



## **Empirical Analysis of Intersection of Digital Media and Indigenous Language Journalism in Lagos State, Nigeria**

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### **ABSTRACT**

**Background:** The rapid advancement of digital media has transformed journalism globally, yet the integration of indigenous languages into this landscape remains limited, especially in diverse areas like Lagos State.

**Objective:** This study examines the intersection of digital media and indigenous language journalism, focusing on its usage, challenges and opportunities. The objectives include examining how digital platforms are utilised for indigenous language journalism, identifying barriers, and assessing the influence of digital literacy.

**Method:** Descriptive survey design was employed in this study, with a sample size of 384 respondents, determined using Cochran's formula, consisting of professional journalists and media organisations engaged in indigenous language journalism. Purposive sampling was adopted to ensure representation of stakeholders amidst Lagos's linguistic diversity. Data were collected through structured questionnaires and interviews, and analysed using descriptive statistics and thematic analysis via NVivo 12.

**Results:** The findings indicate that while digital platforms like Facebook and YouTube are widely used for indigenous language journalism, significant challenges such as English dominance, poor internet access, and low digital literacy persist.

**Conclusion:** The study concludes that digital platforms offer substantial potential for promoting indigenous languages; however, these barriers must be addressed to ensure inclusivity.

**Unique Contribution:** This study highlights the role of visual content and interactive strategies in boosting engagement.

**Key Recommendation:** The study recommends improving digital literacy, strengthening government support and fostering collaboration with cultural influencers to enhance the visibility of indigenous languages in digital media.

**Keywords:** Digital media, Indigenous Language Journalism, Digital literacy, Social media platforms.



## INTRODUCTION

The intersection of digital media and indigenous language journalism has garnered attention in recent years as digital technologies transform global information consumption. Lagos State, with its rich cultural and linguistic diversity, provides a unique case for examining how digital media affects indigenous language journalism. In Nigeria, where over 500 languages are spoken, indigenous language journalism plays a crucial role in cultural preservation and community engagement (Aikpitanyi, Adedeji & Balogun, 2023). This study explores how digital platforms influence the development and preservation of indigenous languages in journalism within Lagos.

Historically, indigenous language journalism has fostered cultural identity and local knowledge through print and broadcast media (Abdul-Azeez, 2023). However, with the rise of digital media, challenges such as the dominance of English, digital literacy gaps, and marginalisation of minority languages have emerged (Olowolagba & Okonkwo, 2024). This study examines how these platforms are utilised for indigenous language journalism in Lagos, a linguistically diverse environment. Studies suggest that digital media can revitalise indigenous languages by providing new platforms for expression. Omole and Uwaifo (2023) demonstrate that platforms like social media and blogs enable communities to produce content in their native languages, extending their reach. Adeniyi, Aremu, and Sobowale (2023) argue that online news platforms can serve as important spaces for indigenous language journalism. However, these studies often overlook the socio-cultural implications in areas like Lagos, where linguistic hierarchies are reinforced by digital media (Rassool & Eldridge, 2024).

Empirical evidence shows positive trends in the digital use of indigenous languages. For instance, Ojo and Abiodun (2023) found that younger Nigerians engage with Yoruba-language blogs and podcasts, though this engagement remains largely informal. Platforms like YouTube and TikTok enable creative storytelling that resonates with digitally savvy audiences (Adeyemi & Fashina, 2024). However, gaps remain in understanding how digital platforms shape indigenous language journalism in urban, multilingual settings like Lagos (Owolabi & Shofoluwe, 2024). Government policies are essential in shaping the growth of indigenous language journalism. Aluko and Eze (2023) note that while the Nigerian government supports indigenous languages in traditional media, it has not adequately addressed their use in digital media. In Lagos, where digital platforms are key news sources, the lack of supportive policies for indigenous languages poses a challenge (Okoro, Nwafor, & Odoemelum, 2014).

Despite Lagos's cultural diversity, indigenous language journalism is underutilised online. English dominates digital spaces, thus creating barriers to indigenous language inclusion. Limited digital literacy and media organisations' prioritisation of English further marginalise indigenous languages, raising concerns about their sustainability in the digital age. This study examines how digital media is shaping indigenous language journalism in Lagos and seeks solutions to ensure linguistic diversity is preserved in the digital era.



