

“A SYSTEMATIC REVIEW OF HUMAN COMMUNICATION ARTICLES: THE NIGERIAN CONTEXT”

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Abstract

Communication is basic to human existence as life and living are premised on man’s ability to communicate with his environment and the global world. Human communication is a crucial aspect of social life and it has been extensively studied in Nigeria. As an area of research or studies Human communication research is a broad field that encompasses a wide range of topics related to human symbolic processes, including verbal and nonverbal communication, interpersonal communication, media effects, communication technologies, and more. This paper examines the research conducted by researchers in Nigeria how human communication relates with other aspects of life. The objective of the study was to find out the different areas of research that researchers have covered with in human communication, the research methodology and the theory most preferred by researchers. The study utilized the systematic review and content analysis as methodology for the study. Findings revealed that researchers have focused more on relating human communication and health promotion/ communication, cross cultural, visual communication, indigenous communication, speech and language analysis among others issues. Thus the study recommended a nexus of how human communication can impact on the SDG goals, and researchers should seek to discover and employ Afrocentric research methods and theories to study the human communication discipline.

Keywords: Systematic, Human, Communication, and Enviroment

Introduction

Being able to communicate with one's surroundings and the rest of the world is the fundamental predicate of human life, making communication the core of all actions that are specifically human in character. Umor & Ndimele (2019) citing the Communication theory encyclopedia, (2009) noted that Communication is the organizing principle of human social life that constructs the social world rather than merely providing the means for describing that world. Communication may function as a systemic process in which individuals engage with and via symbols to produce and interpret meanings (Asemah, Nwammuo, and Nkwam-Uwaoma, 2017). According to Okpoko (2010), communication is a dynamic process where human behaviour, both verbal and non-verbal, is perceived and in response to what we are capable of accomplishing in addition to countless other things. Every individual's responses depend on their capacity to understand the message's or the information at his disposal, which may be good or negative, as communication comprises giving and receiving of meanings.

According to Umor and Ndimele (2019), Human communication may be viewed through the lens of Shannon and Weaver's ideas on information, which is considered as a measure of one's freedom of choice when picking a message based on the degree of uncertainty present in a circumstance. Information, it is believed, lowers uncertainty. If knowledge lowers uncertainty, then the uncertainty of an event is inversely related to its likelihood of occurrence. As a result, the more uncertain an event, the more information is necessary to address that event's uncertainty.

One important aspect of information transmission is to promote individual growth depending on the degree of credibility with which the information is delivered, and this information must be current and relevant not just to its target audience but to the world in general. The efficacy of this information, which is linked with development and possibilities beyond one's physical region, gives birth to the incentive for global movement. Communication is multifaceted as it is the ground upon which mediated and non-mediated communication springs from. The emergence of information communication technologies has transformed communication in Nigeria. The mass media once regarded as the most vocal and vibrant press in Africa is losing public trust as people easily source for critical information from social media instead of the media due to their patrimonial relationship with the state (Olaniyan & Akpojivi 2021)

Timothy (2016), noted that of the various forms of communication interpersonal communication is effective in raising awareness about Coronavirus pandemics among rural communities who are largely illiterate with low socio-economic status.

"Human communication assumes the presence of language and the presence of language assumes the existence of communication. Communication engenders language and not the other way round." Timothy (2016 p. 46)

Hence this research on human communication and its connections to other societal domains has been explored across a variety of fields and historical periods. Based on the results of this thorough evaluation, additional suggestions will be offered. An extensive systematic literature review and content analysis will be conducted on 100 papers related to human communication in Nigeria.

