

**ROLE OF COMMUNICATION AND LANGUAGE IN BUILDING CAPACITY  
FOR DIFFERENT SECTORS OF THE NIGERIA ECONOMY: STUDY OF  
MEDIA SUB-SECTOR**

**Abstract**

Training and re-training in every sector is the purveyor of growth and enhancement in every sector of economies in the world. It is the platform, frontier and bedrock on which diverse economies flourish. What it, therefore, means is that success in this sector predominantly is hinged on the ability of the various sectors to give unfettered attention and access to its workforce to training and retraining with very strong and extensive latitude. By so doing, the humans who are vested with the ample responsibility of delivering capacity would have being equipped tremendously and, empowered, advanced, enhanced and positioned to achieve the prescribed goods, which will not only impact on the humans, but promote economic development and growth. To achieve all of these, there are roles parts of human life should contribute to. Communication and language are parts of human life presumed to have the capacity to enhance growth in the existence of any country. It is believed that communication and language can be achieved through the display of litany of arsenals in their kitty. It is, therefore, these arsenals that communication and language possess that this study aims at exploring to unravel the plethora of roles communication and language can offer for the growth of economies in the world and particularly Nigeria using the prescribed medium that will impact effectively to the target audience.

**Keywords: Communication, Language, Capacity Building, Economy**

## **1. Introduction**

Communication has been described profoundly by renowned academics across the globe as a means towards the advancement of development. With communication, it means that sectors garner leverage for advancement. No doubt, for growth to be seen as robust, the vehicle for such shift must be the instrumentality of communication. In the media, for instance, where there have been preparations for switch over from analogue to digital transmission, one of the potent means of realizing the goal of digitalization must come from training and re-training, which must be achieved through communication. This is because, in this sector of the economy, the media, and with the need for this migration, it is unavoidable to use communication to achieve these goals as; obviously, there will be need to impart new ideas to the workforce, especially as it relates to new equipment, new environment, which is prevalent and predominant in the media. The broadcast environment, for instance, is a market environment for information, education entertainment, and above all, ideas. The broadcasting environment contains the studios, the control rooms, the library and other major installations. The studio include live studios for programmes and news presentations talk studios for programmes and news presentation, talk studios for interviews and recording studios for programmes and news productions (Orji, 2014, P.15).

Due to the technicalities involved in this environment, it is imperative to do training and re-training by way of capacity building to keep them abreast with technicalities. Thus, for this environment to be adequately appreciated, there must be communication in form of capacity building to be conversant with the numerous and sophisticated facilities ready and available for use. Hence, (Asadu, 2012, P.1) reveals; “communication makes people

aware of new ideas, innovations, and as such, forms a link between the past, the present and the future. No innovation, however, brilliantly designed and set down in a project plan of operations becomes development until it has been communicated. No meaningful and sustainable development takes place without communication.

This eye opening contention canvassed in the foregoing presupposes that to get knowledge about happening means that there must be message, usually transmitted by a person to another aimed at enlightening, teaching and informing the other party for advancement, hence it is said that communication is the transmission of a message from a source to a receiver (Baran, 2009, P.4). Baran, (2009) also citing Lasswell, (1948) established that describing communication is to answer vital questions like; Who?, says what?, through which channel?, To whom?, with what effect.

The implication here is that communication is inevitable to reach the target group using a channel and particularly saying something (says what?). In saying what; language is the vehicle for realizing such goal. So, language is any system employed in giving, transmitting and relieving, sharing, exchanging or hiding information. It can be made up of sounds, signals, symbols, postures, gestures, and even silence. It may be verbal and nonverbal. Language is essentially communication system. (Emenanjo & Ojukwu, 2006, P.2).

Communication, therefore, involves the exchange and sharing of information, data, impressions, ideas etc (Emenanjo, et al 2006). Thus, to communicate, one must employ the use of language. It is the language that drives the message; it is the transporter.