## **Research Objectives**

The objectives of this study are:

1. To investigate the extent of digital media platform usage for indigenous language journalism in Lagos State.
2. To identify the challenges faced by journalists and content creators in promoting indigenous languages through digital media in Lagos.
3. To assess the role of digital literacy in shaping the participation of indigenous language speakers in online journalism.
4. To evaluate the influence of English-language dominance on the use of indigenous languages in digital journalism in Lagos.
5. To investigate the strategies employed by media organisations in Lagos State to integrate indigenous languages into their digital journalism platforms.

## **LITERATURE/CONCEPTUAL REVIEW**

### **Digital Media**

Digital media encompasses various platforms such as the internet, social media, blogs, and podcasts, which have transformed journalism by offering faster, interactive communication (Okonkwo & Adebayo, 2023). These platforms provide opportunities for indigenous language journalism by expanding content creation and audience reach. However, the dominance of English in digital spaces, especially in Lagos, limits indigenous language representation (Adeyemi & Aluko, 2024). Owolabi and Shofoluwe (2024) argue that digital media breaks traditional language hierarchies, enabling local communities to engage with news in their languages, though challenges like digital literacy gaps persist (Olayinka, 2023).

### **Indigenous Language Journalism**

Indigenous language journalism plays a vital role in preserving cultural heritage and ensuring local populations access relevant news. In Nigeria, it has traditionally promoted cultural identity and communication (Ojo & Fashola, 2023). The rise of digital platforms presents opportunities and challenges for indigenous language journalism in a globalised media landscape (Aluko & Eze, 2023). While media outlets in Lagos still publish in Yoruba, Igbo, and Hausa, their transition to digital platforms has been slower compared to English (Ajayi, Nwachukwu, & Uwaifo, 2024). Digital literacy remains a major hurdle, especially for older audiences, limiting indigenous language engagement online (Adegbite, 2023).

### **Linguistic Diversity and Media**

Linguistic diversity in media ensures that various languages are represented, promoting inclusivity. In Nigeria, with over 500 languages, this diversity is critical for ensuring access to information for different ethnic groups (Ogunleye & Balogun, 2023). However, English's dominance, driven by its global appeal and commercial viability, threatens indigenous languages in both traditional and digital media (Omole & Babalola, 2023). In Lagos, where many ethnic groups coexist, promoting



linguistic diversity in digital media is not just a cultural imperative but also necessary for inclusivity (Akinyemi, 2024). Scholars argue that digital platforms offer potential for fostering indigenous languages, but overcoming barriers like limited funding and digital literacy is essential (Okoye & Adewale, 2024).

### **Digital Literacy**

Digital literacy is crucial for engaging with digital platforms and creating indigenous language content. It involves more than technical skills, encompassing the ability to critically engage with digital information (Aremu & Yusuf, 2024). In Lagos, digital literacy rates vary, creating disparities in how communities access and produce digital content. Older generations and rural populations are often less digitally literate, limiting their engagement with indigenous language journalism (Omoyemi & Ojo, 2023). Bridging this digital divide is key to broadening the reach of indigenous languages in the digital space (Alabi & Abiodun, 2023).

### **Theoretical Review**

This study is anchored on Technological Determinism and Cultural-Linguistic Theories. Technological determinism theory, as developed by Marshall McLuhan in 1962, argues that technology drives social change, particularly in communication (McLuhan, 1962). This theory underlines the transformative potential of digital platforms in reshaping how indigenous languages are used and sustained in journalism. The rapid adoption of digital media in Lagos reflects this technological shift, with platforms like social media enabling new forms of language preservation. In contrast, cultural-linguistic theory, as proposed by Joshua Fishman in 1972, focuses on language's role in cultural identity and social cohesion (Fishman, 1972). Indigenous languages serve as vital tools for reinforcing cultural heritage. The theory is especially relevant in explaining how indigenous language journalism can help preserve Nigeria's linguistic diversity amidst the pressures of globalisation. Together, these theories provide a framework for analysing the impact of digital platforms on indigenous language journalism, particularly in a linguistically diverse region like Lagos (Ajayi, 2023; Okafor, 2024).

