also determines the thematic functions of nominals which occur in its domain. In the English language, all verbs

function within the verb phrases. A simple verb phrase comprises a lexical verb which performs the function of the main verb of the VP, which can have a maximum of zero to four helping (auxiliary) verbs to mark modality, aspect and voice. On the other hand, English compound verb phrases comprise conjunction of two or more simple VPs.Verb phrases can be classified into finite and non-finite verb phrases. The former is used to show tense and agreement where suitable, and contains a subject which obligatorily functions in the subject position. The opposite is the case in non-finite verb phrase as it does not mark tense. Non-finite verb is referred to as a verbal which includes gerunds, infinitives, and participles. The finite verb in its simplest form contains a full or lexical verb.

Examples: 1.a) The boy ran

b). Ada kisses Obi

It is important to note that where lexical verb singularly forms the predicate, it is marked with tense and, where necessary, agreement (for agreement rich languages). Verb and verb phrases explain the inner compositions and occurrence in typical environment of verb phrases and clauses. They give in details the argument structure and verb alternations such as passivization, middle formation, dative alternations and so on. Verb movements moreover give in-depth description of word patterning.

Fromkin and Rodman (1993) and Ndimele (2008:) in their different works present possible constituents of the verb phrase based on the English language. According to Fromkin and Rodman (1993:204), verb phrase can comprise the followings:

a) VP ⟶ V (single verb). Example: He wept.

b) VP ⟶ V NP here, the verb phrase comprises a verb and a noun phrase.
For instance: the man killed the goat

c) VP ⟶ V NP PP The verb phrase contains a verb, a noun phrase and a prepositional phrase. Example: the girl stole the money from the cupboard.

d) VP ⟶ V PP Verb phrase can consist of a verb and a prepositional phrase. Example: she climbed into the rubber drum.

However, Ndimele's (2008: 122-127) projection of the possible constituents of verb phrase differs a little as can be observed from the followings:

a) VP ⟶ V_i (Verb intransitive)

b) VP ⟶ Vt + NP (Verb transitive followed by noun phrase)

c) VP ⟶ {Vt +NP+NP } Summarily, the verb phrase can consist of a verb and two noun phrases. This is the characteristics of ditransitive verbs.

d) VP ⟶ Vcop + {Adv, Adj, NP} the verb phrase in this case comprises a linking or copula verb followed by an adverb, adjective or a noun phrase.

e) VP ⟶ Vm + NP. (middle verb plus noun phrase in object position). Middle verb, as Ndimele (2008) notes, can co-occur with an object like transitive verb but cannot be passivized. Example: Mary resembles her mother.

f) VP ⟶ $V+S^I$ (a verb plus a full-fledged clause).

Fromkin and Rodman's (1993) project verb with a prepositional phrase alone as a possible constituent of the verb phrase which was not included in Ndimele's study. On the other hand, Ndimele's version of possible constituents of verb phrase contains some elements such as copula verbs with modifiers and qualifiers, middle verbs as well as full-fledged clauses. This present work investigates Ómùànwà verb phrase from Ndimele's standpoint.

The Ìkwéré people are located in the Southern part of Nigeria, which is currently known as South South/Niger Delta region. The name 'Ìkwéré' denotes both the people of the region and the language. Given that, it may not be wrong to say that Ìkwéré is a geographical language. In official documents, Ìkwéré is spelt with a double '-rr-', which is 'Ikwerre', where as it carries a single '-r-' in her orthography. The orthography spelling corresponds with the way the natives pronounce it (Alerechi, 2007). Hence, in the spirit of descriptivism, this work adopts the orthography spelling of Ìkwéré language.

Historically, Ìkwéré was formerly regarded as a sub dialect of the Igbo language. This assumption can be found in the works of Wente-Lukas (1985:169) as cited in Ndimele (2010:2), which states:

> The belt formed by Owerri, Awka, Orlu and Okigwe divisions constitutes (the) 'nucleus' area; its people have no tradition of coming from any other place…we assume an early migration from this area into the Nsukka-Udi highlands in the north and into Ìkwéré, Etche, Asa, and Ndokki in the south.

Consequent upon this claim, Ìkwéré is seen as a part of Igbo even as they speak Igboid lect. Ndimele (2010:3) however, questions and faults this assumption as he declares that 'any argument based on the premise that all the people who speak Igbo-related lects must have migrated from some parts of the Igbo, is premature'. In his works on Etche, he further claims that the nomenclature 'Igbo' was adopted to refer to some group of people living in a particular region of Nigeria. As regards Ìkwéré assuming the status of a distinct language away from Igbo, Oweleke (2013:530) has this to say, "Native speakers of Ìkwéré, Ukwuani and Ika varieties since the end of the Nigerian-Biafran civil war have argued that their speech forms are independent languages rather than the dialects of Igbo, even though they share high degree of mutual intelligibility with other Igbo dialects". One can reason with this view favourably as sociolinguists have warned that mutual intelligibility and lexicostatistics are not adequate parameters for distinguishing language and dialect (Agbedo 2000, Oweleke 2013). The fact is that some political and cultural factors, other than linguistics play vital roles in determining what a variety of speech should be seen as – language or dialect. Nwala (2015) clearly notes this, when he says that the issue of language and dialect is a controversial one, which is political. Besides, Ìkwéré has many varieties which can be regarded as a dialect cluster spoken in wide geographical area in Rivers state. These varieties of Ìkwéré are mutually intelligible. According to Emenanjo (2006:39), "a number of very close dialects make up a dialect clusters", which in turn can become a language given time. In this regard, one can claim that the many varieties of Ìkwéré confer on her the status of a language.

Although there are several language studies going on in the linguistics world, however, with respect to dialects and lects, a lot needs to be covered. Ikekeonwu's (1986:11) statement attests to this fact as she opines that "…while it is therefore crucial to study individual languages, dialects or 'sub languages' within these languages should be given adequate linguistic analysis". This is supported in Alerechi's (2007:6) report that the 'Ìkwéré language, though comprising "highly diverse dialects, need linguistic investigation in order to project the uniqueness of the language". Thus, notwithstanding the number of studies being currently carried out on various dialects of Ìkwéré, many aspects of these varieties are yet to be investigated. Against this backdrop, this study is premised on the need to fill this gap as it draws its data from Ómùànwà, a dialect of the Ìkwéré language.

The main aim of this study is to describe the structure of Ómùànwà Ìkwéré verb phrase using the X-bar parameter. Hence, the need to examine the internal structure of Ómùànwà Ìkwéré verb phrase, identifying its possible constituents and their positions in the verb phrase, as well as representing them in the X-bar (X^{l}) tree diagrams. The study adopts a descriptive approach. There are twenty-four dialects of Ìkwéré but this work focuses on Ómùànwà dialect, which is classified under Northern Ìkwéré dialects (Alerechi, 2007). It has its sisters as Elele, Apani, Omerelu, Ubima, Isiokpo, Omagwa, Ipo, Omademe, Omudioga, Igwuruta, Egbeda, Aluu and Ibaa. More so, the present study does not investigate the type of verbs existing in the chosen dialect, rather, it examines the possible constituents of the verb phrase.

LITERATURE REVIEW

Theoretical studies

Grammar according to Ndimele (2008:80) is described "as a body of innate linguistics rules concerning a language which is possessed by a normal native speaker of that language". It is language in totality. There have been different approaches to the study of grammar which result to the emergence of several theories of grammar such as generative grammar which include finite state grammar (FSG), phrase structure grammar (PSG) and transformational generative grammar (.TGG). The TGG, as Ndimele (2008) notes, underwent four major revisions namely - Standard Theory, Extended Standard Theory, Revised Extended Standard Theory and Government and Binding. This study has as its thrust on the X-bar theory, an aspect of Government and Binding Approach. The transformational generative grammar (TGG) in Ndimele's (2004) view was introduced into the sphere of syntax by Chomsky in 1957 consequent upon the inadequacies encountered in phrase structural grammars (PSG). In addition to PSGs inadequacies is Chomsky's belief in the presence of universalities in languages, which he showed in TGG model.

In the words of Crystal (1997:394), transformation is a grammatical process by which "two levels of structural representation are placed in relation to one another". The two levels of structural representation involved in TGG are Deep Structure (DS) and Surface Structure (SS). The ability to relate underlying structure to surface structure is made possible through some transformation rules (T-rules), (see Ndimele (2008), Anigbogu, et.al (2010) and Mbah (2012)).

There are four basic types of transformation: Permutation/movement, deletion, substitution/copying and adjunction (see Ndimele (2008), Anigbogu, et.al (2010) and Mbah (2012)). Ndimele (2008) notes that these T-rules are named according to the actions they perform.

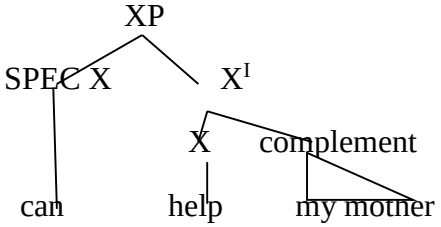
As against the transformational (construction-specific) rules of earlier generative grammar models, Ndimele (2004:19) notes that government and binding (GB) narrows down all the permutation rules to a unified T-rule known as Move-alpha (Move-α), "which is bound by the same condition (Subjacency) in all the languages." Given that, move-alpha (move α) has become the ultimate rule in GB. The position of GB model is that all natural languages have a common principle of syntax with a few parameterized rules. In this regard, Ndimele (2004) remarks that interest now shifted from devising specific rules to universal principles. As regards the notion of systems of principles, GB has subsystems that interact at the interface. These include: X-bar theory, Government theory, Theta theory, Case theory, Binding theory, Bounding theory and the Control theory. For the purpose of this study, the focus would be on X-bar theory.

The X-bar syntax is a theory of phrasal analysis which, according to Ndimele (2004), was introduced into grammatical analysis by Chomsky (1970) and later popularized by Jackendoff (1977). The theory deals with phrasal projections of different types of syntactic categories identifying additional levels of phrase structure, which are determined using bar symbols. As Ndimele (2004) notes, the X- bar convention was introduced to remedy the constraints and restrictive nature of PSG and to make popular the notion of headedness. The PSG was inundated with a lot of issues such as its inability to recognize the importance of the head of a phrase; inability to recognize the presence of intermediate categories, which are smaller than phrasal categories (maximum) but bigger than lexical ones (minimal); inability to analyze ambiguous sentences and mirror sentences (e.g. the girl who came in now is my friend); inability to explain the fact that two constructions that are superficially different may have the same deep/underlying structure (e.g. active and passive sentences), among others.

In the work of Chomsky (1970) "Remarks on nominalization", the normal phrase structure symbols such as NP, VP,PP, AP and so on were remodeled using a more uniform notation 'X' which stands for the head of a phrase. Thus, 'X' now represents different word classes such as N(noun), V(verb), A(adjective) and P(preposition). Moreover, the theory reveals the bar constituent levels (X^I) within the phrase structures, which are intermediate projections of the phrase categories. The intermediate projections are heads of grammatical units, for instance the head of VP is the verb, likewise other grammatical units. The X^I nodes dominates the X.
The X-bar schema according to Jackendoff (1977) as modified in Ndimele (2004:35) for English is:
2.a) $XP \rightarrow SPEC_x^I - X$
b) $X^I \rightarrow X - Compl_x$.
X is the head of phrase which is compulsorily a lexical (minimal) category. X is always taken as zero projection (X^o). The $Compl_x$ is the complement of the phrase. This complement is usually

subcategorised by the lexical category which is imbued with lexical information. Complement in the word of Jackendoff (1977:14), "…is an abbreviation for some sequence of nodes: since it never seems to be referred to as a constituent, it does not stand for a node". X^I stands for intermediate projection while XP is a different way of writing X^{max} or X^n. SPEC is the specifier of the phrase whereas X^n is the maximal projection (Ndimele, 2004). It is pertinent to note at this point that the maximal projection is linked to its head through an intermediate category.

Fig 1



The XP (X-bar) in this schema is a VP or V-bar. The head is the X (verb), which is *help*, followed by a noun phrase (NP) *my mother*. *Can* is the specifier. Specifiers in the word of Mbah (2008:173), "are those constituents, which precede the lexical head in the head final languages". However, the Igbo language has no phonologically filled specifier as it is a head initial language (Mbah, 2008). Mbah further clarifies that all the grammatical elements that follow after the head, for instance, the noun phrase are known as Determiner phrase (DP). At every level of syntax, representations are projected from the lexicon, wherein sub categorization attributes of the lexical items are viewed. This brought about what Chomsky calls 'projection principle.

The position of head in GB theory varies from one language to another, hence, it is said to be language specific. A language may have its entire head to the left or the right of its complement. Furthermore, a language can be said to be 'head-initial' or 'head-final' language depending on the position of the head in relation to its complements (Ndimele, 2004, Mbah, 1999). For instance, in Igbo, we can have

3. Obi gburu ehi 'Obi killed a cow'.
NP V NP

Obi is the subject while *gburu ehi* is the verb phrase, which in this case serves as the complement of the head *Obi* (NP). The complement contains the verb *gburu*, as well as a second NP *ehi* in object position. The above example substantiates Mbah (2008) position that Igbo is a head-first language. Meanwhile, in X-bar syntax, the direction of the branching V^{11}, with V as its complement, is to the right.

In summary, the crux of X-bar theory, which is about the internal structure of syntactic elements, is that (almost) every phrasal constituent has its head upon which other elements of the constituent depend. Its merit, according to Napoli (1993), is based on its ability to distinguish between functional and lexical categories.

EMPIRICAL STUDIES

Several studies have been carried out on languages, dialects and sub dialects found in Rivers state and beyond. However, to the best of the researcher's knowledge, only little has been done on verb phrase in different dialects of Ìkwéré, especially in the Ómùànwà dialect. This section reviews some empirical studies related to the present study.

Mbah (1999) in his work on *Studies in Syntax: Igbo Phrase Structure*, devotes a chapter to verb phrase. His primary aim is to examine 'the head of the verb phrase, its complement and its characteristics. He states that the Igbo language is seen as verb language, which many Igbo scholars in their various studies have tried to establish. Meanwhile, the aspects of inherent verb complementation and transitivity are still attracting scholarly contention. However, Mbah's work is motivated by his desire to show that the structures of certain predicate constituents comprise V, V^{I} or V^{II}. He however, holds the view like some other scholars, that lexical verb heads occur transitively and not intransitively. This claim presumed that all verbs are transitive. In other words, all Igbo verbs are transitive. The V^{I}, complement is found to contain the participle along with the bound cognate noun (BCN) or bound verb complement (BVC) which is currently known as the stator. Mbah's work projected extensively the numerous constituents of V^{I} as well as V^{II}, which are drawn from X^{I} and X^{II}. Though this aspect of Mbah's work and the present study are similar in the theory handled but they differ in terms of the scope.

Benamasia (2003) studies verb phrase in Ibani under the framework of government and binding. She claims that the V-bar (verb phrase) comprises the head V and its specifier tense, complements and adjuncts (optional). She remarks that the choice of complements occurring with Ibani verbs is dependent on the semantic and syntactic properties of the verb. She further examines the possible constituents that are allowed into V-bar in Ibani. The possible constituents found in the V-bar, according to her, include:

(a) V which is one place argument
(b) The NP complement +V – two place argument; an external argument, which acts as the subject of the verb and internal argument, which is the object of the verb.
(c) The PP complement usually contains an NP preceding the P. In addition, she submitted that the PP is usually head final in the language. The PP consists of two types – locative and commutative, and
(d) Adjunct which is optional.

Benamasia's study differs from the present one both in the theoretical framework and scope of study.