Therefore, to build capacity, there must be communication, using the language apparatus. In the process of advancing capacity for the workforce; an environment must be created, which will herald communication and language and obviously, in course of this the workforce receiving the building (capacity) must prove to be assimilating the communicated tenets. This can be achieved through the feedback mechanism. It is the feedback mechanism that will measure level of success and the propensity to advance in the areas that require capacity. To Dominick (2007, P.6) feedback refers to those responses of the receiver that shape and alter the subsequent messages of the source. Feedback represents a reversal of the flow of information. The original source becomes the receiver; the original receiver becomes the new source. Feedback is useful to the source because it allows the source to answer the question “How am I doing? Feedback is important to the receiver because it allows the receiver to attempt to change some elements in communication process.”

The foregoing especially the question; “How am I doing”? Presupposes that the essence of communication and language in building capacity is to measure the level of adaptability of workforce to the tenets and intricacies in discharging prescribed responsibilities. When these expected roles are discharged expectedly, then it is believed that communication and language have been used to draw a roadmap for sustainable development in all spheres of the economy and in particular the media sector, where even communication in the precursor for enhancement.

## **1.2 Theoretical Framework**

Theories are used to authenticate research claims. They are postulations and projections made by theorists to give credence to the essence of research. It is a systematically related set of statements, including some laws like generalization that are empirically testable...” (Folarin, 1998). Babbie, (1989) adds that a theory is a generalized and more or less comprehensive set of statements relating different aspects or some phenomena.

Sequel to the foregoing, this study is anchored on **Diffusion of Innovation Theory and development Media Theory.**

### **1.2.1 Diffusion of Innovation Theory**

The Diffusion of Innovation Theory was developed by Everest Rogers in (1962). It was the follow up of a study earlier carried out in the 19th century by Gabriel Tarde, a sociologist and an anthropologist, Friedrich Ratzel and another partner of theirs, Leo Frobenius, who incidentally worked on identifying the adoption improved farm seedling vis-a-vis the equipment in use.

Asemah, E.S., Nwammuo, A.A., & Nkama-Uwaoma (2017, P.109) “the theory originated in communication to explain how, overtime, idea or product gain momentum and diffuses or spread, through a specific population and social system. The end result is that people, as part of a social system adapt to new idea, behaviour or product.” So the capacity has been potentially a veritable tool for advancement of knowledge skill, geared towards enhancement and improvement of status.

### **1.2.2 Development Media Theory**

According to Asemah, et al (2017) “The underlying fact behind the genesis of this theory was that there can be no development without communication. Under the development

communication theory or development support communication as it is otherwise called, the media undertook the role of carrying out positive developmental programmes..”. They went on to say that development media theory is relevant in studies that have to do with media and national development.

Instructively, development media theory was formulated by McQuail, (1987). To McQuail (1987, P.120) the starting point for a separate development theory of mass media is the fact of some common circumstances of developing countries that limit the application of other theories or reduce their potential benefits. One circumstance is the absence of some of the conditions necessary for a developed mass communication system: the communication infrastructure; the professional skills; the production and cultural resources; the available audience.”

McQuail, (1987) also mentioned missing issues in the way of development and media and they include technology, skills and cultural product. To this end, with the dearth in infrastructure, professional skills, technology cultural product, there is the dire need for capacity building; to be abreast and conversant with emerging and evolving trends, hence the applicability of this theory as it will propel the drive to go towards improvement of skills through capacity; hence the need for the theory.

## **2. Conceptual Review**

This phase of the discourse is preoccupied with aggregating position of authorities relating to or concerning the issue in focus by bringing to the fore basic concepts, contention and eventually find a nexus for them, with the aim of giving credence to the position of the discourse. Therefore, the concepts shall be taken after the other.