### **METHOD**

This study employed a descriptive survey research design. The population included professional journalists, content creators, and media organisations in Lagos, specifically those engaged in indigenous language media. Given the difficulty in ascertaining the exact population of professional journalists, content creators, and media organisations involved in indigenous language journalism, a sample size of 384 respondents was determined through the use of Cochran's formula for sample size calculation at a 95% confidence level and a 5% margin of error. The purposive sampling technique was adopted to ensure comprehensive representation of key stakeholders, given Lagos's linguistic diversity. Data were collected using structured questionnaires and interviews to capture both quantitative and qualitative insights. Online surveys and face-to-face interviews were conducted to facilitate broad participation across the targeted population. The data analysis methods included descriptive statistics such as frequency counts and percentages for quantitative data, and thematic analysis for qualitative data using NVivo 12. This



approach allowed for an in-depth exploration of the trends, challenges, and opportunities in indigenous language journalism in the digital age.

RESULT

Table 1: Extent of Use of Digital Media Platforms for Indigenous Language Journalism in Lagos State

Table with 7 columns: Items, SA, A, D, SD, Mean, Std. Dev. It contains 5 rows of data and a Grand Mean row.

Source: Field Survey (2024)

The data in Table 1 examines the extent of digital media platform use for indigenous language journalism in Lagos State. Most respondents strongly agreed (42.19%–45.83%) or agreed (37.24%–40.36%) that digital media platforms are beneficial and widely used for indigenous language journalism.

Table 2: Challenges in Promoting Indigenous Languages through Digital Media

Table with 7 columns: Items, SA, A, D, SD, Mean, Std. Dev. It contains 5 rows of data and a Grand Mean row.

Source: Field Survey (2024)



The data in Table 2 highlights the challenges faced by journalists and content creators in promoting indigenous languages through digital media in Lagos. The majority of respondents strongly agreed (43.49%–47.14%) or agreed (37.24%–39.06%) that digital literacy, internet access, funding, and English-language dominance present major obstacles. Fewer respondents disagreed (8.07%–8.59%) or strongly disagreed (7.29%–8.85%). The overall mean of 3.22 reflects that these challenges significantly impact the promotion of indigenous languages through digital media in Lagos.

**Table 3: Influence of Digital Literacy on Indigenous Language Participation**

Items	SA	A	D	SD	Mean	Std. Dev.
Digital literacy is essential for engaging with indigenous language media.	173 (45.05%)	151 (39.32%)	32 (8.33%)	28 (7.29%)	3.22	0.75
Younger audiences are more digitally literate and consume more indigenous content.	170 (44.27%)	149 (38.80%)	35 (9.11%)	30 (7.81%)	3.19	0.77
Lack of digital skills limits access to indigenous language content in Lagos.	176 (45.83%)	142 (37.24%)	33 (8.59%)	33 (8.59%)	3.20	0.76
Digital literacy programmes would increase indigenous language journalism engagement.	169 (44.01%)	147 (38.28%)	34 (8.85%)	34 (8.85%)	3.18	0.77
<b>Grand Mean</b>					<b>3.20</b>	

**Source: Field Survey (2024)**

Table 3 assesses how digital literacy influences participation in indigenous language journalism. The majority of respondents strongly agreed (44.01%–45.83%) or agreed (37.24%–39.32%) on the importance of digital literacy for audience engagement, particularly among younger audiences. A smaller group disagreed (8.33%–9.11%) or strongly disagreed (7.29%–8.85%). The overall mean of 3.20 indicates that digital literacy is considered essential for the growth of indigenous language journalism in Lagos.



**Table 4: Impact of English-Language Dominance on Indigenous Language Journalism**

Items	SA	A	D	SD	Mean	Std. Dev.
English-language content overshadows indigenous languages online.	178 (46.35%)	148 (38.54%)	31 (8.07%)	27 (7.03%)	3.24	0.74
Indigenous language journalism is seen as less professional compared to English-language media.	169 (44.01%)	152 (39.58%)	33 (8.59%)	30 (7.81%)	3.20	0.76
The preference for English content affects the visibility of indigenous language journalism.	174 (45.31%)	149 (38.80%)	34 (8.85%)	27 (7.03%)	3.22	0.75
English dominance in media discourages the use of indigenous languages.	172 (44.79%)	150 (39.06%)	31 (8.07%)	31 (8.07%)	3.21	0.76
<b>Grand Mean</b>					<b>3.22</b>	

Source: Field Survey (2024)

The data in Table 4 explores the impact of English-language dominance on indigenous language journalism. Most respondents strongly agreed (44.01%–46.35%) or agreed (38.54%–39.58%) that English-language dominance affects the perception, visibility, and audience engagement of indigenous languages in digital journalism. Fewer respondents disagreed (8.07%–8.85%) or strongly disagreed (7.03%–8.07%). The overall mean of 3.22 indicates strong agreement that English dominance is a substantial barrier to indigenous language journalism in Lagos.