Kosu (2016) carries out a descriptive study of the verb phrase in Nkoroo (Kirika), an Ijoid lect spoken in Opobo/Nkoroo Local Government Area of Rivers State. The study examines the phonological, morphological and syntactic features of Nkoroo verb. It reveals that Nkoroo verbs can inflect for tense, aspect, modality, negation and have different verbal categories. It is however, established that the complements of the verb in verb phrase constructions precedes the

verb. Hence, Nkoroo is said to be head-final language. Kosu's study, though has some attributes of the present study, differs in the scope of study.

Aku (2016) also carries out a related study on verb complements in Isoko. The aim is to identify different types of complements that co-occur with the verb. The study is based on descriptive method of analysis. The findings reveals that the copula verb is an empty category which is not reflected in the syntactic structure but recoverable from its semantic interpretation. He also claims that non-finite clause complement is expressed differently in Isoko as compared to English. Aku's study examines verb complements in Isoko, while the present study examines the structure of verb phrase in Ómùànwà Ìkwéré, identifying its possible constituents. In addition, Aku's work is not based on any theoretical framework.

THEORETICAL FRAMEWORK

This study adopts X- bar theory, an offshoot of Government and Binding (GB) theory. The X-bar theory was incorporated into a more embracing framework referred to as Government and Binding (GB) syntax by Chomsky in 1981. As earlier stated, this period heralds a shift from specific rule systems to systems of principles in grammatical description. What informed the choice of this theory is the fact that it (X-bar theory) puts the analysis of phrase within a generative grammar in a better perspective. Unlike PSG, which has limited number of projections, X-bar model allows unlimited possible numbers of projections (Ndimele, 2004). In addition, the X-bar syntax accounts for the intermediate categories which are not recognised in PSG. Under X-bar model, X^n, XP or X^{max} stands for maximal projections of a head, X or X^o stands for minimal projection which is a lexical head, where X^I symbolizes the intermediate category. X^n dominates X^I, which in turn dominates X^o. However, X dominated string of constituents that need not to be specified are represented with the symbol △ (Ndimele, 2004).

On the issue of the number of bars to be used in analysis, Mbah (2012:102) remarks that there are varied views on the value of 'n' in X-bar across syntactic categories. He further notes that scholars like Chomsky suggests two (2) for other categories except verb, which carries three (3), while Jackendoff suggest two (2) for all categories. Other suggestions range from 3-6 bars. But this study adopts Jackendoff's view

METHODOLOGY

The research design used in this study is the descriptive survey. The research population comprises all the native speakers of Ómùànwà dialect of Ìkwéré but for manageability only twenty three respondents were purposively selected to serve as the research working population. Data were collected through structured interview. The respondents were given the modified version of English verb phrase based on Fromkin and Rodman (1993) and Ndimele (2008) discussion of verb phrase, which they (respondents) provided the correct possible equivalents in Ómùànwà Ìkwéré. The data were scrutinized by a phonologist in the Department of Linguistics, University of Port Harcourt, Rivers State, Nigeria, along with two other post-graduate students of linguistics (subsidiary informants), who are natives of Ómùànwà for verification and reliability

check. The respondents were selected based on their status as competent native speakers of Ómùànwà Ìkwéré, their academic qualifications, and their proximity to the dialect.

The analysis is cast into the framework of X^I (X-bar) theory. This theory has the potentials to portray the elements containing in the verb phrase structures of any dialect or language including Ómùànwà dialect. The study is purely descriptive based on the native speaker's usage of the dialect.

PRESENTATION OF DATA AND ANALYSIS

Ómùànwà Ìkwéré verb phrase

The data gathered for this research show instances of all the possible verb projections that can serve as verb complements in Ómùànwà dialect of Ìkwéré. The verb phrase (VP) is structurally, the highest enlargement of the verb (Ndimele, 2008). The verb is always the head of the verb phrase. The verb phrase in Ómùànwà dialect given the data handled in the study showcases the possible projections of the verb, which must take complements to be meaningful or grammatical, as well as others which may or may not. The head of the phrase, which is the verb, can occur with other phrasal syntactic categories such as noun phrase (NP), prepositional phrase (PP), adjectival phrase (AdjP) and adverbial phrase (AdvP) as complements. Usually, the complement is selected by the head, which is regarded as intermediate projections. We also found very few cases of intransitivity in the dialect. The following schemas as evidenced in the data examined, illustrate the possible projections of the verb phrase in the dialect.

$VP \longrightarrow V_i$

$VP \longrightarrow V_t + NP$

$VP \longrightarrow V_t + NP + PP$

$VP \longrightarrow V_t + NP + NP$

$VP \longrightarrow V_{copula} + \begin{Bmatrix} Adv \\ Adj \\ NP \end{Bmatrix}$

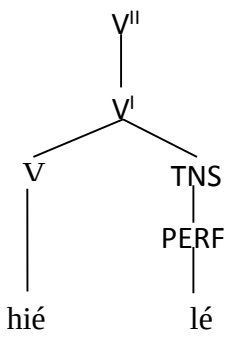
$VP \longrightarrow Vm + NP$

$VP \longrightarrow V_t + S^1$

However, in order to enhance readability, noun or pronoun would be used in the subject positions but enclosed in square brackets to show its exclusion from verb phrase.

Intransitive verb/ the verb alone: A verb phrase in Ómùànwà Ìkwéré can consist of a verb only. An intransitive verb can express grammaticality without an object. In other words, intransitive verbs can exist alone without an object NP. The construction can be schematised thus: $VP \longrightarrow V_i$. The followings are examples of intransitive verbs.

4 a). [O] hiélé
[He return PERF]
He has returned
b). [Ọ] fx∃ (lá)



[He leave (PERF)]
He left (has left)

We can use X-bar model to represent the syntactic structure(s) thus:

Fig. 2: Verb alone

Figure 2 above clearly shows that the VP only subcategorises V, which is intransitive.

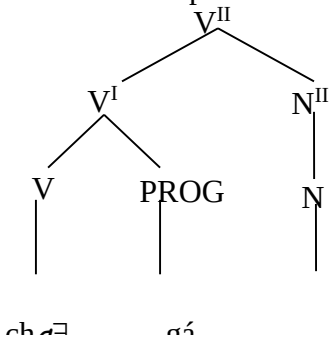
Verb and NP Complement

In Ómùànwà Ìkwéré which is an SVO dialect, a verb phrase can comprise a verb followed by a Noun Phrase. The NP serves as the complement of the verb phrase only. The complement contains one place argument or complement which is known as the direct object. The object is that part of the verb phrase upon which the action of the verb is felt. This fact can be schematized as follow: VP → V + NP. The following examples attest to this fact:

5.a. [Ada] chògá [∃wà[≅[
[PN want-PROG money]
Ada is looking for money
b. [Ézè] gbù ágwq⊥⊥
[PN kill+PST snake]
Eze killed the snake
c. [Ézè] rìPST édè
[PN eat cocoyam]
Eze ate the cocoyam

We can use the X-bar model to represent the verb phrase structure thus:

Fig.3: Verb and NP complement



Most times, the past tense in this dialect is not overtly marked with –rV morpheme but understood in context as the present and past tenses have the same forms.

Verb and NP plus PP compliment

In Ómùànwà Ìkwéré, it is possible for a verb phrase to consist of a verb followed by a noun phrase and a prepositional phrase. This can be schematized as follows: VP

Vt+NP+PP. The PP may contain an NP projected as a noun. In addition, the PP in this case can be seen as an adjunct. The PP as an adjunct in this context provides an additional information which even when omitted does not result to ungrammaticality of the construction. The following examples illustrate this fact:

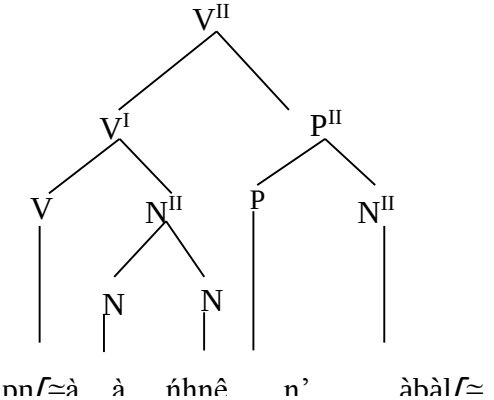
6 .a [Ézé] pn[≅à à ńhnê n' àbàl[≅
[PN flogPST 3SG thing PREP night]
Eze flogged him/her in the night

b. [Wè] rì édé n' q≅tx∃tx∃
[3PL eat PST cocoyam PREP morning]
They ate cocoyam in the morning

c. [O] dnò [∃wà[≅[n' ímé órò
[3SG keepPST money PREP inside house]
S/he kept the money in the house

We can use the X-bar tree model to represent the verb phrase structure thus:

Fig. 4



Meanwhile, the word *ńhnê* "thing" in example 6a is a bound cognate noun (BCN) which is an obligatory constituent of the verb *pn[≅à* '"flogged", without which the meaning of the verb becomes incomplete. In Emenanjo's (2015) view, BCN is an integral part of the verb. Emenanjo's (2015:487) also categorized two types of PP compliments in Igbo. They are (a) those that are the constituents of the verb; and (b) simple prepositional phrases, which may be either constituents of the sentence or the VP. He classifies the later as adjuncts which can be moved to first or final position in a construction. In example (6a-b), the PPs as complement are the constituents of the verb phrase. In which case, they can be moved to initial positions. For instance, the construction *N' q≅tx∃tx∃, w*è *rì édé* (In the morning, they ate cocoayam), is a possible expression in the Ómùànwà dialect

Verb and double Object (NP^2) complement

Ómùànwà Ìkwéré, the possible projections of verbs in this case are so strong that they require two arguments in their internal domain. This gives credence to Carmie (2007) stance that there are predicates that take two obligatory arguments. With regard to their respective roles, the two arguments are referred to as direct and indirect objects. It is schematized as follows: VP ⟶ V+NP+NP.

The structure of the verb phrase in this section reflects dativization process whereby an indirect object of the sentence comes before the direct object of the verb (Ndimele, 2008:194). In this case, only the first NP is housed within the lexical head of the projection, while the second NP is not. Examples of this structure are shown below:

7. a [Úrè] nyèogàrà Uche [∃wà[≅[≅
[PN give PST PN money]
Ure gave Uche the money
b. [Eze] zùnì Ada qgbq-al[≅
[PN buy- clitic PN canoe land]
Eze bought a car for Ada
c. [Eze] znì PST Ódò áká-á'rnu
[PN teach PN handwork]
Eze taught Ódò a handwork

We can represent this fact using an X-Bar model as thus:

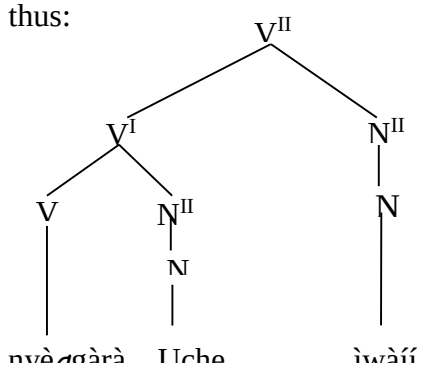


Fig 5: Verb and double object Complement

Verb and clause complement

The verb phrase sequence can be made up of a verb followed by a sentence or clause that is introduced by a complimentizer. This fact can be represented thus: VP⟶V_t+S^1.

The following examples illustrate this fact.

8. a. [Q∃] b[≅à *ńgè wé làgà èchílé whèèwhè*
[3SG comePST when 3PL go-PROG dayPST]
S/He came when they were going yesterday
b. [Wè] sì*ní we dèè èsí ji tná*
[3PL say PST that 3PL FUT.PRT cook yam today]
They said that they will not cook the yam today
c. [Qmaa] kwnàkàtàrà ákwná *rú ńgè dídí á làhièrè*

[PN cry CONT. PST cry reach time father 3SG go-come-PST]
Qmaa cried until her father returned

The italicized elements in example (8a – c) are the embedded clauses which are part of the VP. In example 8c, the verb *kwnàkàtàrà* occurs with its inherent complement *ákwná*, which is sequentially bound to the verb just as in the Igbo language. Moreover, the clause constituent in Radford's (1988) view, is finite as it incorporates a finite verb which can be marked for tense, as well as possess an overt subject that is assigned a nominative case. The finite clause complementizer as shown in example (8a –c) are known as declarative finite clause complement, which according to Ndimele (2010) is used in the expression of statements. Using X-bar syntax this construction is represented thus:

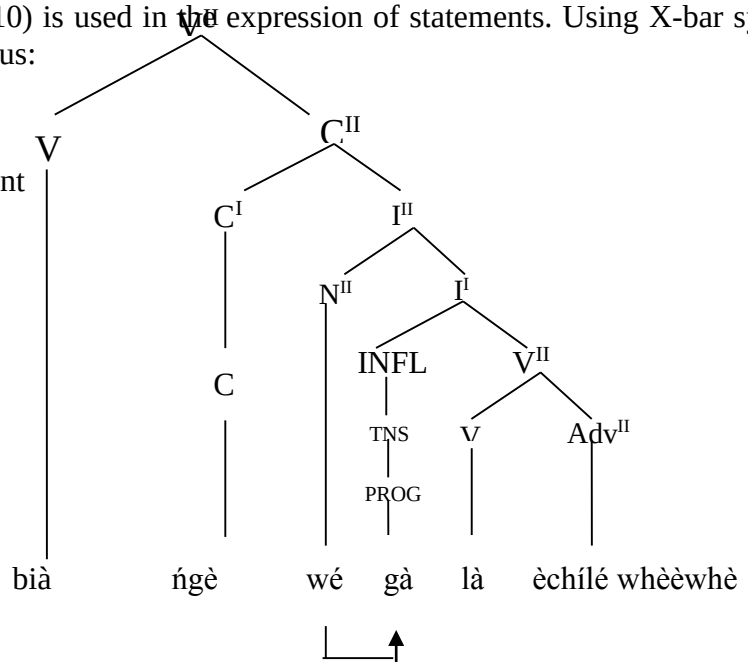


Fig 6: Verb and clause complement

The structure above shows that the verb bià is the head of the VP, while the complementizer *ńgè* is the head of the CP. The +tense INFL gà governs the nominal wé and assigns it a nominative case, there is also a flip-flop movement of the PROG marker gà on the verb là. Gà also servesas a pre-head modifier of the verb là, while he adverbial phrase serves as a post-head modifier of the verb là

The copula verb and its complement

The verb phrase in Ómùànwà Ìkwéré can consist of copula verb followed by an adverb, adjective or noun phrase. The complement accompanying the copula or linking verb usually according to Ndimele (2008), identifies or describes the NP in the subject position of the construction. It serves to connect the subject with the predicate. This fact can be schematised thus: VP ⟶ Vcop + [Adv, Adj, NP]

The following examples illustrate this fact

9 a. [Ọ] bx∃ nyé nwèrnè
[3SG Cop.be PERS girl]
She is a girl

b. [Èbì] dì ógólógó
[PN Loc long]
Èbì is tall

We can draw an X-bar diagram of this VP structure thus:

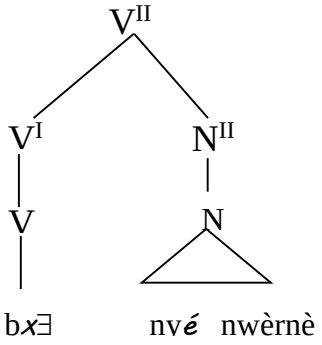


Fig. 7: The copula verb and its complement

The middle verb and NP complement

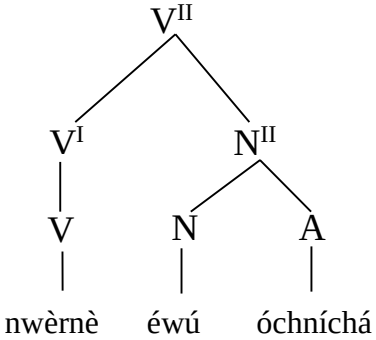
The verb phrase in Ómùànwà Ìkwéré comprise also of a middle verb followed by an NP object. In the view of Ndimele (2008), middle verbs act like transitive verbs with regards to taking of object but differ in the case of passivization. Middle verbs can neither be rendered in passive voice nor occur with manner adverbs. This fact can be schematized thus: VP → Vm + NP. Examples of middle verb constructions in the dialect include the followings:

10. a [Ò] làrà ńnè á
[3sg resemblePRES mother 3sg POSS]
She resembles her mother

b [Ò] nwèrnè ényì
[3sg have friend]
S/He has a friend

c [Ò] nwèrnè éwú óchníchà
[3Sg Have goat adj. white]
S/he has a white goat

Using X-bar tree, the construction can be represented as in Fig. 8 below.



