

Title of Article: Where is the African culture? Assessing the uniqueness of indigenous communication in galvanising women's political participation at the local level

Author(s): Oyesomi, K. O. Okorie, N. Ahmadu F.O Itsekor, V

Outlet: Journal of New Media and Mass Communication

Date:

Abstract

Indigenous communication systems are an integral part of the socio-cultural heritage of Africans. However, civilisation, which has brought about modernisation, has compelled the Africans to cannibalise some of the traditional modes of communication. The direction of modernisation which has tilted strongly in favour of westernisation has dislocated almost all the modes in the urban areas and supplanted them with the modern mass media. The paper takes into account the uniqueness of indigenous communication especially on women's political participation and was laid on two-step flow (Multi-step flow) theory. Empirical study was looked into and the researchers conclude that since indigenous communication provides women with knowledge and information on political activities at the local level, it follows that women should be trained with a view to acquiring the knowledge and know-how required for standing for elections or applying for decision-making posts.

Key words: African culture, Indigenous communication, politics, participation, women