## 2.1 What Communication Is

Communication is the life wire of every society. It is the link that keeps society connected. Thus, without communication, the society is somewhat “life less”. The lifeless posture of the society without communication was captured by Udoakah, (1998, P.1) when he says; “without communication the world is nothing.” Thus, he went on to say that; “Communication is a process through which needs, emotions, desires, goals, and sentiments are expressed among human beings using codes, symbols and languages understood by the parties involved in the process. It is a process in which human survival, relationships and development are rooted.”

Communication is indispensable in every sphere of life, hence Mogu, (2008, P.32) opines; “man cannot not communicate”. So, Communication is part of human existence, hence Mogu, (2008) contended further, ‘its level of indispensability transcends every other noticed human activity linked with his environment. To Owens-Ibie (2000) “communication is an evidence of life and a crucial indicator of existence.” This position also was supported further by MacBride, et al (1980, P. 256). Thus, “communication is not only a system of public information, but also an integral part of education and development”. Of course, the definition of MacBride is the central point of this discourse, which is “education and development” hence in line with this discourse ‘capacity building’ is tied to education and development, which is what MacBride, et al (1980) canvassed in the explanation of communication.

To achieve communication, there is the need to identify the various forms of communication. Here, Chesebro and Bertelsen, (1996, PP. 8-9) mentioned signal communication and symbolic communication. To them, the signal communication uses devices, a situation they explained thus; “these devices-gestures, body movements, and oral sounds-introduced new experiences into the life of the human being for they created a new class or type of sensory data that had not previously existed... it became part of the learned experiences of human being, they begin to create a new system, aptly identified as signal communication”. In symbolic communication Chesebro, et al (1996) went on, “Signal and Symbols both function as forms of communication when two or more people assign the meaning to them.”

In Udoakah, (1998, Pp.2-6) the forms of communication were expressly highlighted as organizational communication, political communication, mass communication and development communication. Udoakah (1998) citing Williams (1976) observes that “the development of these new and powerful means of communication is an important response to the new society created by Industrial Revolution where there have been changes in the nature of work, education and social opportunity” This contention aptly described the roles of communication in the development of skills, education in industrial revolution, which is the economy, which forms the basis for this discussion, capacity building and communication.

## **2.2. Highlighting Language**

Like communication, language is the nerves centre of human existence. With language, a community is identified; sharing of information is achieved and, to achieve these goals, language principally hinges on symbols, letters, words etc. Thus, Agbo, Usua and Edego

(2013, P.88) describes “language is the totality of utterances that can be made in a speech community.”

Language is a system employed in giving, transmitting, receiving, sharing, exchanging or hiding information. It can be made up of sounds, signals, symbols, postures, gestures, and even silence. Emenanjo and Ojukwu, (2012, P.2). Agbo, et al, (2013) sum up the central idea of language by saying that;

- Language is a set of organized symbols
- Once the meaning has been assigned, they become rules.
- Language is better used and appreciated by human.

Thus, from the foregoing, it is clear that language is meant for humans and humans for language, as nothing is said or done without language, especially in making effort to reach a specified or a large audience, as the case may be, hence Wilson, (2005, P.3) established; “The language of the communication must be available to and be understood by a relatively large segment of the populations of each country.”

Instructively, language is the platform for reaching your audience. In this case, the audience can be the workforce that is expected or required to get further knowledge or information about a chosen career geared towards enhancement. So, this requires the use of language, especially relating to the field or discipline to keep them in tune with global happenings in the trade. This is done through capacity building using communication and language as the vehicle.

### **2.3 Relationship between Language and Communication**

Agbo, Usua and Edego (2013, P. 88) succinctly created a link between these concepts- language and communication, when they established and maintained inter alia that; “Language is a collection of symbols, letters or words with arbitrary meanings that are governed by rules and used to communicate”. From their foregoing position, it is clear that the two are inseparable.

Instructively, to communicate, you must use symbols. This symbol so used must be understood by those in the line of trade that should be communicated to. It can be a form of registrar or jargon of a discipline, which only those in the trade can understand. During capacity buildings, people in that particular trade are communicated to through their language made of these symbols and sounds and they end up developing skills from there.