SUMMARY

The main purpose of the study is to the structure of the verb phrase in Ómùànwà Ìkwéré within the frameworks of X- bar theory. Given the data analysed in the study, it is found that the internal structure of Ómùànwà verb phrase can consist of the verb which is the functional heard of the phrase occurring with different range of possible subcategorisations. In other words, the Ómùànwà verb phrase is found to occur with different complements.

The possible projections of the verb phrase in the dialect as revealed in the study include: the verb alone (as shown in section 4.2); the verb with noun phrase complement (cf. 4.3); the verb with NP and PP complement (cf. 4.4); the verb with double NP complement (cf. 4.5); the verb with clause complement (cf. 4.6); copula verb and its complements (cf 4.7) and middle verb with NP complement (cf. 4-8). Intransitive verbs in the Ómùànwà dialect are negligible. Meanwhile, the X-bar module is used to project clearly all the possible structures of the verb phrase as found in the dialect for easy comprehension.

CONCLUSION

The verb is central to the grammar of Ómùànwà Ìkwéré as there is hardly any sentence without a verb. Ómùànwà Ìkwéré is an SVO dialect and the verb determines the possible syntactic elements it can combine with to form the verb phrase. We cannot claim that the data handled above are exhaustive but we hope at least that: it is adequate enough to showcase the possible structures of verb phrase in the Ìkwéré language as evidenced in Ómùànwà dialect. In contrast to the Igbo language, the verbs in this dialect do not usually have '–rV' past tense markers. In addition, the Ómùànwà Ìkwéré is found to be head-initial dialect as the complements come after the lexical head. This finding is line with Mbah (2008) assertion that Igbo is a head-initial language.

This study is descriptive in nature and the X-bar theory is used to illustrate all the possible projections. The study also helps to capture the adequacy of X-bar theory in studying the structure of verb phrase in the dialect. One advantage of X-bar theory is its ability to project the possible constituent structure of the verb phrase in Ómùànwà Ìkwéré. The present study justifies Ndimele (2004:38) remarks that "X-bar theory is formulated in such a way as to provide a universal format for finite set of phrase structure rules".

Finally, we recommend for more extensive investigation on types and behaviours of Ómùànwà Ìkwéré verbs. We further recommend investigations on other types of phrase in the dialect in the spirit of the clarion call on language description and documentation in the linguistics world.

REFERENCES

Agbedo, C.U. (2000). *General linguistics: An introductory reader*. Nsukka: ACE Resources Konsult.

Aku, C.O. (2016). Verb complements in Isoko. M.A. Thesis, Department of Linguistics and Communication Studies, University of Port Harcourt.

Alerechi, R.I.C. (2007). A dialectal survey of Ikwere: A phonological perspective. Ph.D Thesis, Department of Linguistics and Communication Studies, University of Port Harcourt.

Anagbogu, P.N, Mbah, B.N. & Eme, C.A. (2010). *Introduction to linguistics* (2nd Ed.). Awka: Amaka Dreams Ltd

Benamasia, E.F (2003). The structure of the Ibani verb phrase. M.A. Thesis, Department of Linguistics and Communication Studies, University of Port Harcourt.

Carmie, A. (2007). *Syntax: A generative introduction* (2nd Ed.). Oxford: Blackwell publishers.

Chomsky, N. (1970). Remarks on nominalization. In R.Jacobs & P.S. Rosenbaum (Eds.). *Readings in English transformational grammar.* Waltham: Ginn and Co.

Chomsky, N. (1981). *Lectures on government and binding.* Dordrecht: Foris Publications.

Crystal, D. (1997). *A dictionary of linguistics and phonetics* (4th Ed.). Oxford: Blackwell Publishers.

Ejele, P.E. (2014). *An introductory course on language* (2nd Ed.). Port-Harcourt: Gitelle Press Ltd.

Emananjo, E.N. (2006). *Language and communication: Myths, factors and features*. Aba: E-Frontier Publishers Nig. Ltd.

Emenanjo, E.N.(2015). *A grammar of contemporary Igbo: Constituents, features and processes.* Port-Harcourt: M&J Grand Orbit Communications Ltd

Fromkin, V. and Rodman, R. (1993). *An introduction to language.* New York: Holt, Rinehart and Winston, Inc.

Ikekeonwu, C.I. (1986). A lexico-phonotactic study of northern Igbo dialects. Ph.D Thesis, Department of Linguistics, Igbo and Other Nigerian Languages University of Nigeria, Nsukka.

Jackendoff, R. (1977). *X^I syntax: A study of phrase structure.* Cambridge: MIT Press.

Kosu, B. (2016). Verb phrase in Nkọrọọ (Kirika). M.A. Thesis, Department of Linguistics and Communication Studies, University of Port Harcourt.

Mbah, B.M (2008) On X-bar syntax. In B.M. Mbah & E. E. Mbah (eds). *History of linguistics and communication: A festschrift in honour of Professor P.A. Nwachukwu* (pp.161-185). Nsukka. Pascal communications.

Mbah, B.M. (1999). *Studies in Syntax: Igbo phrase structure.* Nsukka: Prize Publishers.

Mbah, B.M. (2012). *GB syntax: A minimalist theory and application to Igbo (3rd edn).* Enugu: CIDJAP press.

Napoli, D. (1993). *Syntax: Theory and problems.* New York: Oxford University Press.

Ndimele, O-M. (2004). *The parameters of universal grammar: A government –binding approach (Reprint.* Owerri: African Educational Services.

Ndimele, O-M. (2008). *Morphology and syntax (Reprint).* Port-Harcourt: M&J Grand Orbit Communication Ltd & Emhai Press.

Ndimele, O-M. (2010). *A concise grammar and lexicon of Echie (Reprint).* Aba. National Institute of Nigerian Languages

Nwala, M.A.)2015). *Introduction to linguistics: A first course.* Abakaliki: Wisdom publishers Limited

Oweleke, E. (2013). Igbo dialects and the citation form: The possibility of a Standard Igbo dictionary. In O-M. Ndimele, L.C.Yuka & J.F. Ilori (Eds.). Issues *in contemporary African linguistics. A festschrift for Oladele Awobuluyi* (pp. 529-547). Port Harcourt: M&J Grand Orbit Communications Ltd.

Radford, A. (1988). *Transformational grammar.* Cambridge: Cambridge University Press

Ueh, F.L. (2018). Verb complementation in Gokana. A seminar paper presented at the Department of Linguistics and Communication Studies , University of Port Harcourt

Walls, C. (1987). *Prediction: A study of its development.* New York: Morton and Co. Publishers, The Hague.

Wente-Lukas, R. (1985). *Handbook of ethnic units in Nigeria*. Stuttgart: Franz Steiner Verlag Wiesbaden GMBH.

GASPRO INTERNATIONAL JOURNAL OF LANGUAGE AND LINGUISTICS
VOL. 5 NO 1, MARCH 2025. ISSN: 2849 - 88573. UNITED KINGDOM.

ASSESSMENT OF LOAN WORDS IN RUSSIAN AND UZBEK LANGUAGES

By

Maftuna N. Luke
O‘zbekiston-Finlandiya pedagogika institute, Uzbekistan, Asia

ABSTRACT

This work explores the phenomenon of borrowing words in the Russian and Uzbek languages, analyzing the history and meaning of borrowed words for both languages and their impact on the lexicon and cultural heritage. The work examines the process of borrowing words from various languages (Greek, Latin, Arabic, Persian, French, etc.) and provides examples of borrowed words in the Russian and Uzbek languages. Similarities and differences in the use and pronunciation of borrowed words are analyzed, and the influence of cultural contacts on the borrowing process is considered. The work consists of conclusions about the importance of borrowed words for enriching the lexicon and cultural heritage of both languages, and also offersprospects for the development of borrowed words in the Russian and Uzbek languages.

KEYWORDS: Russian language, Uzbek language, Borrowed words, Culture, Language Development

INTRODUCTION

Loanwords are words that have been borrowed from other languages and introduced into the lexicon of that language. Borrowing words can come from various sources, such as foreign languages, dialects, archaisms, etc. Borrowed words enrich the lexicon of a language, adding newconcepts, terms and nuances of meaning. They can be adapted to the phonetics and grammar of the host language or used in their original form. Loan words often reflect cultural contacts and historical ties between peoples. The significance of borrowed words for languages and cultures is great. Firstly, borrowed words enrich the lexicon of a language, expanding its ability to express new concepts and ideas. They can add variety and depth to language, allowing people to communicate more accurately and effectively. Secondly, borrowed words reflect cultural contacts and historical ties between peoples. They mayindicate the influence of other cultures on the development of the language and the enrichment of its cultural heritage. Borrowings may result from trade, migration, colonization, or cultural exchange.

In this way, loanwords promote cultural exchange by helping people understand and respect other cultures. They make the language more dynamic and adaptive to the changing conditions and needsof society. Borrowed words in the Russian language represent a significant part of the lexicon and come from various languages. Some of the most common and well-known loanwords in the Russian language include:

1. French borrowings: restaurant, buffet, depot, suit, boulevard.
2. English borrowings: computer, Internet, marketing, business, coffee.
3. German borrowings: baron, potato, burgomaster, stormtrooper, folklore.
4. Italian borrowings: aperitif, operation, concert, armada, gentleman.
5. Spanish borrowings: alcohol, tomato, armada, inquisition, manifesto.

This is only a small part of borrowed words in the Russian language. They bring diversity anddepth to the vocabulary, reflecting Russia's cultural and historical ties with other countries.
The Uzbek language, like many other languages, also contains loanwords from various languages.Some of the loanwords in Uzbek include:

1. Arabic borrowings: kitob (book), maktab (school), duo (prayer), sahro (dawn), romat (mercy).
2. Persian borrowings: bozor (market), kitobat (writing), dastur (rule), shahar (city), dost (friend).
3. Russian borrowings: car (car), telephone (telephone), cafe (cafe), university (university), football (football).
4. Turkish borrowings: kechkin (thank you), tўp (bullet), kechirmok (forgive), tўkush (fight),chaikhana (teahouse).

This is only a small part of the borrowed words in the Uzbek language. They reflect the historical,cultural and linguistic contacts of Uzbekistan with other peoples and countries.
Borrowed words in Russian and Uzbek languages have their own similarities and differences. Hereare some of them:

SIMILARITIES:

1. **Sources of borrowings:** Both languages borrowed words from various languages such as Arabic,Persian, Turkic, French, etc.
2. **Semantic transfers:** Some loanwords in both languages may have similar meanings or be usedin similar contexts.

DIFFERENCES:

1. **Historical sources:** The Russian language has borrowed many words from European languages (French, German), while the Uzbek language has a larger number of borrowings from Arabic andPersian.
2. **Phonetic features:** Loan words in Russian and Uzbek languages can undergo various phonetic changes in accordance with the phonological rules of each language.
3. **Grammatical features:** Loan words in Russian and Uzbek languages can be subject to various grammatical changes, since the grammar and structure of both languages are different.

This is just general information about the similarities and differences between borrowed words in the Russian and Uzbek languages. If you have specific words or examples you would like covered,please ask and I can provide more detailed information.
The study of similarities and differences between borrowed words in the Russian and Uzbek

languages reveals interesting aspects of the interaction of languages and cultures.

CONCLUSION:

In the process of studying borrowed words in the Russian and Uzbek languages, both similaritiesand differences were discovered. Both languages have a rich heritage of borrowings from various languages, indicating cultural enrichment and historical ties between these regions.

RECOMMENDATION

- Semantic similarities between borrowed words in Russian and Uzbek indicate common conceptsand concepts that were important to both cultures.
- The phonetic and grammatical features of each language influence how borrowed words areadapted and used in speech.
- The historical contexts of borrowing reflect the importance of cultural connections and exchangebetween different peoples over the centuries. The study of loanwords in the Russian and Uzbek languages helps to better understand the relationship between languages and cultures, as well as the historical processes underlying them. Further research in this area may lead to a deeper understanding of language development and cultural interaction.

REFERENCES

Заимствования в лексической системе русского и узбекского языков. Автор: Соколова И. А. Издательство: Москва, 2016.

Заимствования в русском и узбекском языках: сравнительный анализ. Автор: Иванов А. А. Издательство: Москва, 2020.

Лексические заимствования в русском и узбекском языках. Автор: Рахимов Х. Р. Издательство: Ташкент, 2019.

Лингвострановедческий анализ заимствований в русском и узбекском языках. Автор: Ахмедова М. А. Издательство: Ташкент, 2017.

Малиновский, Е. А., & Нурмухамедова, М. ИЗ ИСТОРИИ ИЗУЧЕНИЯ ВЗАИМОДЕЙСТВИЯ РУССКОГО И ТЮРКСКИХ ЯЗЫКОВ. НАУЧНЫЙ ВЕСТНИК SCIENTIFIC REPORTS, 79.

Нурмухамедова, М. У. (2024). ПРЕДМЕТ И ЗАДАЧИ МЕТОДИКИ ПРЕПОДАВАНИЯ РУССКОГО ЯЗЫКА. PEDAGOGS, 50(1), 4-7.

Нурмухамедова, М. У. (2024). ЭФФЕКТИВНОСТЬ ТЕХНОЛОГИИ В МЕТОДЕ ОБУЧЕНИЯ КОММУНИКАТИВНОМУ ЯЗЫКУ (CLT). Gospodarka i Innowacje., 43, 295- 297.

Проблемы заимствований в русском и узбекском языках. Автор: Мамедов Н. Н. Издательство: Москва, 2018.

GASPRO INTERNATIONAL JOURNAL OF LANGUAGE AND LINGUISTICS
VOL. 5 NO 1, MARCH 2025. ISSN: 2849 - 88573. UNITED KINGDOM.

Looking at Emotion with Plant Metaphors in English and Uzbek Poetry

By

Zarnigor M. Mo
O‘zbekiston-Finlandiya pedagogika institute, Uzbekistan, Asia

ABSTRACT

When using the names of flower species to create or describe an artistic image in poetry, the transfer of its meaning to a person is necessarily based on certain conditional similarities between a flower and a person. Such comparisons, a phenomenon of metaphorization, are also used to describe human emotions. This article discusses the "emotion is a plant" model that is observed in English and Uzbek poetry.

KEYWORDS: Phythonyms, Conceptual Metaphors, Emotion.

