

Perception of Undergraduate Newspaper Readers on the Role of the Media in Literacy Development in Nigeria

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Abstract

This study investigated the perception of undergraduate newspaper readers at the Covenant University, Ota, Southwestern Nigeria, on how literacy and the media can interact to achieve enhanced language use. A questionnaire was administered to a purposively selected sample of two hundred and twelve subjects and the results were statistically analyzed using chi square and cross tabs. It was found, among other things, that although most newspaper readers read because they want to be informed and educated, some are discouraged from reading because of the level of language use in some of these papers. In spite of geolinguistic and socio-cultural differences, the study shows that the perception of literacy among Nigerian undergraduates remain basically the same; and readers are of the opinion that the media can promote both literacy and language use/development, particularly in a second language situation such as Nigeria. The implications of the findings are highlighted and conclusions are drawn.

Keywords: perception, newspaper readers, literacy, media, language use/development