Title of Article: A Socio-cultural Analysis of Yoruba Discourse Patterns in selected Child Welfare Clinics in Southwestern Nigeria.

Author(s): Taiwo Abioye

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Abstract: This paper is the report of a study that examined discourse patterns in the discourse of nurses and mothers at some Child Welfare Clinics (CWCs) in Southwestern Nigeria. It describes and analyzes significant elements of recorded discourse chunks in breastfeeding, ORS/ORT and General cleanliness; as well as discourse strategies employed by interactants of both classifications (nurses and mothers) involved in the socio-linguistic activity, exemplifying how language is used to exercise and buttress relationships in the clinics. The study reveals that communication is primary to effective health care; while both parties were willing to cooperate in order to achieve their main goal. The implication of all these is pointed out while it notes that communication whether in English, the mother tongue or the “father tongue”, is crucial and in this case, effective, educative and entertaining. The study concludes that in order to cope with short-staffing, literacy and education constraints, resorting to indigenous Yoruba discourse patterns and discourse modalities is a viable option in the pursuit of the goals of the PHC.
**Key words:** Discourse patterns; Primary Health Care; Poverty-related challenges