

Indigenous Language and Listener Engagement in Radio Broadcasting: A Study of Urban Residents' Perspectives on Peace FM's Kokrooko Programme in Ghana

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Abstract:

The need for effective communication within local communities in the media has drawn the attention of many scholars, however, there is limited research on how the use of indigenous languages in radio programming impacts listener engagement, satisfaction, and cultural preservation in Ghana. This paper, therefore, explores the effectiveness of indigenous language and listener engagement in radio broadcasting, focusing on urban resident-listener's perspectives on

Peace FM's Kokrooko programme. Using the uses and gratification theory, the research employs a qualitative approach through case study methodology. Data were gathered from the residents of the coastal city Winneba through in-depth interviews and focus group discussions to investigate their listening habits and perceptions. The findings indicate that the use of indigenous language significantly enhances listener engagement and satisfaction. Participants reported that the indigenous language facilitated a deeper understanding of the content, enabling active participation and contribution to the programme. Additionally, the study highlights the role of indigenous language broadcasts in promoting cultural identity and educational development. The results suggest that indigenous language use in radio broadcasting not only meets the informational and educational needs of the audience but also fosters a sense of community and cultural preservation. This study underscores the importance of incorporating indigenous languages in media to enhance listener engagement and support cultural continuity.

Keywords:

Peace FM, Kokrooko, UEW, Akan language, radio broadcasting.