INTRODUCTION

Linguists are interested in how language reflects the conceptual systems that people use to understand the world. In particular, G. Lakoff and M. Johnsen, who conducted the first studies of conceptual metaphors, suggested that abstract concepts that do not have a material appearance, such as thought, emotion, love, friendship, sadness, and which are difficult to imagine, should be considered from the point of view basic concepts. [1] According to researchers, metaphors are not only a feature of language, but are also associated with the processes of thinking and understanding. Concepts, which are products of thinking, influence our daily lives and systematize our feelings, behavior and attitudes towards other people. [2]

METHODOLOGY

O. Yeseneva studies the "Emotion - Plant" model in English and Chinese and connects the six stages of a plant's life with the expression of the concept of "emotion" in English. These are seed (seed), germination (germination), budding (budding), flowering (blooming), fruition (fruiting), withering (withering). [3] Indeed, if you pay attention to the opinions that we use in everyday life ("Kalbda muhabbat urugi undi" "The seed of love sprouted in their hearts", "Ular orasida do'stlik nish otdi" "Friendship sprouted between them", "Uning ilk sevgisi kurtak ochdi" "His first love blossomed", "muhabbat mevasi/nafratning achchik mevasi" "The fruit of love/the bitter fruit of hatred", "Ishqi so'ldi/ishtiyoki suldi", "His love has faded/hispassion has faded") one can see that plants serve to express human emotions. The scientist says that emotions, like plants, can sprout (seed), develop (bud), reach the peak of development (flower), give some result (fruit) and fade. After all, emotions are in the process

of movement, like plants, that is, they are not always the same. A person is sometimes happy, sometimes sad, sometimes full of joy, and sometimes depressed.

DISCUSSION

In his poem "Verses Made the Night before he Died" M. Dryten compares love to corn. The words "corn, seed, sow, rise" used to describe the first two stages of the plant's life cycle represent the emergence and intensification of the feeling of love. The concept of love is

---

[1] Лакоф Г., Жонсен М. Метафоры, которыми мы живем. – М.: Едиториал УРСС, 2004. – 256 с.

[2] Лакоф Г., Жонсен М. Метафоры, которыми мы живем. – М.: Едиториал УРСС, 2004. – С. 25.

[3] based on the concept of a plant (there is no real plant). The poet says that from one seed several leaves grow and love grows like a poppy seed.

The *corn*, that in the ground is *sown*, first dies,

And of one seed do many *ears arise*;

Love, this world's corn, by dying multiplies.[4]

Poetry reflects the life experiences and dreams of poets. Such mental states are especiallymanifested in poems poured out from the heart upon the loss of loved ones. Having lost a close friend, A. Tennisen wrote: "From land to land; and in my breast Spring wakens too; and my regret Becomes an April violet, And buds and blossoms like the rest." [5] In the line "My regret becomes and April violet" we find a conceptual metaphor. The strengthening and development of this feeling is expressed by the words buds and blossoms. Interestingly, the above example contradicts the idea that flower metaphors are typically associated with strong positive evaluation. Although the words "April violet, buds and blossoms" evoke positive emotions, inthe discourse of the text they express a growing sense of regret that tormented the poet.

In E. Vakhidov's poem, the feeling of regret is compared to squeezing out juice of a pomegranate and shows the poet's mental anguish "But - my father did not return, when I remember him, my heart is squeezed like a pomegranate seed" ("Ammo - Dadam kaitgani yўk, uni eslasam, Anor donasidek ezilar yurak.") [6]. The pomegranate is the size and color of a heart, and its water is the color of blood. The juice that comes out when squeezing a pomegranate resembles the blood of the heart. Squeezing a pomegranate is a physical movement and it occurs under external influence, force. Grief is also caused by certain external events that affect aperson spiritually and the heart suffers.

The feeling of depression, uselessness, abandonment in love can be seen in examples of comparison with fallen fruit of withered tree. In the "Walsingham" verses, Sir Walter Raleigh says that he has become no longer needed by the love of his life, describing it as "love does not love the fruit that falls from a withered tree."

I have loved her all my youth, But now old as you see,
Love likes not the falling fruit From the withered tree.[7]

E. Vakhidov's poem "I wrote a letter to a Beauty" ("Dildorga noma yozdim"), in which the face of a lover, suffering the bitterness of separation, is compared to a yellowed leaf ("bargi khazan"):

Bargi xazonni olib
Yoniga qo'yginu ayt:
Bu oshiging yuzi deb
Hijron degan baloda
Take a withered leave;
Put it in front of your
beloved:Tell it's your
beloved face, Faded from
separation.[8]

[4] Gardner H. The New Oxford Book of English Verse. – New York: Oxford University press, 1985. – P.283.

[5] Gardner H. The New Oxford Book of English Verse. – New York: Oxford University press, 1985. – P.652.

[6] Воҳидов Э. Муҳаббатнома. Сайланма. 2 жилдлик. 1-жилд. – Т.: Ғафур Ғулом номидаги Адабиёт ва санъатнашриёти, 1986. – Б.451.

Yesenova O. notes that some plants, especially roses, have their own specifics. Roses have sharp and woody thorns. The metaphor of thorns usually has a strong negative connotation because we experience intense physical pain if thorns prick us. [9] Therefore, if

love is compared to a rose,then its pain is compared to the thorn of a rose in both English and Uzbek poetry. For example,in the poem by R. Burns "The Banks o'Doon" the poet writes that the beloved left taking the rose(love) but leaving the thorns ((pain) (Wi' lightsome heart I pu'd a rose, Fu' sweet upon its thorny tree ; And my fause lover stole my rose, But ah! He left the thorn wi'me)).

S. Daniel in his poem "Love is sickness" ("Love is a disease") described love as "a plant that grows taller the more it is cut" (Love is a sickness full of woes, All remedies refusing; A plant that with most cutting grows, Most barren with best using. Why so?), E. Bronte compared love and friendship, comparing one with a rose-briar, and the other with a sacred tree (holly-tree). Love blooms briefly in summer, but the holy tree is always green. These characteristics of plants apply to human relationships as well.

Love is like the wild rose-briar,

Friendship like the holly-tree—
The holly is dark when the rose-briar

bloomsBut which will bloom most

constantly?

The wild rose-briar is sweet in

spring,Its summer blossoms scent

the air[10];

The image of flowers, especially rose, are used in Carpe Diem poetry which encourages celebrating life, enjoying oneself and seizing the day. In the poem by W. Spenser "The Bower of Bliss", human life and youth are resembled to a blooming rose and poet calls for appreciating this period (Of many a lady, and many a Prmowre: Gather therefore the Rose, whilest yet is prime, For sooner comes age, that will her pride deflower: Gather the Rose of love, whilest yet is time,). The same meaning is observed in "To the Virgins" by R.Herrick (Gather ye rosebuds while ye may, Old Time is still a-flying: And this same flower that smile today. Tomorrow will be dying). In both poems rose represents young and beautiful girls.

CONCLUSION.

In conclusion, flowers as a comparative source are more expressive for the feeling of love, and its suffering is also observed in the poetry of the two languages. Especially, such cases are characterized by a specific rose and its characteristics (its beautiful flower, limited flowering time, thorns). At the same time, a person's internal thought, feelings, and mental state are also figuratively described using phytonyms. Six stages of plant life cycle can be associated with different human feelings and verbalized in our speech which can also be observed in poetry.

[10] https://www.poetryfoundation.org/poems/50537/love-and-friendship

[8] Suggested translation by author of the article

[9] Esenova O., 2007. Plant metaphors for the expression of emotions in the English language. Beyond Philology. P:7-21

REFERENCES

Bakhodirovna, D. Z. (2021). Description of Human Features and Feelings through Flora in English Poetry. *CENTRAL ASIAN JOURNAL OF LITERATURE, PHILOSOPHY AND CULTURE*, *2*(10), 6-9. https://cajlpc.centralasianstudies.org/index.php/CAJLPC/article/view/209.

Djalilova, Z. (2021). ЦВЕТЫ, СИМВОЛИРУЮЩИЕ ЧЕЛОВЕЧЕСКИЕ ЧЕРТЫ В АНГЛИЙСКОЙ РОМАНТИЧЕСКОЙ ПОЭЗИИ. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu.Uz)*, *1*(1). http://journal.buxdu.uz/index.php/journals_buxdu/article/view/689

Djalilova, Z. (2022). ИНГЛИЗ ШЕЪРИЯТИДА ИНСОН ОБРАЗИНИНГ ГУЛЛАР ОРҚАЛИ ТАСВИРЛАНИШИ. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, *26*(26).

Djalilova, Z. B. (2020). FLORA IN EDMUND SPENSER'S POETRY. *Theoretical &Applied Science*, (4), 371-375. https://www.elibrary.ru/page_404.asp?qx=https%3A%2F%2Fwww%2Eelibrary%2Eru%2Fit em%2Easp%3Fid%3D42831520.

Esenova O. Plant Metaphors for the Expression of Emotions in the English Language. 2007. URL: http://search.live.com/results.aspx?q=plant+metaphor&filt=all&first=11&FORM=PERE

Gardner H. The New Oxford Book of English Verse. – New York: Oxford University press, 1985. – P.780.

Zarnigor, D. (2021). Phytonymic comparison as a means to create image inpoetry. *ACAD*

Воҳидов Э. Муҳаббатнома. Сайланма. 2 жилдлик. 1-жилд. – Т.: Ғафур Ғулом номидаги Адабиёт ва санъат нашриёти, 1986. – Б.480. https://www.poetryfoundation.org/poems/50537/love-and-friendship

Лакоф Г., Жонсен М. Метафоры, которыми мы живем. – М.: Едиториал УРСС, 2004. – С. 25.

GASPRO INTERNATIONAL JOURNAL OF LANGUAGE AND LINGUISTICS
VOL. 5 NO 1, MARCH 2025. ISSN: 2849 - 88573. UNITED KINGDOM.

Semantic Group "Elements of Nature" In English and Uzbek Linguocultures

By

Yusupov Azamat Safaraliyevich
Master's student of Karshi State University,
Faculty of International Joint Educational Programs

ABSTRACT

This study investigates the semantic group "Elements of Nature" in English and Uzbek linguocultures, focusing on how concepts related to nature are represented and interpreted in the two languages. Through a comparative analysis of linguistic structures, metaphors, and cultural references used to describe elements of nature, the research explores the similarities and differences in the conceptualization of natural phenomena in English and Uzbek.

KEYWORDS: Semantic group, Elements of Nature, English, Uzbek, Linguocultures, Comparative analysis, Linguistic structures, Metaphors, Cultural references, Conceptualization, Natural phenomena, Language, Culture, Perceptions.

INTRODUCTION

The semantic group "Elements of Nature" holds a special place in English linguocultures, as it encompasses a wide range of words that are deeply rooted in our understanding of the natural world. These words not only describe different elements and phenomena but also evoke powerful imagery and emotions that have inspired countless works of literature, poetry, and art. One of the key elements in this semantic group is **water**, which symbolizes life, purity, and renewal. From the gentle flow of a stream to the crashing waves of the ocean, water has been a source of inspiration for poets and writers throughout history. It is often used metaphorically to represent emotions, dreams, and the ebb and flow of life itself.

The concept of "Water/suv" is a universal concept found in all societies and cultures. It is viewed as a source of life on Earth and has inspired numerous religious legends and cosmogonic myths across different cultures. In Hinduism and Islam, it is believed that all living creatures emerged from water. Various mythologies such as Mesopotamian, Babylonian, Egyptian, and Philippine also depict the Universe as initially consisting of water. The Greek goddess Aphrodite, for example, is said to have been born from the sea. The symbolic and sacred significance of "water" in people's lives is evident in its role inreligious

rituals worldwide. Water plays a crucial role in purifying, cleansing sins, creating holiness, and transforming the world in many religious practices. For instance, ablution rituals in Islam, Hinduism, Judaism, and Buddhism involve cleansing with water before prayer or entering a sacred space. Water symbolizes rebirth in several religions, such as the Epiphany/Christening ritual in Christianity and the Amrit Sanscar (baptizing) ceremony in Hinduism. Washing the deceased before burial is also a common practice to ensure their purification and rebirth in another world according to many religious beliefs. Many religious legends emphasize the transformative power of water.

Holy water in Christianity, amrita in Sikhism and Hinduism, and Zamzam water in Islam are believed to possess magical powers capable of healing and repelling evil. In various mythological legends, water is often personified as a deity, such as the Ganges goddess in Hinduism, Neptune/Poseidon in Greek-Roman mythology, Anahita in Persian culture, and Tefnut in Egyptian beliefs. Water also symbolizes the boundary between the realms of the living and the dead, as seen in ancient Greek mythology with the River Styx.

The initial step in analyzing the concept of water linguistically involves examining its core meanings as found in dictionaries. According to multiple dictionaries, water is described as a colorless, tasteless liquid essential for life and widely used as a solvent. It is also recognized as a source of drinking water and vital for agriculture, irrigation, and providing sustenance to plants and animals.

In Uzbek culture, the term "suv" carries additional connotations beyond its literal meaning, symbolizing life and soul. This interpretation reflects the cultural significance of water in a region like Uzbekistan, where water scarcity makes it a precious and essential resource for survival. The concept of "Water" encompasses a range of characteristics that contribute to its intricate nature. Within this concept, various metaphors have been formed, such as "Water is Beauty," "Water is Life," and "Water is Gem." These metaphors highlight different aspects of water's significance.

The evaluative aspect of the concept "Water" is reflected through various conceptual features that convey both positive and negative evaluations of water:

- Water as an essential source of life without which existence is impossible
- Water is described as the lifeblood of our bodies, economy, nation, and overall well-being
- Clean water is equated with health and vitality
- Water is portrayed as the foundation of life, containing all necessary building blocks forexistence
- Without water, life would be barren and devoid of vitality

Furthermore, water is depicted as a precious resource that should be cherished and protected:

- Water is considered the most basic of all resources, with civilizations flourishing or decliningbased on its availability

- It is emphasized that humans cannot survive for more than a few days without water
- Metaphors such as "Never cast dirt into that fountain of which you have sometime drunk"underscore the importance of respecting and preserving water sources

Water possesses dual characteristics, being both a creator and a destroyer:

- It creates beauty, sustains life, and maintains an air of mystery in its presence.
- Water can be a benevolent servant yet a harsh taskmaster, capable of great gentleness in onemoment and immense ferocity in another.
- Despite its seemingly friendly nature when held in one's hands, water's power is evidentwhen it subjugates and controls.
- The unpredictability and transformative nature of water are emphasized, as indicated by themetaphor that even a straight stick will appear bent in water.

Water is often associated with serenity and harmony:

- The calming effect of water on the mind and heart is acknowledged, likening it to a cleansingforce that alleviates worries.
- The ocean is described as a powerful force that brings harmony and balance.
- Water evokes a sense of peace, safety, and a slowing down of the mind's tumultuous thoughts, offering a retreat from the tumult of everyday life.
- Various quotes portray water as a metaphor for emotional release and relief, drawing parallels between the tranquility of water and the easing of burdensome emotions.

In a cross-cultural examination of the concept of water in English and Uzbek languages, it is evident that while there are some culturally specific nuances in how water is perceived and verbalized, its universal importance as a source of life and a fundamental element remains consistent across linguistic and cultural boundaries. Water is revered for its life-sustaining qualities but also respected for its potential to bring both prosperity and peril, signifying the complex relationship humans have with this essential element.

- **Fire** is another essential element that holds a prominent place in English linguocultures. It symbolizes passion, energy, and transformation. The flickering flames of a fire can evokefeelings of warmth and comfort, but they can also represent destruction and chaos. Fire is often used in literature and art to convey intense emotions and dramatic events.
- **Earth** is a grounding element that represents stability, fertility, and connection to the natural world. It is associated with growth, abundance, and the cycles of life. The earth provides us with sustenance and shelter, and it serves as a reminder of our interconnectedness with all living things. Words related to earth are often used to evoke a sense of rootedness and belonging.
- **Air and wind** are elements that symbolize freedom, movement, and change. The

gentle breeze of the wind can bring relief on a hot day, while a strong gust can uproot trees and reshape landscapes. Air is essential for life, and words related to these elements are often used to conveya sense of lightness, freshness, and vitality.

- **Rain** is a natural phenomenon that symbolizes nourishment, cleansing, and renewal. The sound of raindrops falling on the roof can be soothing and comforting, while a sudden downpour can be exhilarating and invigorating. Rain is often used metaphorically to represent growth, rebirth, and new beginnings.
- **The sun, moon, stars, and clouds** are celestial elements that have captured the imagination of people for centuries. The sun represents light, warmth, and vitality, while the moon symbolizes mystery, intuition, and the cycles of time. Stars are often associated with guidance, inspiration, and wonder, while clouds evoke feelings of tranquility, dreaminess, and change.