Methodology

This study used the mixed method approach. Systematic review and quantitative content analysis were relied upon. The systematic review was used to find, gather and analyse relevant data for the study. The quantitative content analysis was applied in other to study media content. The study population was one hundred (100) purposively selected published articles in the area of Human communications. The articles were gotten from the digital databases or library of academic journals, books, and primary sources such as Google scholar, Research gate, Academia, JSTOR and Elsevier between February and March 2023. The researcher used search function of the digital databases using key words like human communication, communication and health, international / cross-cultural communication, Organizational communication, African communication. The inclusion criteria for the review also included that the study must be authored by a Nigerian and written in English. Studies were excluded based on their non-English, not relating to Human communication and papers written by foreign authors. The articles selected were then compiled in an

annotated bibliography form of one hundred studies. Finding possibly relatable papers with the study's objectives led to the selection of the one hundred articles. The researcher and an assistant first examined the abstract before reading the body of the articles to see if they meet the requirements for inclusion. The evaluation was completed in the next step by choosing pertinent articles that matched the requirements for inclusion. The data gotten from the study was tabulated for analysis.

Literature review

Human communication and Health promotion

Oyama & Okpara (2017), discussed the strategic role of communication in public health promotion in Nigerian. Qualitative research approach was adopted. Health Belief Model was the theoretical. Findings indicated that despite several communication interventions on public health, majority of members of a typical Nigerian society pay more attention to curative than preventive health measures. The study notes that this has a ripple effects on the individuals and society at large. Recommendations are that adequate emphasis should be given to particularly, interpersonal communication and its two aspects of speech and listening. Workers in health care should be able to convey clear messages and understand the audience's needs, as well as adapt messages to their level. Messages can also be communicated and interpreted using a mix of media. The use of group media in health promotion activities should be taught to health communicators and promoters.

Ademosu (2020), did a discourse analysis study of two online environmental communication campaigns. The study deduced that the two campaigns did employ tools of discourse – the rank scale act which focused on the functions that the sentences in the campaigns performed, cohesion and cohesive devices to ensure the messages made sense and to build a relationship amongst the concepts discussed.

On how health communication can utilise interpersonal communication a recent study by Ezeah et al. (2020) highlighted the effectiveness of interpersonal communication in raising awareness about Coronavirus pandemics among rural communities who are largely illiterate with low socio-economic status. The study concluded that interpersonal communication plays a moderating role in determining a change in the health behaviour of these communities.

Communication and health promotion research in Nigeria have gained significant attention in recent years. The use of social media, interpersonal communication, and vaccination communication interventions have shown promising results in promoting public health in Nigeria. Initiatives such as HEPRAN have been instrumental in bringing together health educators and other health personnel to discuss relevant health issues in Nigeria.

International / Cross-cultural communication

Scholarship in the field of cross-cultural communication has identified a range of factors that can impact communication across cultures, including language, environment, technology, social organization, social history and mores, conceptions of authority, and more. These factors can colour perceptions and impact the success of cross-cultural communication. One important tactic for reducing misunderstandings in cross-cultural communication is prioritizing diversity when hiring. When people from diverse cultures

work together toward a common goal, the risk of offensive misunderstandings is reduced (Pate & Dauda 2015).

Medubi (2010) examined the role of silence in communication among Nigeria's three main languages, namely Yoruba, Hausa, and Igbo. The article highlighted differences and similarities in the way silence is observed and interpreted in each culture. The findings suggested that silence can be a communicatively valued piece of 'language' and that it is essential to understand the cultural context in which it occurs.

There is also a strong link between communication, peace, and development in Nigeria. One article by Pate & Dauda (2015), argues that communication fortifies the foundation of peaceful coexistence and development in societies. Another study by Ammigan (2021) highlights the importance of a strong support system for international students and the need for effective cross-cultural communication. One study by Aririguzoh, (2022) also emphasized the importance of cross-cultural communication competencies in appreciating and communicating with people from different cultures and backgrounds.

In a business context, cross-cultural communication requires additional analysis and preparation. Some common international business issues that can impact cross-cultural communication include differences in communication styles, negotiation tactics, and decision-making processes (Muhamad-Fazil & Rukayat 2020). Therefore, it is important for individuals and organizations to engage in cross-cultural training to learn how to effectively communicate with people from diverse cultures. An article by Muhamad-Fazil & Rukayat (2020) explored an approach to cross-cultural and intercultural communication in Nigeria's government-linked companies. The article provides recommendations on how to promote better communication among different groups and highlights the importance of understanding the cultural norms and practices of each group.