**Table 5: Strategies for Integrating Indigenous Languages into Digital Journalism Platforms**

Items	SA	A	D	SD	Mean	Std. Dev.
Visual content enhances engagement with indigenous language journalism.	180 (46.88%)	148 (38.54%)	30 (7.81%)	26 (6.77%)	3.26	0.73
Collaborating with influencers increases reach for indigenous language content.	175 (45.57%)	147 (38.28%)	32 (8.33%)	30 (7.81%)	3.22	0.75
Interactive media helps attract younger audiences to indigenous language content.	177 (46.09%)	144 (37.50%)	33 (8.59%)	30 (7.81%)	3.22	0.74
Balancing content between English and indigenous languages improves inclusivity.	168 (43.75%)	151 (39.32%)	33 (8.59%)	32 (8.33%)	3.19	0.76
<b>Grand Mean</b>					<b>3.22</b>	

Source: Field Survey (2024)

Table 5 examines the strategies media organisations use to integrate indigenous languages into digital journalism. Most respondents strongly agreed (43.75%–46.88%) or agreed (37.50%–



39.32%) that strategies such as using visual content, influencer partnerships, and interactive media enhance engagement. Few respondents disagreed (7.81%–8.59%) or strongly disagreed (6.77%–8.33%). The overall mean of 3.22 highlights agreement on the effectiveness of these strategies for promoting indigenous language journalism in digital spaces.

### **Presentation of Interview Data**

Thematic analysis was used to examine the qualitative data gathered for this study, with NVivo 12 employed for codification, categorisation, and the identification of themes. Key informant interviews were conducted with three individuals to provide an in-depth understanding of digital media and indigenous language journalism in Lagos. The following was obtained:

#### **Question 1: How are you currently using digital media platforms for indigenous language journalism in Lagos State?**

Mr. Adewale Adeoye reported using Facebook and YouTube to share news in Yoruba, enabling him to reach younger audiences who prefer digital consumption. He also maintains a blog for publishing Yoruba news and stories, which he promotes through social media. Chioma Peters primarily uses WhatsApp and Twitter to distribute short news clips in Igbo, with WhatsApp being particularly useful for rural outreach. She also experiments with podcasts discussing current affairs in Igbo. Oreoluwa Adedeji relies on Instagram and TikTok to share Yoruba content, creating short videos on local stories and folklore, noting that visual content performs better in engaging wider audiences.

#### **Question 2: What are the main challenges you face when promoting indigenous languages through digital media?**

Mr. Adewale Adeoye cited the dominance of English as a major challenge, as many urban audiences prefer English-language content, making it difficult to engage them with Yoruba. He also highlighted the lack of funding for indigenous language journalism. Chioma Peters pointed out that poor internet access, especially in rural areas, limits digital media consumption, along with a lack of government support for indigenous language media. Oreoluwa Adedeji added that digital literacy is a significant barrier, particularly among older Yoruba speakers who struggle with smartphones and social media, as well as the perception that indigenous language content lacks professionalism.

#### **Question 3: How does digital literacy affect the participation of indigenous language speakers in online journalism?**

Mr. Adewale Adeoye noted that digital literacy is crucial, with younger people more adept at using social media, making them more likely to consume indigenous language content, while older generations struggle with technology. Chioma Peters highlighted that digital literacy gaps are particularly noticeable among Igbo speakers in rural areas, many of whom lack smartphones or the skills to navigate digital platforms, limiting their participation. Oreoluwa Adedeji described digital literacy as a double-edged sword—opening access to younger audiences while excluding older and less educated individuals who are not digitally savvy.





**Question 4: How does the dominance of English in digital journalism affect the use of indigenous languages in Lagos?**

Mr. Adewale Adeoye observed that English dominates all major platforms, with audiences often preferring to engage in English even when he posts in Yoruba, as English is seen as more prestigious. Chioma Peters noted that Igbo content is overshadowed by English, especially in terms of reach and engagement, with many users perceiving English-language journalism as more professional. Oreoluwa Adedeji echoed similar sentiments, stating that English has become the default for most online news consumers, even when indigenous language content is available, posing a challenge to promoting Yoruba through digital journalism.