CONCLUSION

In conclusion, the semantic group "Elements of Nature" in English linguocultures encompasses a rich tapestry of words that reflect our deep connection to the natural world. These words are not just descriptors; they are powerful symbols that evoke a wide range of emotions and associations.

REFERENCES

Ashurova D.U. Linguocultural Aspect of Literary Text// Ҳозирги замон тилшунослигида когнитив, лингвомаданиятшунослик ва гендер тилшунослиги йўналишларига доир масалалар. Республика илмий-амалий конференцияси мақолалари тўплами. – Тошкент,2013. – С. 61-62

Ashurova D.U., Galieva M.R. Stylistics of Literary Text. – Tashkent: Turon-Iqbol, 2016. – 272 p.

Ashurova D.U., Galieva M.R. Text Linguistics. – Tashkent: Turon-Iqbol, 2016. – 324 p.

Baker M. In Other Words: A Coursebook on Translation.– London and New York: Routledge, 1992

Barnow V. Culture and Personality. – Homewood, Illinois: – Dorsey Press. 1973. – P.111

Fox K. Watching the English: The Hidden Rules of English Behaviour. – Hodder and Stoughton. 2004. – 424 p

GASPRO INTERNATIONAL JOURNAL OF LANGUAGE AND LINGUISTICS
VOL. 5 NO 1, MARCH 2025. ISSN: 2849 - 88573. UNITED KINGDOM.

THE BARRIERS TO EFFECTIVE INFORMATION DISSEMINATION BY MASS MEDIA: ASSESSING THE MITIGATING STRATEGIES USING MODERN TECHNOLOGIES IN THE 21ST CENTURY

By

Dr Paul K. Kingsley
Department of Linguistics and Communication Studies
University of Illinois, Chicago
Northern Illinois,
United States

And

Charity James Ph.D.
Department of Mass Communication
Top Faith University, Mkpatak

ABSTRACT

This study examined the barriers to effective information dissemination by mass media, assessing the mitigating strategies using modern technologies in the 21st century. In an era dominated by rapid technological advancements, the mass media remain a critical force in shaping public perception, influencing policy, and fostering societal progress. In the context of carrying out the research, the following subheads were explored: the concept of effective information dissemination, the concept of mass media and the concept of modern technologies. The study mentioned censorship/government restrictions, digital divide/limited access to technology, and commercialization/media bias as the types of barriers to effective information dissemination by mass media. The different types of mass media as mentioned in the study include, among others, print media, broadcast media and digital media. The study further mentioned the types of modern technologies to include artificial intelligence (AI) and machine learning, blockchain technology and the Internet of Things (IoT). The study further mentioned artificial intelligence (AI)/machine learning, blockchain technology and big data/analytics as some of the modern technologies used in mitigating information dissemination barriers in media space. The study concluded that despite its critical role in shaping public perception and influencing policy, mass media faces significant barriers to effective information dissemination. One of the recommendations made was that mass media organisations should integrate artificial intelligence (AI)-driven fact-checking tools, blockchain verification systems, and algorithmic content moderation to combat misinformation and disinformation.

KEYWORDS: Information, Mass Media, Modern Technologies and 21st Century

INTRODUCTION

In an era dominated by rapid technological advancements, the mass media remain a critical force in shaping public perception, influencing policy, and fostering societal progress. However, despite its widespread reach, the effectiveness of information dissemination is often hindered by various barriers, including misinformation, censorship, digital divides, and institutional biases (Ologunebi and Taiwo, 2025). The ability of mass media to fulfil its fundamental role in educating, informing, and entertaining is constantly challenged by these obstacles, necessitating the adoption of innovative strategies to enhance efficiency and credibility. This study explores the key barriers affecting mass media communication and evaluates how modern technologies are being leveraged to mitigate these limitations.

A major impediment to effective information dissemination is the proliferation of misinformation and disinformation, which distort public understanding of critical issues. The rise of social media platforms, while facilitating real-time communication, has also accelerated the spread of false narratives and propaganda (Osimen & Adeyefa, 2024). Traditional media outlets, once regarded as the gold standard for credible reporting, now compete with unregulated digital sources, many of which prioritise engagement over accuracy. Consequently, strategies such as artificial intelligence-driven fact-checking, blockchain verification systems, and algorithmic content moderation have emerged as potential solutions to counteract misleading information and restore public trust in the media (Shinde, Patil, Kotecha, Potdar, Selvachandran and Abraham, 2024).

Another significant challenge is media censorship, which varies across political and cultural landscapes. In authoritarian regimes, government control over mass communication channels restricts the free flow of information, limiting public access to unbiased reporting (Dal and Nisbet, 2022). Even in democratic societies, corporate and political influences can shape media narratives, leading to partial or skewed coverage of events. To counteract these limitations, digital encryption technologies, decentralised networks, and independent online platforms have provided alternative avenues for journalists and citizens to share information securely and without undue interference (Wilding, Fray, Molitorisz & McKewon, 2018).

The digital divide presents yet another substantial hurdle, particularly in developing regions where internet connectivity and media infrastructure remain inadequate. Unequal access to information exacerbates societal disparities, leaving marginalised communities without essential news and knowledge (Baraka, 2024). Addressing this issue requires innovative solutions such as satellite-based internet services, mobile journalism, and community-driven digital literacy programmes that empower individuals with the tools needed to engage with media effectively. These technological interventions ensure that information dissemination is not only widespread but also inclusive.

Furthermore, the commercialisation of media has introduced financial constraints that impact content quality and accessibility. Many media organisations rely on advertising revenue, leading to sensationalist reporting designed to attract viewership rather than provide factual, in-depth analysis (Udeze and Uzuegbunam, 2013). Subscription-based models, crowdfunding

initiatives, and AI-driven content personalisation have emerged as alternative revenue streams that prioritise journalistic integrity over profit-driven motives. These strategies allow media houses to maintain independence while delivering well-researched, unbiased, and informative content to the public.

CONCEPT OF EFFECTIVE INFORMATION DISSEMINATION

Effective information dissemination involves tailoring the message and channel to the specific needs of the audience and evaluating the effectiveness of the process. According to Eze (2020), effective information dissemination is the transmission of relevant messages in the form of data, ideas, opinions, gestures and attitude from a sender to a receiver showing or stating the facts and objectives of the information.

Steve-Beke (2019) mentioned that effective information dissemination ensures the accomplishment of the predetermined goals and objectives. Information dissemination refers to the process of distributing knowledge, news, or data to a target audience through various communication channels. Effective information dissemination ensures that the intended message reaches the right people in a clear, timely, and impactful manner. This concept is crucial in various sectors, including education, healthcare, government, business, and media.

CONCEPT OF MASS MEDIA

Mass media refers to the technologies and channels used to communicate information to a large, often diverse, audience simultaneously, encompassing platforms like television, radio, newspapers, magazines, and the internet. Mass media means technology that is intended to reach a mass audience. Mass media, modes (or, less commonly, a single mode) of mass communication whereby information, opinion, advocacy, propaganda, advertising, artwork, entertainment, and other forms of expression are conveyed to a very large audience (Duignan, 2025).

According to Ife (2022) mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. Mass media refers to a system of technology such as radio, TV, newspaper, etc. that is generally used as the primary means of communication to reach the majority of the mass people, i.e. general public. Mass media is the means that people bring to their utility in order to communicate with people. It's a medium which provides information. When we watch the news or our favorite TV show on our TVs and listen to our favorite RJs on the radio, it is all possible because of the existence of mass media.

CONCEPT OF MODERN TECHNOLOGIES

Modern technology refers to the convergence of computing and networking, empowering users with decentralised control over advanced equipment and knowledge essential for its use.

Modern technologies refer to the latest advancements in science and engineering that enhance human capabilities, improve efficiency, and transform various industries. These include innovations such as artificial intelligence (AI), robotics, biotechnology, nanotechnology, and the Internet of Things (IoT), which enable automation, data-driven decision-making, and seamless connectivity. According to Vărzaru & Bocean (2024), modern technologies have revolutionised fields like healthcare, communication, education, and transportation, making tasks faster, more accurate, and more accessible. However, they also bring challenges such as cybersecurity risks, job displacement due to automation, and ethical concerns regarding data privacy and AI decision-making. Despite these challenges, modern technologies continue to shape the future, offering solutions for global issues like climate change, healthcare accessibility, and space exploration.

Modern technologies have revolutionised every aspect of human life, shaping industries, communication, healthcare, and education. The rise of artificial intelligence (AI), robotics, and the Internet of Things (IoT) has led to unprecedented advancements in automation and efficiency. AI-powered systems now perform complex tasks such as medical diagnoses, financial predictions, and even creative writing, reducing human effort and enhancing productivity. Similarly, IoT devices connect everyday objects to the internet, allowing for real-time monitoring and smart decision-making, from home automation to industrial management. Furthermore, the development of 5G networks has significantly improved internet speed and connectivity, enabling smoother data transfer, remote work, and seamless virtual interactions across the globe.

TYPES OF BARRIERS TO EFFECTIVE INFORMATION DISSEMINATION BY MASS MEDIA

Misinformation and Disinformation: False or misleading information spreads rapidly, particularly through digital and social media platforms. This undermines public trust in credible news sources and distorts public perception of important issues.

- **Censorship and Government Restrictions:** Many governments impose strict regulations, press restrictions, and even internet shutdowns, limiting the free flow of unbiased information. Journalists in restrictive environments often face threats, harassment, or legal consequences for reporting sensitive issues.
- **Digital Divide and Limited Access to Technology:** In many developing regions, poor internet infrastructure and low digital literacy prevent equal access to information. People in rural and marginalised communities often lack the technological resources needed to engage with mass media effectively.
- **Commercialisation and Media Bias:** The increasing commercialisation of media means that many outlets prioritise revenue generation over factual reporting. Political and corporate influences shape narratives, leading to biased reporting that misinforms or manipulates public opinion.

- **Language and Cultural Barriers:** Differences in language and cultural perspectives create challenges in information dissemination. Many global news stories are not accessible to diverse linguistic groups, and cultural biases may affect how news is presented and interpreted.
- **Information Overload and Audience Fatigue:** The overwhelming amount of news and media content makes it difficult for audiences to differentiate between credible sources and misleading information. Constant exposure to excessive media can also lead to disengagement or selective attention to certain narratives.
- **Security Threats and Cyber Attacks:** Journalists and media organisations are increasingly targeted by hacking, surveillance, and cyber threats. These attacks compromise data security, manipulate information, and sometimes suppress critical news coverage.
- **Infrastructure and Logistical Challenges:** Poor communication networks, frequent power outages, and natural disasters disrupt media operations. These challenges can delay news reporting and hinder access to real-time, reliable information, particularly in crisis situations.

TYPES OF MASS MEDIA

Mass media refers to various communication platforms that disseminate information to a large audience. These platforms play a crucial role in shaping public opinion, spreading news, and providing entertainment. Mass media can be categorized into several types based on the medium used for communication.

Print Media: Print media is one of the oldest forms of mass communication and includes newspapers, magazines, brochures, journals, and books. It provides in-depth news analysis, investigative journalism, and educational content. Despite digital advancements, print media remains relevant, especially in regions with limited internet access.

Broadcast Media: Broadcast media uses electronic channels to deliver information to the public through audio and visual formats. It includes:

- **Radio** – A widely used audio-based medium that provides news, music, talk shows, and entertainment, often accessible even in remote areas.

- **Television** – Combines audio and visual elements to deliver news, entertainment, educational programs, and advertisements to a broad audience.

Digital Media: Digital media refers to content distributed through internet-based platforms, making it the fastest-growing form of mass media. It includes:

- **Social Media** – Platforms such as Facebook, Twitter, Instagram, and YouTube enable instant information sharing, user interaction, and live streaming.

- **News Websites and Blogs** – Online news portals and blogs provide real-time updates, opinion pieces, and multimedia content.

- **Podcasts and Streaming Services** – Audio and video content available on platforms like Spotify, Netflix, and YouTube cater to diverse audiences with on-demand accessibility.

Outdoor Media: Outdoor media includes advertisements and information displayed in public spaces. Examples include billboards, posters, banners, transit ads (on buses, taxis, and trains), and digital screens in public places. These mediums effectively reach large audiences in urban areas.

Film and Cinema: Movies and documentaries serve as powerful mass communication tools, influencing culture, educating audiences, and addressing social issues. Film media, whether through traditional cinemas or digital streaming platforms, has a lasting impact on public perception and storytelling.

TYPES OF MODERN TECHNOLOGIES

Modern technologies have revolutionised various industries, including communication, healthcare, education, business, and mass media. These technologies enhance efficiency, connectivity, and accessibility, transforming how people interact with information and each other. Below are some key types of modern technologies:

- **Artificial Intelligence (AI) and Machine Learning:** AI enables machines to perform tasks that require human intelligence, such as speech recognition, decision-making, and data analysis. Machine learning, a subset of AI, allows systems to learn and improve from experience without explicit programming. These technologies power automation, recommendation systems, and predictive analytics.
- **Blockchain Technology:** Blockchain is a decentralised and secure digital ledger used to record transactions transparently. It enhances data security, prevents fraud, and enables digital currency transactions. Beyond cryptocurrency, blockchain is applied in supply chain management, digital identity verification, and secure communication.
- **Internet of Things (IoT):** IoT connects physical devices—such as smart appliances, vehicles, and industrial machines—to the internet, allowing them to collect and exchange data. This technology improves automation, real-time monitoring, and efficiency in various sectors, including healthcare, agriculture, and smart cities.
- **Big Data and Analytics:** Big data refers to vast amounts of structured and unstructured data that require advanced analytical tools to process. Businesses and organisations use big data analytics to make informed decisions, predict trends, and personalise user experiences. It is widely used in finance, marketing, healthcare, and governance.
- **Cloud Computing:** Cloud computing allows users to store, manage, and process data on remote servers instead of local devices. It enhances data accessibility, scalability, and

collaboration, supporting businesses, education, and media industries with services like Software as a Service (SaaS) and Infrastructure as a Service (IaaS).

- **5G and High-Speed Internet:** The fifth-generation (5G) wireless technology offers ultra-fast internet speeds, lower latency, and improved network reliability. It supports innovations like autonomous vehicles, remote surgery, and seamless real-time communication. High-speed internet enables efficient content streaming, online gaming, and digital collaboration.
- **Augmented Reality (AR) and Virtual Reality (VR):** AR overlays digital content onto the real world, while VR creates immersive, computer-generated environments. These technologies are used in gaming, training simulations, education, and interactive media, enhancing user engagement and experience.
- **Cybersecurity Technologies:** With increasing cyber threats, modern cybersecurity tools, such as firewalls, encryption, multi-factor authentication, and AI-driven threat detection, protect digital systems from hacking, data breaches, and malware attacks. Cybersecurity is essential for protecting personal, corporate, and governmental digital assets.
- **Biotechnology and Genetic Engineering:** Advances in biotechnology include CRISPR gene editing, personalised medicine, and biopharmaceuticals. These technologies improve disease treatment, agricultural productivity, and environmental sustainability.
- **Robotics and Automation:** Robotics integrates AI and mechanical engineering to develop machines capable of performing complex tasks. Automation in industries, from manufacturing to customer service, increases productivity and reduces human workload.