Overall, the study and practice of international / cross-cultural communication is crucial for individuals and organizations to effectively navigate communication and interactions with people from diverse cultures in a globalized world.

Organizational communication

In today's world, communication is an important component of organisation activity. Because the global world has become widespread, most organisations need to meet their needs with a lower resource moral through communication. Effective organizational communication is critical to the success of any organization. Communication within an organization can take many forms, including formal communication such as memos, emails, and reports, as well as informal communication such as conversations and social interactions.

Femi, (2014) examined the significant relationship between communication and workers' performance in some selected organisations in Lagos State, Nigeria. Data for the study were collected through questionnaire with sample population of 120 respondents. The result of this study revealed that a relationship exists between effective communication and workers' performance, productivity and commitment. The study recommended that managers will need to communicate with employees regularly to improve workers commitment and performance.

Okundaye, Fan, & Dwyer (2019) did a study to determine how small-to medium-sized enterprise (SME) leaders in Nigeria use information and communication technology (ICT) adoption as a business strategy to increase profitability and compete globally. Using the in-depth interview the study four major themes emerged from the data analysis: ICT adoption factors, ICT roles and benefits, role of government and SME success factors. The findings of this study may help SME leaders and government leaders address many of the factors inhibiting the adoption of ICT in SMEs in Nigeria. This study may ensure that SMEs are successful and able to create jobs, which in turn may help to promote socioeconomic development through adoption of ICT.

Organizational communication research in Nigeria has been conducted in several studies. One study as early as 1996 by Onwumechili, explored organizational culture in a Nigerian organization using the Organizational Communication Survey (OCS) instrument developed by Glaser, Zamanou, and Hacker. Results showed substantial agreement on the cultural dimensions of information flow, meetings, and motivation. Gender, unlike supervision, was found to be somewhat a predictor of organizational subculture.

Another study by Ebia & John (2019) investigated the role of organizational communication in workplace efficiency in Flour Mills Limited, Nigeria. Findings in the study revealed that organisational communication plays a significant role in promoting efficiency in the organisation. Further findings shows that there are various means of communication between the employers and employees in the organisation and the workers prefer to get information about the organisation and other matters that affect them and their job through the various means of communication. The study recommended that, organisations should regularly articulate their policies, goals and objectives to it workers in other to improve work performance through the Public Relations unit. The study further recommends that organisations should eliminate the barriers on communication and create efficient, participative, and transparent communication medium to improve workers commitment. To encourage employees for desired change, organisations must address the apprehensions and issues related with them

Additionally, a study Ayeni & Akinola (2020), examined the relationship between principals' communication strategies and teachers' instructional task performance in secondary schools in Ondo State, Nigeria. Findings indicated significant relationship between principals' communication strategies and teachers' productivity. The major constraints to communication are: poor internet connection, delay in information processing which often cause delay in decision-making process, and lack of modern communication facilities to enhance teachers' productivity. It is hereby recommended that the government in collaboration with other relevant stakeholders in education should give top priority to the provision of adequate internet, information processing facilities, and build principals' and teachers' capacities in digital knowledge-based pedagogy and communication skills to improve productivity in secondary schools

Finally, a study by Okolie, (2022) looked at the influence of organizational communication on employee job motivation and job performance in broadcast organizations in Nigeria. The findings revealed that, job motivation indicators has no significant linear relationship with employee job motivation in broadcast organizations in Delta State; job performance

indicators has a significant positive linear relationship with employee job performance in broadcast organizations in Delta State; Organizational communication has a significant positive linear relationship with employee job motivation in broadcast organizations in Delta State and that Organizational communication has no significant linear relationship with employee job performance in broadcast organizations in Delta State. This study will help management of different industries to find the most crucial factors before implementing their motivational policies.