**Question 5: What strategies do you or your organisation use to integrate indigenous languages into digital journalism platforms?**

Mr. Adewale Adeoye shared that he balances Yoruba and English content to cater to both audiences, using visual elements like videos and images to make the content more engaging and attract younger viewers. Chioma Peters said she collaborates with local influencers fluent in Igbo to promote her content and runs online campaigns to raise awareness about the importance of preserving indigenous languages. Oreoluwa Adedeji focuses on making Yoruba content interactive by using polls, quizzes, and question-and-answer sessions on social media to engage her audience, making the content feel more participatory.

**Analysis of the Interview Responses Using NVivo 12**

Using NVivo 12, the analysis revealed that all three respondents actively utilise digital platforms, with an emphasis on social media to engage with audiences in indigenous languages. Platforms like Facebook, YouTube, and Instagram emerged as the most popular, reflecting the adaptability of these platforms to both urban and rural contexts. WhatsApp, in particular, plays a crucial role in rural dissemination, demonstrating its accessibility in regions with limited internet infrastructure. Visual content such as videos and podcasts stands out as an effective medium, thereby showing how digital platforms enable dynamic approaches to indigenous language journalism in Lagos.

Through NVivo coding, three major themes emerged: English-language dominance, internet accessibility, and digital literacy. Both Mr. Adeoye and Ms. Peters emphasised how English dominance limits the visibility of indigenous languages online, with audiences often defaulting to English even when indigenous content is available. Limited government support also emerged as a barrier to promoting indigenous languages. In contrast, Mr. Adedeji highlighted digital literacy as a key issue, particularly among older speakers of indigenous languages, who find it difficult to navigate digital platforms.

The analysis shows that digital literacy significantly influences participation in indigenous language journalism. Younger, more digitally literate audiences are engaging more actively with indigenous language content, while older, less literate populations are often left out. This creates a digital divide between urban and rural populations, as well as between generations. Age and education emerged as key factors influencing digital literacy, with the younger population more adept at engaging with indigenous content online. These findings underscore the importance of



targeted digital literacy programmes to bridge the gap and broaden the reach of indigenous language journalism in Lagos.

The dominance of English emerged as a recurring theme across all interviews. Respondents unanimously agreed that English significantly impacts the visibility and consumption of indigenous language content. Key concerns, such as perceptions of professionalism and cultural prestige associated with English-language journalism, were identified through NVivo coding. This supports earlier studies that found English remains the default language for most online interactions, even when indigenous language content is available, thereby limiting the growth of indigenous language journalism.

Finally, the analysis highlighted strategies used by respondents to integrate indigenous languages into digital journalism. Mr. Adeoye and Ms. Peters focus on balancing content between indigenous languages and English, ensuring that indigenous languages are not overshadowed. The use of visual content, such as videos and interactive media, was emphasised as an effective way to engage younger audiences, while collaborating with influencers was identified as a strategy to broaden the reach of indigenous language content. Mr. Adedeji noted that interactive strategies, such as polls and quizzes, help make indigenous language content more engaging and participatory, particularly for younger, digitally savvy audiences. These strategies reflect a growing recognition that indigenous language journalism needs to be dynamic and adaptable to digital trends, especially on social media platforms where younger audiences are more active.

## **DISCUSSIONS**

The findings in Table 1 indicated a significant consensus among respondents on the role of digital media in promoting indigenous language journalism in Lagos, as shown by a grand mean of 3.19. This supports Adeyemi and Aluko's (2024) research, which highlights social media's impact on broadening the reach of indigenous languages. Digital platforms enable journalists to engage with diverse audiences, bypassing traditional media limitations of print and radio (Owolabi & Shofoluwe, 2024). Interview data confirmed that Facebook, YouTube, and Instagram are key platforms for reaching urban audiences, while WhatsApp is instrumental in rural outreach. This finding aligns with McLuhan's Technological Determinism Theory (1962), which proposes that technological advances drive social and cultural change. Here, digital platforms not only extend access but also contribute to the preservation of linguistic diversity by making indigenous language journalism accessible to both younger and older demographics.

In Table 2, findings revealed that respondents view digital literacy, internet access, funding limitations, and English-language dominance as primary challenges in promoting indigenous language journalism in Lagos, with a grand mean of 3.22. This aligns with Aluko and Eze's (2023) study, which highlights the restrictive effect of limited funding and inadequate government support on indigenous language media. Interview responses underscored that older indigenous language speakers frequently lack digital literacy, further restricting their participation. Fishman's Cultural-Linguistic Theory (1972), which emphasises institutional support for minority languages, helps explain this issue. The structural and financial limitations in Lagos echo broader national trends, where funding for indigenous language media remains insufficient (Adegbite, 2023). Addressing



these challenges requires digital literacy initiatives alongside increased institutional support to bridge the digital divide between English and indigenous languages.