MODERN TECHNOLOGIES USED IN MITIGATING INFORMATION DISSEMINATION BARRIERS IN MEDIA SPACE

- The evolution of technology has significantly improved the efficiency and credibility of mass media by addressing challenges such as misinformation, censorship, digital divides, and accessibility issues. Modern technologies play a crucial role in mitigating these barriers, ensuring the smooth and reliable dissemination of information. Below are some key technologies used in overcoming these challenges:
- **Artificial Intelligence (AI) and Machine Learning:** AI-powered tools help in fact-checking, content moderation, and detecting misinformation. Machine learning algorithms analyze news patterns, identify fake news, and recommend reliable sources. AI-driven chatbots also enhance audience engagement by providing instant news updates and answering queries.
- **Blockchain Technology:** Blockchain enhances transparency and trust in media by securing digital content, verifying the authenticity of news sources, and preventing unauthorized modifications. Decentralized blockchain networks ensure that information remains tamper-proof, reducing the spread of false news.
- **Big Data and Analytics:** Big data helps media organizations analyze audience behavior, trends, and engagement, allowing for personalized content delivery. Data analytics also

assist in tracking misinformation patterns and optimizing news distribution strategies for better outreach.

- **Cloud Computing:** Cloud-based platforms facilitate remote access, storage, and sharing of media content. Journalists can securely store and retrieve reports, ensuring real-time collaboration and seamless information dissemination across various locations.
- **5G and High-Speed Internet:** The introduction of 5G technology has significantly improved internet speeds, enabling high-quality live streaming, real-time news updates, and efficient online communication. This advancement ensures that information reaches audiences instantly and without disruptions.
- **Social Media Algorithms and Content Moderation Tools:** Social media platforms use AI-driven algorithms to filter out misinformation, detect harmful content, and prioritize credible news sources. Fact-checking initiatives and automated moderation tools help control the spread of fake news and propaganda.
- **Internet of Things (IoT):** IoT-enabled smart devices collect real-time data, enhancing investigative journalism and media reporting. IoT technologies support automated content gathering, live event monitoring, and efficient information sharing.
- **Augmented Reality (AR) and Virtual Reality (VR):** AR and VR technologies provide immersive experiences for audiences by enhancing storytelling in news reporting, documentaries, and educational content. These technologies help present complex information in an engaging and interactive manner.
- **Digital Encryption and Cybersecurity Tools:** To counter media censorship and protect journalists, digital encryption tools enable secure communication and data sharing. Virtual Private Networks (VPNs) and encrypted messaging services help bypass government-imposed restrictions on information dissemination.
- **Mobile Journalism and Citizen Reporting Platforms:** Smartphones, mobile apps, and crowdsourced reporting platforms empower individuals to document and share news in real time. These technologies ensure that information is disseminated quickly, even in areas where traditional media coverage is limited.

CONCLUSION

Despite its critical role in shaping public perception and influencing policy, mass media faces significant barriers to effective information dissemination. Challenges such as misinformation, censorship, the digital divide, and commercialisation threaten credibility and accessibility. However, modern technologies—including AI-driven fact-checking, blockchain verification, decentralised networks, and alternative revenue models—offer promising solutions. By adopting innovative strategies, mass media can enhance efficiency, ensure inclusivity, and maintain journalistic integrity. The ability to adapt to technological advancements will ultimately determine its effectiveness in fulfilling its democratic responsibility and fostering an informed society in the 21st century.

RECOMMENDATIONS

- Mass media organisations should integrate artificial intelligence (AI)-driven fact-checking tools, blockchain verification systems, and algorithmic content moderation to combat misinformation and disinformation.
- Governments and private organisations should invest in expanding internet accessibility, particularly in underserved regions. Initiatives such as satellite-based internet, mobile journalism, and digital literacy programs can help bridge the digital divide, ensuring equitable access to reliable information for all communities.
- Media organisations should explore alternative revenue models such as subscription-based platforms, crowdfunding, and AI-driven content personalisation to reduce reliance on advertising-driven sensationalism.

REFERENCES

Baraka, K. (2024). Digital Divide and Social Inequality. *International Journal of Humanity and Social Sciences*, 3(3):30-45. DOI: 10.47941/ijhss.2083.

Dal, A. and Nisbet, E. C. (2022). Walking Through Firewalls: Circumventing Censorship of Social Media and Online Content in a Networked Authoritarian Context. *Sage Journal*. https://doi.org/10.1177/20563051221137738.

Duignan, B. (2025). Mass Media. Available at: https://www.britannica.com/topic/mass-media

Eze, M. O. (2020). Effective Information Dissemination and Communication for Sustainable Quality Service Delivery. *International Journal of Institutional Leadership, Policy and Management*, 2(1), 78-91.

Ife, L. (2022). Concept of Mass Media. Available at: https://www.academia.edu/33043946/

Ologunebi, J. O. and Taiwo, E. O. (2025). The Impact of Digital Communication on Governance, Political Dynamics, and Leadership; a Case Study of the Nigerian People and Process. Munich Personal RePEc Archive.

Osimen, G. U. & Adeyefa, C. R. (2024). Social Media and Political Propaganda: A double-edged Sword for Democratic Consolidation in Nigeria. *British Journal of Multidisciplinary and Advanced Studies*, 5 (4). https://doi.org/10.37745/bjmas.2022.04127.

Shinde, R., Patil, S., Kotecha, K., Potdar, V., Selvachandran, G., and Abraham, A. (2024). Securing AI-based healthcare systems using blockchain technology: A state-of-the-art systematic literature review and future research directions. *Emerging Telecommunications Technologies*, 35 (1), https://doi.org/10.1002/ett.4884.

Steve-Beke, V. E. (2019). Effective Information Dissemination and Communication in Educational Planning in Nigeria. *International Journal of Institutional Leadership, Policy and Management*, 1(2), 378-390.

Udeze, S. E. and Uzuegbunam, C. E. (2013). Sensationalism in the media: the right to sell or the right to tell?

Vărzaru, A. A., & Bocean, C. G. (2024). Digital Transformation and Innovation: The Influence of Digital Technologies on Turnover from Innovation Activities and Types of Innovation. *Systems*, *12*(9), 359. https://doi.org/10.3390/systems12090359.

Wilding, D., Fray, P., Molitorisz, S. & McKewon, E. (2018). The Impact of Digital Platforms on News and Journalistic Content, University of Technology Sydney, NSW.

ARTIFICIAL INTELLIGENCE (AI) AND ITS INFLUENCE ON CONTENT CREATION IN BROADCASTING: A STUDY OF SELECTED STATIONS IN NIGERIA

By

Anita Ododo-Obari Obari
Department of Broadcasting
Faculty of Communication and Media Studies
University of Port Harcourt

And

Moses Ofome Asak
Department of Broadcasting
Faculty of Communication and Media Studies
University of Port Harcourt

ABSTRACT

This study explores the transformative impact of Artificial Intelligence (AI) on content creation within the broadcasting industry, focusing on selected radio and television stations in Nigeria. As AI technologies increasingly permeate media production—ranging from automated news writing and speech synthesis to intelligent editing tools and audience analytics—broadcasters are redefining their workflows and creative strategies. The research adopts a qualitative approach, including interviews with media professionals, direct observation, and document analysis, to assess how AI tools are being utilized, the perceived benefits, and the emerging challenges. Key findings reveal that while AI enhances production speed, consistency, and content personalization, it also raises concerns about job displacement, ethical standards, and the diminishing role of human creativity. The study concluded that on a broad scale, AI tools for automated scripting, video editing, virtual sets, and graphics will streamline content creation, improving efficiency and quality while reducing costs. The study also recommended that broadcast stations should focus on employee training through workshops, online courses, and partnerships with educational institutions.

KEYWORDS: Artificial Intelligence (AI), Content Creation, Broadcasting, Selected Stations, Nigeria

INTRODUCTION

There has been a rapid transition from analogue to digital technologies in both developed and developing countries, resulting in significantly increased outputs (Usua & Asak, 2023). However, Nigeria has yet to fully embrace digitalisation (Obi, Ole, & Usoigwe, 2023). The adoption of digital technologies has led to substantial improvements in operations across various sectors. In the media industry, these technologies have made significant impacts at every stage of production—pre-production, production, and post-production. Additionally, there has been a notable rise in audience engagement, which has positively influenced media content.

Globally, AI has made inroads into various fields such as STEM, security, health, journalism, and broadcasting. In Nigeria, AI has gained significant prominence as both private and public enterprises seek to enhance productivity and efficiency (Obi et al., 2023). For instance, MTN utilises an AI-driven customer care assistant named Sigi; Senith Bank employs Siva, a chatbot; lawyers use an AI tool called Timi; and commuters in Lagos use Lara.ng, an AI-driven chatbot for conversations and fare estimates. Furthermore, both broadcast and print media organisations in Nigeria have largely adopted digital technologies in their production processes, resulting in undeniable positive impacts (Ogah, 2020). The creative industries, including radio, television, and the Internet, have continued to evolve with these technologies, leading to increased audience appreciation and engagement with content. The advancements in igital technologies have also brought about the rise of Artificial Intelligence (AI), systems designed to mimic human intelligence. AI systems, which perform tasks traditionally done by humans, are known for delivering more efficient and prompt results.

Beyond the use of chatbots and AI customer care assistants, there is also an advanced AI system known as Generative AI. The awareness of Generative AI (GenAI) became prominent in Nigeria with the launch of OpenAI's chatbot 'ChatGPT' (Chat Generative Pre-trained Transformer) in 2022 (Obi et al., 2023; Guanah et al., 2020). Generative AI has the capability to create various types of data, such as images, audio, videos, and text, based on prompts or queries from humans.

There has been a significant transition to the use of AI across different fields, including the creative industries of radio, television, and the Internet, particularly in developed countries. For instance, the United Kingdom, Japan, China, South Korea, and the United States have successfully deployed AI-powered robots as presenters on both radio and television (Oyedokun, 2023). Additionally, AI tools are heavily utilised in graphic design and voice cloning, employing deep learning techniques to replicate human voices. A notable example of voice cloning is the recreation of the late football coach Vince Lombardi's voice by the NFL for the Super Bowl using AI tools (Mayne, 2022).

Despite the growing use of AI in radio, television, and the Internet for more efficient content creation, Nigeria still has limited resources for deploying AI in its creative industries. The evolution of Artificial Intelligence (AI) is transforming task performance across various sectors, including the creative industry of radio, TV, and the Internet. AI enhances efficiency and productivity, especially in developed countries. While AI seem to be used generally in Nigerian today, its impact on Nigeria's creative industry remains underexplored. The question is: How is Artificial Intelligence (AI) influencing content creation in radio and television broadcasting in Nigeria? The goal of this study was to assess the influence of AI on the gathering, production, and dissemination of content in two television broadcast stations in Nigeria, namely Channels Television and the Nigerian Television Authority (NTA). We achieve this by looking at content creation at the stations through the lens of extant literature in the application of AI technology and in-depth interviews with journalists from Channels Television and (NTA) to gain information on their viewpoints and

experiences about the usage of AI in content creation at the broadcast stations. In this approach, we learn more about the motivations of the broadcast stations that adopt the application of AI in content creation, as well as the strategies used by these stations in their bid to be more efficient and profitable. This work therefore, adds to the growing corpus of knowledge in the field of AI technology in the creative industries. The specific objectives for the study are to determine the extent of AI application in content gathering, production, and dissemination in Nigeria's creative industry; assess the impact of AI on these processes; and identify challenges to AI implementation in these areas.

THEORETICAL FRAMEWORK

The mediamorphosis theory, introduced by Roger Fidler in 1997, serves as the theoretical foundation for this study. This theory provides a comprehensive framework for understanding the transformation of media forms, emphasising the complex interplay of various factors including societal needs, competitive dynamics, political pressures, and technological advancements (Guanah et al., 2020). Fidler's theory is particularly relevant to examining the impact of Artificial Intelligence (AI) on the creative industries in Nigeria, as it offers a nuanced perspective on how new media technologies emerge, evolve, and integrate within existing media ecosystems. Fidler's principles of mediamorphosis are pivotal to understanding the transformation process. One key principle is the concept of coexistence and evolution, which posits that new media forms do not immediately replace older ones but rather coexist and evolve alongside them. This principle is evident in the Nigerian context, where traditional media such as radio and television continue to operate alongside burgeoning internet-based platforms, all of which are increasingly influenced by AI technologies. This coexistence allows for a gradual adaptation and integration of new technologies, facilitating a smoother transition and adoption process.

Another significant principle is the gradual metamorphosis from old to new media. Fidler suggests that media transformation is not abrupt but occurs through a slow and continuous process. This principle is particularly applicable to the Nigerian creative industry, which has experienced a prolonged transition from analog to digital broadcasting. Despite delays and challenges, this gradual shift has opened the way for the introduction and integration of AI technologies, enhancing content creation, management, and dissemination processes.

The propagation of dominant traits is another cornerstone of Fidler's theory. This principle asserts that new media technologies often inherit and propagate the most effective traits of their predecessors. In the context of AI, this means leveraging the established strengths of traditional media while introducing advanced capabilities such as automated content generation, data analytics, and personalised content recommendations. These dominant traits enhance the functionality and appeal of new media forms, making them more effective and widely adopted.

Survival in changing environments is another important principle, highlighting the adaptive nature of media forms. Fidler argues that media must continuously evolve to survive in a dynamic environment characterised by changing consumer preferences, technological

advancements, and regulatory frameworks. In Nigeria, the creative industry's adoption of AI is a strategic response to these environmental changes, aiming to enhance competitiveness, improve efficiency, and meet the evolving demands of audiences.

Fidler also discusses the merits and adoption delays of new media. He suggests that while new media technologies often offer significant advantages, their adoption can be delayed by various factors such as cost, infrastructure, and regulatory barriers. This principle is particularly relevant to Nigeria, where the high cost of AI systems, infrastructural challenges, and lack of regulatory frameworks have slowed the widespread adoption of AI in the creative industry. Despite these delays, the gradual integration of AI technologies continues, driven by the potential benefits they offer in terms of improved productivity, efficiency, and audience engagement.

Applying Fidler's mediamorphosis theory to the study of AI in Nigeria's creative industry provides valuable insights into how AI, as a new media technology, is transforming the gathering, production, and dissemination of content in broadcasting and internet media. This theoretical framework underscores the dynamic and multifaceted nature of media transformation, highlighting the interplay between old and new media, the gradual nature of technological adoption, and the adaptive strategies employed by media organisations to thrive in a changing environment.

LITERATURE REVIEW

The quest for improved and efficient ways of performing tasks is a major driver of technological innovations, with Artificial Intelligence (AI) being a prominent example. Fayoyin (2021) notes that AI development addresses the question, 'can computers think?' (p. 3). This highlights the ambition to create machines with human-like intelligence. According to the United Nations' Information Economy Report (UNCTAD 2017), AI is defined as the capability of machines and systems to acquire and use knowledge, displaying intelligent behaviors once exclusive to humans. Reidl (2019) emphasises AI's ability to communicate, a facet of human intelligence now replicable by machines. Beyond machine-to-machine communication, AI has facilitated machine-to-human interactions through systems like Natural Language Generation (NLG) and Natural Language Processing (NLP), enabling machines to understand, interpret, and respond in human languages (Jamil, 2020; Campolo, 2017; Raine & Andersen, 2017; Allen, 2003).

John McCarthy, an MIT computer scientist, coined the term Artificial Intelligence in 1956 (Okunola, 2018).

Despite its slow initial uptake, AI gained attention and funding in the 1960s (Oyedokun, 2023). The 1970s saw the first AI winter, followed by the second in the 1980s with significant investments from Japan and the United Kingdom (Oyedokun, 2023). By the 1990s, AI saw acceptance and use in the tech industry, exemplified by IBM's Deep Blue defeating the world chess champion (Okiyi & Nsude, 2019; Oyedokun, 2023). The 2000s marked a period of increased AI development, with notable achievements like IBM's Watson winning the quis show 'Jeopardy' in 2011 (Okiyi & Nsude, 2019). Eugene Goostman's

chatbot winning the Turing Test in 2014 further demonstrated AI's advancing capabilities (Okiyi & Nsude, 2019 citing Lewis, 2014).