These studies suggest that organizational communication is an important factor in workplace efficiency, organizational culture, and job performance in Nigeria. The studies also indicate the need for effective communication strategies to enhance organizational performance and productivity. Some of the challenges to communication in Nigerian organizations include language barriers, cultural differences, and technological limitations. Overall, these studies highlight the importance of effective organizational communication in Nigeria and the need for further research in this area.

African Indigenous communication

African communication studies examine African being through situated contexts and collective relations, offering the potential to liberate African personhood from Man. The human body is also used as a medium of communication in African cultures, either deliberately or subconsciously through various parts of the body to convey different types of messages

Traditional and African communication studies in Nigeria are important areas of research that explore the unique cultural and social contexts of communication in Nigeria. African communication studies recognize the importance of context in shaping communicative practices, while traditional communication studies focus on the pre-literate modes of communication that were essential to Nigerian society. Together, these studies offer insights into the ways in which communication practices shape Nigerian identity and society, as well as the challenges and opportunities posed by the introduction of modern communication technologies (Nytse & Obagwu 2022). Traditional communication systems were essential to the transmission of knowledge, values, and cultural practices in Nigerian society. They were also important for socialization, conflict resolution, and community building.

Additionally, there is an article by Aziken, & Emeni (2010) that reviews Traditional Systems of Communication in Nigeria. The article argues that while traditional communication practices may be considered archaic and primitive in modern times, they still hold significant cultural value and can inform the development of modern communication systems.

Tshabangu, & Salawu (2022) did a semi-systematic review paper that looks at the research trajectory of the last two decades, identifying gaps and proposing a new research agenda for Indigenous-language Media Research in Africa. The paper highlights the intersection of indigenous-language media with gender and health communication, democracy and development, economics and management, and digitalization.

Nytse & Obagwu (2022) specifically addresses African Traditional Communication Systems and the Challenges of ICTs in Nigeria. The chapter discusses the concepts and

channels of indigenous communication in Africa, and the challenges that modern technologies pose to these traditional communication systems.

Speech and Language

Language and communication can be through verbal, non-verbal or written media. What defines humanity is language which is the vehicle of communication. Language is regarded as the key to the heart of a people. Language and communication, therefore, are very crucial in the management and resolution of conflicts or disputes between the parties in a conflict situation. Nigeria is a multilingual society. In such a potpourri, language conflict is, if not the norm, inevitable. Human communication assumes the presence of language and the presence of language assumes the existence of communication. Communication engenders language and not the other way round. However, communication is the evidence of language in motion, from the sender to the receiver. Where the receiver receives a message that was not intended by the sender, then there is communication conflict.

Timothy (2016), explored the importance of language in Nigeria, and highlighted factors that contribute to communication conflict. The paper was anchored on the role of the English language teacher in mitigating language-engendered conflict through targeted pedagogy.

Dada (2010) did a sociolinguistic study of communication and language use in GSM adverts in Nigeria. The study was conducted to identify certain sociolinguistic strategies employed in GSM adverts in Nigeria. The study revealed that such strategies include: code choice, ethnography, semiotics and neologisms. The study also revealed that language choice especially in a multilingual community like Nigeria follows certain patterns and typology based on demographic, situational and attitudinal variants controlled by socio-cultural norms of communicative appropriateness.

Majaye (2014), examined how language and communication can be used as weapons in the resolution of domestic conflicts. The study argued that since every human being has a family or a home, the starting point for addressing conflicts of whatever dimension should be the home through the use of language and communication. The study also revealed that language and communication are indispensable in this world of wars and continued eruption of conflicts and disputes. The paper concludes that language and communication should be more analysed and utilized in the management and resolution of conflicts in the society. The significance of the arguments of this paper is that if domestic conflicts are eliminated or curbed through the simple and more cost-effective means of language and communication, then conflicts and wars on the wider scene would also diminish and nations can devote more resources to development projects

Publishing

Human communication is driven by knowledge and one better way to communicate it is through books and other print media. Digitization has played a significant role in the book publishing industry in Nigeria, making it easier for publishers to reach a wider audience and for authors to self-publish their works. According to Ifeduba, Agu & Adejoh (2020) digital technology currently drives the processes of producing and distributing professional books, and law book publishing is one of the businesses in which digital innovations are driving rapid growth worldwide. Notwithstanding, there is a dearth of studies specifically

interrogating innovation adoption among law publishing firms, especially in developing countries.