Table 3 emphasised digital literacy's critical role in fostering participation in indigenous language journalism, particularly among younger, digitally literate audiences, with a grand mean of 3.20. This finding concurs with Aremu and Yusuf's (2024) research, which shows that digital literacy empowers individuals to access and engage with indigenous content online. Interview data suggest that digital literacy programmes could bridge the generational gap in Lagos, where younger people, more familiar with digital tools, tend to engage more with indigenous language content, leaving older groups underrepresented. This is in line with Technological Determinism Theory, which proposes that those who adopt new media are more likely to benefit from it (McLuhan, 1962). Targeted digital literacy training, as advocated by Ojo and Fashola (2023), is necessary to promote inclusivity in indigenous language journalism, which could result in more balanced access across various demographic groups in Lagos.

Table 4 revealed that English-language dominance significantly impacts indigenous language journalism, with a grand mean of 3.22. This finding aligns with Omole and Babalola's (2023) observations that English, often perceived as more professional, dominates Nigerian media. This perception reinforces the marginalisation of indigenous languages and restricts their visibility on digital platforms. Interview responses highlighted the cultural prestige associated with English, affirming that audiences generally favour English even when indigenous language content is available. This finding echoes Fishman's Cultural-Linguistic Theory (1972), which warns of dominant languages overshadowing minority languages. In Lagos, globalisation and a broader audience reach intensify English's influence, further limiting indigenous languages' visibility in the media landscape (Afolabi, 2023). Addressing these challenges will require collaborative efforts among stakeholders to elevate the status of indigenous languages in digital journalism.

Finally, Table 5 showed that integrating indigenous languages into digital journalism through strategies such as balancing content, using visual elements, and encouraging interaction leads to higher audience engagement, with a grand mean of 3.25. These strategies emerged from interview data, demonstrating a proactive approach to promoting indigenous language content. The adaptability to digital trends, especially among younger audiences, highlights the potential of integrating indigenous languages into contemporary media formats (Adewale, 2024). This is supported by Adegbite's (2023) findings, which advocate for the use of interactive media to foster audience participation. By leveraging the appeal of visual and interactive elements, indigenous language journalism can create more compelling narratives, encouraging audience participation and preserving linguistic diversity in an increasingly digital world.

## **CONCLUSION**

The conclusion of this study is that digital media platforms are essential in advancing indigenous language journalism in Lagos State, particularly through widely used social media platforms such as Facebook, YouTube and WhatsApp. Despite these benefits, English-language dominance, gaps in digital literacy and limited internet access hinder its full potential. Younger, digitally literate



audiences engage more with indigenous content, while older, less literate groups are often excluded, underscoring the need for targeted digital literacy initiatives. Media organisations are employing interactive content and collaborations with influencers to enhance visibility; however, addressing these structural and technological barriers remains crucial for broader inclusivity and the sustainable growth of indigenous language journalism. The study recommends that media organisations should invest in digital literacy programmes to enable a wider range of indigenous language speakers, particularly among the older population, to engage with digital platforms. Government policies should be strengthened to support the development and funding of indigenous language journalism, particularly in rural areas where internet access remains a challenge. Efforts should be made to promote indigenous languages in digital media by creating content that is both educational and engaging, utilising visual tools such as videos, podcasts, and interactive elements. To counter the dominance of English, media organisations should balance their content by giving equal prominence to indigenous languages alongside English, particularly on social media platforms. Collaborative efforts between journalists, language experts and cultural influencers should be encouraged to drive the promotion and preservation of indigenous languages in the digital space.

### **Ethical clearance**

Ethical consent was sought and obtained from the participants used in this study. They were made to understand that the exercise was purely for academic purposes and their participation was voluntary.

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### **Conflict of Interest**

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

### **Authors' Contributions**

Dr. Olusegun Abimbola Odunlami conceived the study, including the design and collating the data. Dr. Temidayo Olurotimi Bankole analysed and interpreted the data, while we both wrote the initial manuscript. The authors have critically reviewed and approved the final draft and are responsible for the content and similarity index of the manuscript.

### **Availability of Data and Materials**

The datasets on which conclusions were made for this study are available on reasonable request.



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