Thus, “...the words or symbols that make up a language only represent things without being those things. For example, the word ‘automobile’ is a symbol for a vehicle that is powered by gasoline but the word is not the vehicle, the word then is a symbol (Agbo, Usua and Edego, 2013, P.88).

However, with communication language like jargons are expressly made clear. This can be achieved by carefully and adequately choosing the proper communication mode to use so that the target group can decipher the whole essence of communicating to them.

#### **2.4 Capacity, Building and Capacity Building**

The New Webster’s Dictionary of the English Language (1994, P.145) describes capacity as ability to contain or accommodate, the amount which can be contained or

accommodated. An office or position with respect to a particular function, competence etc. Webster links capacity to competence, which means that to enhance competence, there must be capacity which can be built overtime. Thus, when you build capacity, you enhance competence. In an attempt to give credence to the foregoing, the Webster's Universal Dictionary and Thesaurus (2007, P. 86) succinctly reports that capacity is; "the power of holding or grasping; cubic content; mental ability or power, character, the position held; legal competence; the greatest possible output on content".

On the other hand, to build, according to the Webster's Universal Dictionary of the Thesaurus, (2007, P.78) is, "to construct, to establish, base: to create or develop gradually; to grow or intensity; to develop." It is also to establish a means of hard work; to build up a practice (The New Webster's Dictionary, 1994, P.126). Here, hard work and practice are highlighted. It points to their indispensability to enhancing productivity and develop the economy in its entirety. From the copious revelation of these collections, capacity is synonymous with enhancing knowledge for "the greatest possible output on content." If you have capacity or you build it, overtime, you will eventually and definitely improve on your job, which will translate to automatically increasing and improving output. Output is the result. This result is also achieved through practice. Practice improves capacity, thereby can be said to be building capacity. So with practice through capacity building, results are achieved, knowledge is enhanced and applied, thereby enlarging economy through productivity.

However, much as there is need for building capacity because the gains derivable from it are monumental, especially in the media sector, there are factors to consider for it to effectively work. For instance, there is the compelling need for developing an enabling

environment in which legislators and regulators effectively would discharge their constitutional obligations. Secondly, public authorities and private media businesses should interact with media personnels as professional partners for the overall benefit of the nation.

## **2.5 The Need for Capacity Building**

The need for capacity building cannot be over-emphasized. The benefits far over outweigh whatever comes as the contrary. Firstly, it enhances the knowledge base of the personnel or professional. When you are given the opportunity to learn or acquire more knowledge relating to your chosen profession, it definitely will take the learner the opportunity to acquire and improve the knowledge base.

Secondly, it builds confidence. When you seek knowledge and garner the required knowledge, you will, no doubt, be conversant and abreast with tenets associated with the study, thereby ready to operate whenever you are called. This builds confidence overtime.

Thirdly, it will reduce the dearth of charlatans, interlopers or quacks in the industry. The media industry, for instance, is saturated with quacks, but the preponderance of quackery in the industry can be reduced when relevant authorities vested with the responsibility of ensuring that people get knowledge actually do the needful. Achieving that, the gap would be reduced and the interloper will not have a place.

Fourthly, with capacity, there will be enabling environment for enhancement of all sectors, especially the media sub-sector as training will ensure conduciveness of work

environment. There is this popular maxim that; “a bad work man quarrels with his tools.” So when you cannot longer quarrel with your tool because you have built capacity, then the environment will be conducive for operations.

Fifthly, capacity building in turns enhances productivity and by extension more income and revenue. When professionals are abreast and conversant with tools and work materials including ethics arising from capacity building, it will enhance work, productivity and by extension, more revenue as no one will be trying to learn the work afresh except for re-training.

## **2.6 Exposing the Role of the Communication and Language in Capacity Building**

The role of communication, as well as language across the world and over the years is not in any way contentious because it has been playing robust role. However, the concern of this discourse is the role communication and language play in building capacity.