A study by Ifeduba, Agu & Adejoh (2020) examined the adoption of law book publishing innovations in Nigeria with a view to establishing the correlates of innovation adoption within the framework of the Diffusion of Innovations theory. Content analysis of all available law book publishing websites was undertaken, while 151 lawyers filled out a questionnaire. Findings indicated that over 27,000 titles have been issued in digital formats. E-commerce innovations are the most widely adopted, followed by e-contents, e-promotion, e-collaboration, and e-socialization. The study also found that there is a significant relationship between the adoption levels of downloadable contents and adopter characteristics, whereas there is a significant relationship between the range of innovation types adopted and innovation characteristics, adopter characteristics, and industry characteristics. Ifeduba, Agu & Adejoh (2020) noted that to facilitate adoption depth and diffusion breadth, regulatory bodies are advised to authorize lawyers to use digital devices in all courtrooms thereby narrowing the digital divide between older judges and younger lawyers.

The world of publishing is experiencing a revolution driven by technological innovations and the dearth of studies in the area of digital publishing's Innovations (DIP) is now evident. Little wonder Ifeduba & Christopher (2018) examined the extent to which perceived contextual factors and perceived relative advantage correlate with the extent of adoption of digital publishing innovations with a view to validating a framework to aid the adoption of digital publishing in developing environments. The study found that the facility, market uncertainty and advantage (FMUA) framework is valid in predicting digital publishing innovation adoption, especially in developing environments where these variables play important roles in publishing.

According to Haco-Obasi & Chukwu (2021). The integration of digital technology in book publishing has positive implications and benefits that far outweigh whatever fears and disadvantages that print publishers associate it with. Also, the fact that contemporary information users are largely making use of digital resources is glaring and cannot be disputed.

Digital publishing improves book publishing process from the initial stage of text creation to the final stage of distribution and access by readers. Regardless of these benefits, partial or wholesome transition to digital publishing among Nigerian book publishers is hazy (Haco-Obasi & Chukwu, 2021). .

Another study Adegbite-Badmus, T. A., & Folayan, B. J. (2020) explored the prospects of electronic publishing in Nigeria and highlighted the potential benefits of e-publishing, including wider reach, lower production costs, and improved reader experience. The study demonstrated that digital publishing is still in its early stages in Nigeria, but there is potential for growth and development in the industry. Publishers and other stakeholders in the industry can benefit from a deeper understanding of digital publishing and its potential benefits, as well as strategies for adopting and deploying digital publishing technologies.

Visual communication

Visual communication is an essential tool for conveying ideas and information through visual elements. It has been used since prehistoric times and has expanded to encompass a wide range of mediums. Visual communication can be used to achieve business goals and is a critical element of content marketing strategies. The field of visual communication is diverse and offers opportunities for professionals in various disciplines. Visual communication studies in Nigeria have gained attention in recent years, with scholars focusing on various aspects of the field. Ademosu & Alade (2019), did a content, and semiotic analysis of purposively selected memes and conversations on Twitter and Instagram linked to the hashtag #9japolice. The study specifically examined the themes, frames, and contextual meanings embedded in the memes to assess the dominant discourse embedded in the visuals and surround conversations on the hashtag. The study found that predominant themes embedded in the memes found on Instagram and Twitter included bribery, extortion, absconding from duty, irrelevancies, fitness/appearance, among others. Also, humour, sarcasm, cowardice, laziness, power distance, misplaced priorities, greed, etc. were used to frame the memes.