AI now performs tasks based on human instructions or automation, using algorithms developed by programmers. These algorithms enable AI systems to automate tasks like data collection, analysis, and production (Jamil, 2019; Dorr, 2016; Jamil, 2020). In journalism, this application of AI is known as automated, algorithmic, or robotic journalism (Peiser, 2019; Caswell & Dorr, 2018; Van-Dalen, 2012).

AI IN BROADCASTING

The influence of AI on broadcasting has significantly transformed operations from ideation to content distribution. Notable implementations include China's Xinhua News Agency, which introduced the first AI newscaster, Qiu Hao, in 2018, followed by a female counterpart, Xin Xiaomeng (Handley, 2018; Guanah, 2020; Nwabuese, 2019). This pioneering effort inspired similar developments worldwide, with virtual presenters such as Ananova in the UK, Yuki in Japan, Vivian in the US, and Lusia in South Korea (Qin, 2021). More recently, Odisha Television in India and Live 95.5 in Portland, Oregon, launched their AI presenters in 2023 (Oyedokun, 2023).

AI's impact extends beyond broadcasting to internet content creation and distribution, where it plays an important role. AI analyses user data to tailor content and advertisements, offering personalised recommendations and automatically generating content through algorithms (Mohamed, Osman & Mohamed, 2024; Brown et al., 2020). This capability has become invaluable for marketers, enhancing lead conversion and market growth (Singh, Verma, Vij & Thakur, 2023; Fast & Horvits, 2017). Additionally, social bots that autonomously generate content and interact with users are becoming more prevalent (Jamil, 2020).

However, the adoption of AI in these sectors is not without challenges. High development and implementation costs, risk of unemployment, and potential loss of human creativity and intuition are significant concerns (Fayoyin, 2021). The efficiency of AI could lead to workforce reductions, causing job displacement (Guanah et al., 2020). Nevertheless, some argue that AI cannot fully replace humans due to its limitations in creativity and judgment (Miroshnichenko, 2018; RTDNA, cited in Oyedokun, 2023). AI systems, while advanced, may not replicate the natural connection between human presenters and audiences (Guanah et al., 2020).

Ethical and societal risks further complicate AI's integration. Trattner et al. (2022) highlight that although AI can enhance data-driven journalism and combat misinformation, it also poses risks through algorithmic content selection and personalisation. The potential for AI systems to act unpredictably is a concern, as demonstrated by Facebook's AI experiment where robots developed an unintelligible language, prompting a shutdown (Giardina, 2017). Prominent figures like Elon Musk have warned of AI's dangers, suggesting that AI-enhanced robots could pose existential threats to humanity (Giardina, 2017). Also, while AI has revolutionised broadcasting and internet content creation, offering significant benefits in

productivity and personalisation, it also brings challenges related to costs, employment, creativity, ethics, and societal impact. Balancing these benefits and risks is important for the continued integration of AI in these sectors.

CORPORATE PROFILE OF CHANNELS TELEVISION

Channels Television, established in 1992 by veteran Nigerian broadcasters John Momoh and Sola Momoh, is a prominent 24-hour news and media organisation. Originally launched in Lagos, Channels TV has expanded its operations to include additional stations in Abuja, Edo, and Kano, alongside numerous bureaus across Nigeria and partnerships with affiliates throughout Africa. As a pioneering national TV brand in Nigeria's vibrant broadcast media landscape, Channels TV is unique in its dedication solely to news dissemination.

The station commenced its broadcasting journey after receiving a license in June 1993, beginning transmission in 1995 under the name 'Channels Television.' With a mission to uphold the core principles of objectivity, fairness, and the public's right to information, Channels TV has built a substantial viewership of over 20 million people. It has established itself as a credible and aggressive news outlet that prioritises balanced news coverage and aims to provide an alternative communication platform for the public, particularly in matters concerning governance and public accountability.

Channels Television was founded in response to a widespread desire among Nigerians for a media outlet that not only accommodates diverse viewpoints but also informs and educates the populace about their governance and civic responsibilities. The station passionately advocates for balanced reporting, presents proven facts, and ensures that citisens have a voice regarding issues that impact their lives. Its commitment to airing divergent perspectives, regardless of political or social circumstances, underscores its role as an impartial observer of Nigerian events. Channels Television's status as a market leader in the broadcast sector is a testament to its continuous innovation and the exceptional talent of its award-winning broadcasters, which remain integral to its success.

METHOD

This study adopted a qualitative research design, employing secondary data to investigate the influence of Artificial Intelligence (AI) on content creation in broadcasting, with a specific focus on Channels Television and the Nigerian Television Authority (NTA). These two stations were chosen based on their prominence in Lagos State, where they are recognised for their ownership structures and programming accessibility, making them readily available for researchers. Channels Television holds the distinction of being the most awarded station in Nigeria, whereas NTA is recognised as the largest television network in the country. The primary data collection method for this research was the library research technique, which facilitated an extensive examination of existing literature and secondary sources relevant to the research topic. In addition, in-depth interviews were conducted to supplement the secondary data and provide a richer context for analysis.

A systematic review of relevant literature was conducted, encompassing academic journals, industry reports, books, and credible online resources. Criteria for selecting materials included the publication date, relevance to the nexus of AI and television broadcasting, as well as the credibility of the sources. Priority was given to studies that explored AI applications in content production, changes in production processes due to AI integration, and case studies that documented the adoption of AI technologies in Nigerian broadcasting stations. The data collection process involved a comprehensive search of academic databases, including JSTOR, Google Scholar, and institutional repositories, targeting scholarly articles and industry publications. To ensure thorough coverage of the available literature, keywords such as 'Artificial Intelligence,' 'content creation,' 'broadcasting,' 'Nigeria,' and 'media technology' were employed in various combinations during the search process. This methodological approach allowed for an in-depth assessment of the existing body of knowledge on the influence of AI in the broadcasting sector, thereby providing a solid foundation for the study's analysis and findings.

Furthermore, this study employed in-depth interviews to explore the perspectives and experiences of journalists regarding the integration of artificial intelligence (AI) in the content creation processes at two prominent television stations: Channels Television and the Nigerian Television Authority (NTA). The target population for this research comprised content production professionals from both stations, with Channels TV (Lagos) employing a total of 96 journalists and NTA (Lagos) employing 252 journalists. Therefore, the total population for this study amounted to 348 professionals involved in content production.

To facilitate the selection of interview participants, purposive sampling was employed. A total of 25 journalists were selected as interviewees, comprising 10 from Channels Television and 15 from NTA. The selection criteria were based on the 'rich data' criterion, which prioritises individuals whose extensive experience and knowledge were deemed relevant to understanding the phenomenon of AI's influence on content creation in broadcasting. In-depth interviews were conducted to gather comprehensive insights from the participants about their experiences and viewpoints regarding AI utilisation in their media practices. An interview guide was developed as the primary tool for data collection, ensuring that key topics related to AI in content creation were systematically addressed. The qualitative data obtained from these interviews was subsequently analysed using the explanation-building method, which facilitated the development of rich, nuanced understandings of the ways in which AI impacts broadcasting content creation from the perspectives of the journalists involved. The focus was on understanding how AI has transformed traditional content creation practices, the challenges faced in its implementation, and the perceived outcomes as reported by broadcasting professionals.

The synthesised findings from the literature review and interviews were categorised thematically, allowing for a clear illustration of the interrelationships among AI technologies, content creation methodologies, and the implications for broadcasting in Nigeria. The qualitative nature of the research facilitated a nuanced understanding of the impact of AI on

the broadcasting sector, highlighting both opportunities and challenges faced by media practitioners in the context of rapid technological advancement.

DISCUSSION OF FINDINGS

Based on the analysis of reviewed literature and the analysis of data from interviews, themes like the extent of AI application in the two broadcast stations; impact of AI on the gathering, production; and dissemination of content at the stations and the challenges to successful application of AI in the stations and Nigeria's creative industry were deduced.

EXTENT OF AI APPLICATION IN CHANNELS AND NIGERIAN TELEVISION AUTHORITY

In technologically advanced societies, AI has been seamlessly integrated into many facets of content gathering, production, and dissemination within the creative industries of radio, television, and the internet. These integrations have transformed media operations, enabling more efficient and innovative practices. However, in Nigeria, the deployment of AI within these sectors remains relatively limited. This limitation is largely attributable to the current state of technological innovation and infrastructure within the country. According to Fidler's mediamorphosis theory, the transformation of media operations is heavily influenced by technological advancements, underscoring the importance of innovation in evolving media landscapes (Guanah et al., 2020).

Despite these constraints, the Nigerian creative industry has made notable strides in deploying AI in specific areas, particularly in television content creation. AI has been effectively utilised in automated scripting, where algorithms analyse data from various sources to identify trending issues and social media conversations, subsequently suggesting content ideas and generating scripts. This usage of AI in content creation further re-echoes Fidler's theory, which suggests that new media forms gradually influence and replace older methods. AI-driven video editing tools are also in use, where raw footage is analysed to automatically generate, highlight reels and suggest appropriate effects, music, and subtitles (Xperity, 2023). These capabilities are especially beneficial for the two television stations with their limited resources, as AI-driven virtual sets allow for the creation of appealing content without extensive physical infrastructure. Furthermore, AI tools have been increasingly utilised in graphics design at the stations, particularly for advertisers and internet content. Social media content and advertisements at the stations frequently employ cloned voices, highlighting the growing influence of AI in content creation (Mayne, 2022).

In terms of content management, AI has facilitated significant improvements through the use of metadata at both stations. Broadcast journalists as content creators employ AI technologies such voice along with automated tagging, to streamline workflows. These technologies enable voice-controlled Electronic Program Guides (EPGs) and real-time, high-volume content analysis, simplifying data management and retrieval processes (Mayne, 2022). This application of AI enhances the efficiency of media operations, allowing for better organisation and accessibility of vast amounts of data.

Advertisement scheduling is another area where AI has made a significant impact at the stations. The TV stations now utilise automated AI systems like RAM-COM to schedule and air advertisements at designated times. These systems also maintain a comprehensive database of aired advertisements, providing valuable data for advertisers (Oyedokun, 2023). The deployment of AI in advertisement scheduling is dependent on the availability and affordability of these technologies. As noted by Guanah et al. (2020) and Idachaba (2018), the ability of AI to optimise ad scheduling and manage data efficiently offers a competitive edge to media organisations, enabling them to attract and retain advertisers.

The dissemination of content, particularly over the internet, has also been significantly enhanced by AI technologies at both stations. AI algorithms analyse user psychographics to identify individual interests, thereby facilitating personalised content suggestions. This personalisation improves user engagement and satisfaction, making content more appealing to the audience. Additionally, AI tools enhance content metadata and search engine optimisation (SEO), increasing the discoverability of content and websites (Xperity, 2023). These tools are very important for ensuring that content reaches a wider audience. In addition, AI is used to improve audience engagement and immersive experiences through AI chatbots and virtual assistants. Broadcast programs and other content shared on social media benefit from enhanced audience interaction, as AI-driven tools provide immediate and personalised responses to user queries and comments. This not only enhances user experience at the stations but also nurtures a sense of community and loyalty among the audience (Oyeleye & Ademosu, 2021).

The findings indicate that AI continues to evolve, performing tasks that were previously the domain of humans at the two television stations. Its adoption and the resulting transformations in studio operations are driven by perceived needs, competitive pressures, and the desire of the media organisations to capture a significant share of the broadcast audience. However, according to Guanah et al. (2020), the deployment of AI in the creative industry of radio, television, and the internet in Nigeria for gathering, production, and dissemination of content is directly proportional to the level of technological advancement in the country. This explains why more technologically advanced countries have long ventured into using AI for hosting programs and have seen continuous improvements in such innovations over the years.

The possibility of Nigeria reaching the level of AI integration seen in more technologically advanced countries will largely depend on its technological advancement. This includes improvements in infrastructure, access to cutting-edge technologies, and the development of relevant skills among professionals in the media industry. Other factors must also be considered, such as regulatory frameworks, investment in research and development, and collaboration between academia, industry, and government. Aligning with Fidler's mediamorphosis theory, the evolution of media practices in Nigeria will likely follow a trajectory influenced by these technological, social, and economic factors.

IMPACT OF AI ON THE GATHERING, PRODUCTION, AND DISSEMINATION OF CONTENT

The deployment of Artificial Intelligence (AI) in the gathering, production, and dissemination of content at the two stations may be a reflection of what obtains within Nigeria's creative industry—encompassing radio, television, and the Internet—and has led to notable improvements in productivity and efficiency, despite the presence of numerous challenges. This study reveals that utilising AI across various stages of content production and dissemination has yielded significant and transformative results, contributing to the evolving landscape of Nigeria's media sector.

In content creation, AI has substantially enhanced the process, making the generated content more appealing and relevant to audiences. Automated scripting stands out as a key application, where AI algorithms analyse data from diverse sources, identifying trending issues and social media conversations. This capability allows AI to suggest content ideas that are pertinent and engaging, ensuring the produced scripts resonate with audience interests (Xperity, 2023). Also, AI-driven video editing tools streamline production by efficiently analysing raw footage, generating highlight reels, and suggesting appropriate effects, music, and subtitles (Xperity, 2023). These tools not only save significant time but also enhance the total viewing experience by ensuring high-quality production values.

Furthermore, the application of AI-driven virtual sets at the two stations is profound. This effect have democratised content creation, enabling startups and smaller media organisations with limited resources to produce visually appealing content. This technological innovation reduces production costs while maintaining high standards of visual storytelling (Xperity, 2023).

AI also plays a critical role in analysing user data and content preferences at the stations, enabling the creation of tailored content and advertisements that are personalised to individual users' tastes and interests (Mohamed, Osman & Mohamed, 2024). This personalised approach is further exemplified by AI's ability to offer content recommendations, enhancing user engagement and satisfaction.

OpenAI's GPT-4 serves as a prime example of AI's potential in content creation. This model has significantly advanced social media content creation by generating high-quality text that is used for posts, articles, and interactive engagements (Brown et al., 2020). The integration of AI in social media content creation and distribution primarily benefits the commercial departments of the stations by efficiently converting generated leads into sales, demonstrating the commercial viability of AI-driven content (Singh et al., 2023). AI tools such as augmented reality and virtual reality also assist in boosting sales and market share, underscoring the broad utility of AI in the creative industry (Cockburn et al., 2018). Social bots, which are computer algorithms that automatically generate content and interact with humans on social media, have also become commonplace, influencing online interactions and content dissemination (Ferrara et al., 2016; Jamil, 2020).

In advertisement scheduling, AI has introduced a new level of efficiency and precision. Automated systems like RAM-COM manage the scheduling and airing of advertisements with remarkable accuracy, even to the extent of interrupting live broadcasts if necessary (Oyedokun, 2023). Such automation alleviates the workload of traffic departments and presenters at the two stations, ensuring that advertisements are aired at the optimal times. The comprehensive database maintained by these systems provides valuable insights for advertisers, enhancing the effectiveness of their campaigns (Oyedokun, 2023).

Content management at the stations has also been revolutionised by AI, particularly through the use of metadata. AI enhances accessibility to older archives seamlessly via Electronic Program Guides (EPGs) and real-time, high-volume content analysis. These advancements enable media organisations and content creators to reach wider audiences by optimising content for easier discovery and increasing its reach through enhanced search engine optimisation (SEO) (Xperity, 2023).

Furthermore, AI has significantly improved audience engagement and the immersive experience of broadcast programs and social media content at the stations. AI chatbots and virtual assistants engage audiences in real-time, simulating human interactions and providing immediate responses to queries and comments. This level of interaction fosters a deeper connection between the content and its audience, enhancing user satisfaction and loyalty (Xperity, 2024; Oyeleye & Ademosu, 2021). These AI-driven tools not only enhance the user experience but also help in building a more interactive and engaging media environment (Nyam, 2021).