To this end, the role of communication has the latitude for enhancement of knowledge. It is capable of creating robust understanding in wide range of issues. No wonder, Urnueri and Galadima (2008, P. 41) say; “...communication can therefore lead to increase knowledge, awareness and the best possible means of creating understanding on an issue.” However, apart from the foregoing, there are avalanche of roles communication can offer and particularly, to capacity and with special concern to the media sub-sector.

Similarly, language performs general roles. Language generally galvanishes the feelings and emotions of people using interactions at every given time. Hence, Agbo and Usua (2008, P.93) opines, “with language we get to know exactly how people feel at every

given time and situation. We share our experiences, views, feelings, emotions etc, by simply describing things...”

From the foregoing opinions, it is important to state that there is affinity and synergy between communication and language, especially in performing roles. Therefore, we shall address the role believing that the two of them are generic, especially from the context of this discourse.

Thus, communication and language play expedient roles in ensuring that capacity building delivers dividends to expected beneficiaries. MacBride (1980, P.14) and cited by Umueri and Galadima, (2008, P.14). Outline roles of communication, thus;

- Information
- Socialization
- Motivation
- Database and discussion
- Education
- Integration
- Entertainment
- Cultural promotion

Similarly, Agbo and Usua (2013, Pp. 3 1-32) inter alia gave these as the uses of communication;

- Exchange of information
- Socialization
- To influence
- Entertainment

The contentions or otherwise positions of MacBride (1980), Umueri and Galadima (2008) and Agbo and Usua (2013) of roles of communication are adapted for this discourse. Therefore, for the purpose of this paper vis-sa-viz role of communication and language in building capacity, the following roles are apt.

- Information
- Socialization
- Database and discussion
- Integration
- To influence

**Information-** By information, communication and language perform the onerous and enormous task of dishing out the information regarding the area of interest, perhaps, new trends in the professional field. Of course, it is said that ‘information is power’. When there is information through training, the workforce is better equipped to go some miles more, which will engender knowledge and bridge gap. Thus, in course of the capacity training, workshop or conference, people share information geared towards enhancing the productive capabilities.

**Socialization-** With the coming together of people from diverse background for the general purpose of advancing knowledge, especially in a field, the sure gain is socialization and through this socialization through interactions, there is the benefit of cross-fertilization, of ideas which if put into practice enhances productivity and achieved through communication.

**Database and Discussion-** Using communication, professionals involved in capacity building develop a database of materials relating to the field, as well as forming the list of colleagues. This ensures falling back on the base for inquiries that will enhance knowledge. This is communication. In the same vein, discussion is obvious through this process. The discussion, no doubt, promotes knowledge acquisition. This carries communication and use of language, therefore forming their role in building capacity.

**Integration-** By coming together to acquire knowledge in a specified area or field through capacity building irrespective of tribal, culture, educational qualification and background, there is integration and consolidation of relationships, which is the sole aim of communication. So, as people come together, discuss, learn and interact, integration happens, which is a veritable for cohesion achieved through language and communication. Secondly, integration with the work schedule which enhances capacity.

**Influence-** People are influenced by what they hear and see, which comes through communication. By so doing, it influences them positively given the general goal of the capacity building programme. It gives direction on which way to go.

### **3. Conclusions/Recommendations**

In the media industry like in other sectors of the Nigerian economy, there is generally unfulfilled requirements for content development, programme presentations, programme schedules arrangement, equipment acquisition, unconducive environment, lack of media management capacity and capability, less attractive media/professional practitioners, lack of understanding of work schedules; work ethics and many countless other areas, which yearn for attention on daily and regular basis. However, this unfulfilled specification can be addressed using communication through capacity building, where legislators, regulators and formulators will have a pride of place towards realizing the constitutional obligations of the professionals and personnel in all sectors, particularly the media industry.

Frontally, private and public media business environment should accommodate effectively media personnel/professional as partners with the aim of creating a common ground for performance, achievement and success.

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