The iconographic effect of visual communication genre on Covid-19 in Nigeria was analysed by Aondover, Oyeleye & Aondover (2022). The study revealed that social media contributed to citizen engagement, served as a medium through which people could express their views on Covid-19 pandemic in Nigeria, and through the same media, cartoons, as a tool for the fight against Covid-19, were used to attack, share sensitive information, pull a prank, and derail a topic. It revealed that Facebook constituted a major platform that was used to campaign against Covid-19 in Nigeria, including the use of cartoons. The study also revealed that cartoonists engaged visual elements at the representational or descriptive and analytical levels to stimulate audience interest in their works. The study concludes that cartoons on Covid-19 in Nigeria are rhetorical objects that were used, not just for creating awareness on the threat posed by the Coronavirus, but by extension or symbolism, stimulating tools for lampooning the excesses of the political class. Therefore, cartoons, which comprise textual elements and visual imageries, are significant in stimulating the interest of the readers, both in descriptive and analytical communication and should be used for such a purpose.

Tunde-Asiru & Bello, (2021). They analysed the humorous and satirical depiction of the pandemic, the state of the Nigerian health sector, and the country's major actors in the fight against the scourge, using selected cartoons from the Nigerian context the study found that the cartoons are not just independent texts or images, but that they are products of the Nigerian social condition, and that understanding them requires a level of familiarity with their contexts of production. It also revealed that, as a means of visual communication, the cartoons exposed the realities in the country and refused to be relegated to simply satirical images of issues and events in the country's history. The analysis showed that cartoons are an important part of the discourse on the pandemic. Equally, the paper revealed that, the cartoonists have deployed both verbal and non-verbal incongruity to present comical images that show beliefs of Nigerians about the pandemic and the level of the country's preparedness in flattening the curve of the contraction of the virus.

Human Communication and security

Communication is the organizing principle of human social life that constructs the social world rather than simply providing the means for describing the world. Human communication and security are two important areas that are closely intertwined. Effective communication is critical in promoting and ensuring security in various contexts, including national security, cyber security, and community security. There is a significant body of research exploring the intersection of human communication and security studies in Nigeria. The studies cover various aspects of communication and security, including the impact of internet-based communication channels on national security (Asogwa, 2020), the effects of Boko Haram terrorism on human security (Nnam et al. 2020) the influence of communication and migration on security issues (Ugwu et al. 2020) and the effect of violence on human security.

Ugwu et al (2020), studied the Influence of Communication and Migration on Security Issues in Nigeria and Findings revealed a statistically significant relationship between place of residence and experience of security challenges, while there was no strong statistically significant relationship between educational qualification and pattern of migration the study recommended government implementation of strict migration and communication policies in order to reduce security challenges etc.

The internet has brought about many changes in communication. It has widened communication scope and created new opportunities. It has made the voices of the voiceless to be heard and broken the boundaries hitherto created by the traditional media.

Asogwa (2020) in his study noted that internet-based media of communication like the Facebook, Gmail, YouTube, Yahoo mail, and Twitter significantly associated to national security. He also noted in his study that there are specific ways through which negative use of the internet could impact negatively on national security. Such predictors include using internet-based media to recruit agents of national security challenges, to finance such efforts, to radicalize such agents, to train such agents, and to spread incitement that may be inimical to national security. It was also found that internet-based media could be useful for creating awareness on national security threats, raising alarm on national security issues, and making people alert on national security issues Asogwa (2020) argued, that the traditional media like radio, TV, newspapers, and magazines should form a synergy with security agencies on how to create awareness to Nigerians regarding how security alertness for the overall benefit of national security.

Research Question 1

What area of Human communication did Nigerian researchers focus more over the years?

| S/N | Areas of Human communication | Total |
|-----|--|------------|
| 1 | Publishing | 10 |
| 2 | Health communication | 18 |
| 3 | Mediated communication | 9 |
| 4 | African indigenous communication | 12 |
| 5 | International / Cross cultural communication | 23 |
| 6 | Organizational communication | 11 |
| 7 | Language and speech | 17 |
| | Total | 100 |

Based on the one hundred annotated bibliography gathered by the author, findings show that researchers focus more on research that relates to the sub themes of international communication, Health communication, indigenous communication and language and speech communication more respectively .