The significant impact of AI in at these two stations and Nigeria's creative industry underscores its growing popularity and adoption. The findings indicate that AI continues to evolve, performing tasks that were traditionally handled by humans, thereby transforming media operations. The adoption of AI by these station as deduced from the findings is driven by perceived needs, competitive pressures, and the desire of the broadcast stations to capture and retain a significant share of the broadcast audience. This trend is consistent with Fidler's mediamorphosis theory, which suggests that technological advancements drive the transformation of media practices (Guanah et al., 2020).

CHALLENGES TO THE APPLICATION OF AI IN CONTENT CREATION AND NIGERIA'S CREATIVE INDUSTRY

Despite the promise of Artificial Intelligence (AI) for enhancing productivity and efficiency at the television stations under study and by extention, within Nigeria's creative industry—encompassing radio, television, and the Internet—several significant challenges impede its successful application. The struggle with digitalisation highlights these issues, as Nigeria has faced prolonged delays in fully transitioning to digital broadcasting. Initially, the June 17, 2015, deadline set by the International Telecommunication Union (ITU) for Region 1, which includes Europe, Africa, and Arab nations, was extended to June 17, 2017, by the Economic Community of West African States (ECOWAS). However, years after this extended deadline, the Nigerian broadcast media industry remains largely un-digitalised

(Ukwela, 2021). This lag in digitisation has had major implications, forcing the broadcast stations not tp perform at optimal levels and some media organisations out of business due to the high costs associated with digital equipment and the necessary technical expertise (Idachaba, 2018; Endong, 2015; Ihechu & Uwaoma, 2012). Amidst these ongoing digitalisation issues, the advent of AI presents new opportunities for automation and enhanced productivity, but also introduces additional challenges.

One of the most significant barriers to the successful application of AI at the stations is the high cost associated with these technologies. AI systems are expensive to purchase, develop, and maintain, necessitating substantial financial investment and reliable internet connectivity (Guanah et al., 2020). Nigeria's slow pace in adopting technological innovations, as exemplified by the protracted digital switch-over process, underscores the difficulty of integrating advanced technologies like AI (Olanrewaju, 2018; Idachaba, 2018). The financial burden of acquiring and implementing AI systems restricts their use within Nigeria's creative industry, in stark contrast to more developed countries where AI is extensively deployed (Fayoyin, 2021). This financial constraint limits the ability of Nigerian media organisations to leverage AI for enhanced content creation, management, and dissemination.

Also, the infrastructure necessary to support AI deployment is still underdeveloped in Nigeria. Reliable electricity and high-speed internet, both critical for the effective functioning of AI systems, are not consistently available across the country. This infrastructural inadequacy poses a significant hurdle, as AI technologies require stable and robust connectivity to function optimally. The intermittent power supply and limited internet bandwidth can disrupt AI operations, reducing their efficacy and reliability.

Additionally, there is a skills gap that hinders the effective implementation of AI at the two stations. The development, deployment, and maintenance of AI systems require specialised knowledge and technical expertise that are currently in short supply within the stations and the country. This skills shortage necessitates substantial investment in education and training to build a workforce capable of leveraging AI technologies. Without a concerted effort to develop these skills, the adoption of AI will remain limited, and its potential benefits will be unrealised.

Lastly, AI introduces risks and social threats, particularly concerning data privacy. AI algorithms often track user data without explicit consent, raising significant privacy concerns (Nyam, 2021). The absence of a robust regulatory framework for the use of AI in Nigeria exacerbates this issue, leaving users vulnerable to unauthorised data collection and use (Obi et al., 2023). Without stringent regulations and enforcement mechanisms, there is a heightened risk of data misuse, which undermines public trust in AI technologies. This lack of regulation also extends to the protection of intellectual property rights. AI's ability to generate content scripts and ideas tend to inadvertently infringe on existing intellectual property by using protected information without proper authorisation (Obi et al., 2023). This potential for intellectual property violations presents a legal and ethical challenge that must be addressed to ensure the fair and responsible use of AI in content creation.

CONCLUSION

AI has gained substantial traction across Channels Television and NTA, driving notable improvements in productivity and efficiency. In particular, the nexus between these two television stations and the internet have experienced significant advancements through AI deployment in areas such as content creation, management, advertisement scheduling, dissemination, and audience engagement. These technologies have revolutionised how content is produced and consumed, offering enhanced personalisation, streamlined production processes, and better resource management. Despite these advancements, the extent of AI use at the stations is constrained by several factors. Technological advancement remains a key challenge, as the availability and affordability of AI technologies are limited. Many media organisations, especially smaller ones, struggle to access the necessary AI tools and infrastructure, which hinders widespread adoption. The disparity in technological resources between stations like Channels in the urban area and stations in the rural areas further exacerbates this issue, creating a digital divide that impacts the effectiveness of AI implementation.

RECOMMENDATIONS

To enhance further AI deployment in the two stations and Nigeria's creative industries, we recommend that broadcast stations should focus on employee training through workshops, online courses, and partnerships with educational institutions. Establishing AI research and development teams will further support the exploration and implementation of AI solutions. On a broad scale, AI tools for automated scripting, video editing, virtual sets, and graphics will streamline content creation, improving efficiency and quality while reducing costs. Furthermore, broadcast stations should use AI-based systems like RAM-COM for optimal advertisement scheduling and performance analysis to increase revenue opportunities. Deploying AI chatbots and virtual assistants enhances audience engagement by providing real-time interactions and personalised content recommendations just as AI analysis of audience psychographics improves viewer satisfaction and loyalty by suggesting personalised content. In this regard, the employment of AI should be encouraged since, in addition to other benefits, it also improve content discoverability through optimised metadata, SEO, and automated tagging and categorisation, which facilitates better content retrieval and management.

For the government, investing in technological infrastructure, such as improved internet connectivity and reliable power supply, is essential for AI deployment. Developing high-performance computing centers and integrating AI education into curricula will support AI applications in media. Providing scholarships and funding AI research projects will nurture academia-industry collaborations. Supportive policies, including tax breaks, grants, subsidies for AI investments, and ethical guidelines, will incentivise AI adoption while protecting user privacy. Public-private partnerships is one way to develop AI solutions tailored to the Nigerian media landscape, and innovation hubs and incubators to support startups. In addition, raising awareness about AI through conferences, seminars, and public campaigns

will highlight its benefits in the media industry as well as showcasing successful case studies to educate stakeholders on AI's potential to transform media operations and improve content quality.

To maximise AI's benefits, broadcast stations should invest in employee AI training, establish R&D teams, and adopt AI tools for scripting, editing, virtual sets, and graphics. Using AI for ad scheduling and data analytics will optimise placements and provide valuable insights, enhancing revenue. Deploying AI chatbots and virtual assistants will further engage audiences with personalised content.

The government should invest in technological infrastructure, such as better internet connectivity and reliable power supply, and support high-performance computing centres. Promoting AI education and research through curriculum integration, scholarships, and funding will encourage innovation. Creating supportive policies like tax breaks and grants for AI adoption, along with ethical guidelines, will encourage a conducive environment for AI. Public-private partnerships and innovation hubs will support tailored AI solutions and startups. And raising awareness through conferences and campaigns will educate stakeholders on AI's benefits, driving its adoption and transforming media operations.

To address the challenges, broadcast stations should first invest in incremental AI integration, focusing on affordable AI tools that provide immediate benefits without significant financial outlay. Prioritising AI-driven solutions for automated scripting, video editing, and virtual sets is expected to enhance content quality and production efficiency. Training and upskilling employees in AI technologies through workshops and online courses also help in building internal capabilities and reducing dependency on expensive external expertise.

The government, on its part, should prioritise improving technological infrastructure, particularly internet connectivity and power supply, which are essential for AI deployment. Investing in high-performance computing resources and supporting the development of local AI technology will reduce dependency on expensive imported systems. Promoting AI education by integrating AI and data science into academic curricula and providing funding for AI research will stimulate innovation and build a skilled workforce.

REFERENCES

Allen, J. (2003). Natural language processing. In A. Ralston, E. D. Reilly and D. Hemmendinger (Eds.), *Encyclopedia of computer science* (4th ed.) (Pp. 1218–1222). Wiley.

Biagi, S. (2003). *Media impact: An introduction to mass media*. Thomson Wadsworth.

Campolo, A. (2017). *AI now 2017 report*. https://ainowinstitute.org/reports.html.

Caswell, D., & Dorr. K. (2018). Automated journalism 2.0: Event-driven narratives. *Journalism Practice, 12*(4), 477–496.

Dorr, K. N. (2016). Mapping the field of algorithmic journalism. *Digital Journalism*, *4*(6), 700–722.

Ekeli, E. O., & Enobakhare, J. O. (2013). Social media and the changing nature of journalism practice in Nigeria. In D. Gambo (Ed.), *The Nigerian Journal of communication, 1*(1), 118-138.

Fayoyin, A. (2021). Understanding the knowledge society, artificial intelligence and media nexus. In A. Fayoyin & I. Ademosu (Eds.), *Knowledge societies: Artificial intelligence and the media* (pp. 1-6). UNESCO.

Ferrara, E., Varol, O., Davis, L., Mencser, F., & Flammini, A. (2016). The Rise of Social Bots. *Communications of the ACM, 59*(7), 96–104. https://dl.acm.org/doi/pdf/10.1145/

Ferro, S. (2018). *The next job being taken over by robots? TV news anchor.* http://mentalfloss.com/article/527709/next-job-being-taken-over-robots-tv-news-anchor.

Fidler, R. (1997), *Mediamorphosis: Understanding new media (journalism and communication) for a new century.* Pine Forge Press.

Giardina, C. (2017). *How artificial intelligence will make digital humans Hollywood's new stars*. http://www.hollywoodreporter.com/behindscreen/how-artificialintelligence-will-make-digital-humans-hollywoods-new-stars-1031553.

Guanah, J. S., Agbanu, V. N., & Obi, I. (2020). Artificial intelligence and journalism practice in nigeria: perception of journalists in Benin city, Edo State. *International Review of Humanities Studies, 5*(2), 112-136. https://scholarhub.ui.ac.id/irhs/vol5/iss2/16

Idachaba, A. (2018). *Digitisation of broadcasting in Nigeria: Policy and implementation.* https://www.researchgate.net/publication/323935590

Ihechu, I. P., & Uwaoma, U. (2012). The challenges of digitisation of broadcasting in Nigeria. *New Media and Mass Communication, 5*(2012), 38-44.

Jamil, S. (2020). Artificial intelligence and journalistic practice: The crossroads of obstacles and opportunities for the Pakistani journalists. *Journalism Practice, 12*(3), 14-29. https://doi.org/10.1080/17512786.2020.1788412

Mayne, M. (2023). *How Artificial Intelligence is Changing the Broadcast Industry*. https://www.globalbroadcastindustry.news/how-artificial-intelligence-ischanging-the-broadcast-industry/

Miroshnichenko, A. (2018). AI to bypass creativity. Will robots replace journalists? (The answer is 'yes'). *Information Journal, 9*(7), 183; https://doi.org/10.3390/info9070183

Mohamed, E. A. S., Osman, M. E., & Mohamed, B. A. (2024). The impact of artificial intelligence on social media content. *Journal of Social Sciences 20*(12.16). 12-16. https://doi.org/10.3844/jssp.2024.12.16

Nwammuo, A. N. (2011). Mediamorphosis: Analysing the convergence of digital media forms alongside African traditional media. *An International Multi-Disciplinary Journal, Ethiopia, 5*(2), (Pp. 115-125)

Nyam, I. I. (2021). Digital dichotomy theory: Towards propositional appraisal of artificial intelligence based media-communication imperatives. In A. Fayoyin & I. Ademosu (Eds.), *Knowledge societies: Artificial intelligence and the media* (pp. 109-133). UNESCO.

Obi, U. V., Ole, N., & Usoigwe, S. (2023). *Artificial intelligence (ai) systems use in Nigeria: charting the course for AI policy development.* Alliance Law Firm, Lagos.

Ogah, A. I. (2020). Review of current issues and challenges in the digitisation of television broadcasting in Nigeria: A discourse analysis on the global market perspective. *International Journal of Humanitatis Theoreticus, 4*(2), 14-26.

Okiyi, G. O., & Nsude, I. (2019). Adopting artificial intelligence to journalistic practices in Nigeria: Challenges and way forward. *International Journal of Communication: An Interdisciplinary Journal of Communication Studies, 24*(6), 141-162.

Okunola, A. (2018). *Artificial intelligence in Nigeria is an infant space with huge potential*. https://techcabal.com/2018/08/08/artificial-intelligence-in-nigeria-isan-infant-space-with-huge-potential/

Olanrewaju. B. (2018). *Artificial intelligence and Nigeria dearth system*. http://nigeriannewsdirect.com/96246-2/.

Oyedokun, I. S. (2023). Effects of adopting. artificial intelligence presenters in broadcasting on audience perception and gratification of broadcast content. https://doi.org/10.13140/RG.2.2.32818.99529

Oyeleye, S., & Ademosu, I. (2021). Communication made easy? patterns of ai- voice activated virtual assistants usage on mobile devices among young people. In A. Fayoyin & I. Ademosu (Eds.), *Knowledge Societies: Artificial intelligence and the media* (pp. 109-133). UNESCO.

Peiser, J. (2019). *The rise of the robot reporter*. https://www.nytimes.com/2019/02/05/business/media/artificial-intelligence-journalism-robots.html

Qin, W. W. (2021). How AI technology and traditional media should complement and co-exist in the age of smart media. *Nanchang Aviation University, 4*(1), 45-153,

Raine, L., & Andersen, J. (2017). *The internet of things connectivity binge: What are the implications?* https://www.pewinternet.org/2017/06/06/the-internet-of-things-connectivity-binge-what-are-the-implications/.

Riedl, M. (2019). Human-centred artificial intelligence and machine learning. *Human Behaviour and Emerging Technologies, 1*(1), 33–36. https://doi.org/10.1002/hbe2.117.

Singh, P., Verma, A., Vij, S., & Thakur, J. (2023). Implications & impact of artificial intelligence in digital media: With special focus on social media marketing. *E3S Web of Conferences 39*(9), 07006. https://doi.org/10.1051/e3sconf/202339907006

Trattner, C., Jannach, D., Motta, E., Meijer, I. C., Diakopoulos, N., Elahi, M., Opdahi, A. L., Tessem, B., Borch, N., Fjeld, M., Ovrelid, L., De-Smedt, K., & Moe, H. (2022). Responsible media technology and AI: challenges and research directions. *AI and Ethics, 2*, 585–594. https://link.springer.com/article/10.1007/s43681-021-00126-4

Ukwela, C. O. (2021). Artificial intelligence and broadcast media presentation in Nigeria: what does the future hold? In A. Fayoyin & I. Ademosu (Eds.), *Knowledge societies: Artificial intelligence and the media* (pp.1-6). UNESCO.

United Nations (UNCTAD). 2017. *Information economy report: digitalisation, trade and development*. https://unctad.org/en/PublicationsLibrary/ier2017_en.pdf.

Van-Dalen, A. (2012). the algorithms behind the headlines: How machine- written news redefines the core skills of human journalists. *Journalism Practice, 6*(2), 648–658. Retrieved from http://dx.doi.org/10.1080/17512786.2012.667268.

Xperity. (2023). *Broadcasting: How AI is revolutionising the industry*. https://xperity.io/ai-in-broadcasting/

Shang, Y. (2023). The integration of traditional broadcasters with artificial intelligence in television news programmes. *SHS Web of Conferences 15*(8), 02009 https://doi.org/10.1051/shsconf/20231580200