Research Question 2

What was the most preferred methodology used by Nigerian researchers in the area of Human communication?

| S/N | Methodology | Total |
|-----|---|------------|
| | Quantitative methods | |
| 1 | Content analysis | 10 |
| 2 | Survey | 20 |
| | | |
| | Qualitative Methods | |
| 1 | Ethnography | 1 |
| 2 | Discourse analysis | 12 |
| 3 | In-depth interview | 28 |
| 4 | Secondary/ Library methods | 4 |
| 5 | Focus group discussion | 7 |
| 6 | Semiology | 5 |
| 7 | Historical method | 1 |
| | | |
| | Mixed method | |
| 1 | In-depth interview and FGD | 2 |
| 2 | Survey and Content analysis | 5 |
| 3 | Discourse analysis and Secondary/ Library methods | 1 |
| 4 | Survey and in-depth interview | 3 |
| | Content analysis and semiotic analysis | 3 |
| | Position / conceptual papers | 11 |
| | Total | 113 |

Based on the findings of this study, it is revealed that researchers in Nigeria adopts the qualitative research method (in-depth interview) more than any other type of research method. Survey, discourse analysis and content analysis respectively followed 20, 12 and 10.

Research Question 3

What was the most preferred theory used by Nigerian researchers in the area of Human communication?

| S/N | Theory | Total |
|------------|--|--------------|
| 1 | Semiotic theory | 13 |
| 2 | Symbolic interactionism | 11 |
| 3 | Framing theory | 5 |
| 4 | Health believe model | 10 |
| 5 | Elaboration likelihood model | 2 |
| 6 | Cultural imperialism theory | 7 |
| 7 | Dynamic Human-Centred Communication Systems Theory | 1 |
| 8 | Expectancy violations theory | 2 |
| 9 | Media richness theory | 2 |
| 10 | Technology acceptance model | 3 |
| 11 | Incongruity Resolution (IR) model | 3 |
| 12 | Shared sociocultural knowledge | 3 |
| 13 | Hypodermic needle theory | 2 |
| 14 | Visual Rhetoric theory | 2 |
| 15 | Network Advertising Model (NAM) | 2 |
| 16 | Symbol system theory | 2 |
| 17 | Individual differences theory | 1 |
| 18 | Modernisation theory | 3 |
| 19 | Source credibility theory | 2 |
| 20 | Technology, Organisation, Environment theory | 2 |
| 21 | Dependency theory | 1 |
| 22 | Cognitive Dissonance theory | 2 |
| 23 | Diffusion of Innovation Theory | 5 |
| 24 | Knowledge Gaps theory | 3 |
| 25 | No theory | 47 |
| | Total | 134 |

Based on the findings of this study, 25 theories were used in 100 articles on television in Nigeria. Although 47 out of the 100 articles that were reviewed did not have a theoretical background to the study, the remaining 53 articles had theoretical backgrounds, with some studies adopting more than one theory. The study also found that semiotic theory, health

believe model and Diffusion of innovation were used more by researchers. Also a broad range of theories from other disciplines were also used by researchers.

Conclusion

Based on the data presented it has been revealed that researchers have over the years focused mainly on the subjects of Human communication as it relates to international and cultural communication, visual communication, mediated communication health promotion communication and African communication. The study also concluded that researchers adopted qualitative research methods more with content analysis, discourse analysis and semiotic analysis having more applications in human communication studies. The study recommended that interdisciplinary studies should be encouraged within human communication researchers as communication is the totality of man's living. Thus a nexus of how human communication can impact on the SDG goals, in technology, Diplomacy, international conflict etc. It is also recommended that researchers seek to discover and employ Afrocentric research methods and theories to study the human communication discipline.

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