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**THE INFLUENCE OF MOTHER TONGUE IN THE BROADCASTING
INDUSTRY IN NIGERIA**

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Abstract

This work provides useful insights on areas where proper care and concern should be taken to avoid the transference of phonological attributes of the broadcaster's mother tongue to that of English language during programmes broadcast. Using the communication process model, the study was able to establish a proper theoretical foundation, which accommodated the triangulation mixed method design. The population of the study was the ensemble of broadcasters in Enugu state which was 73. A census of the population served as respondents upon whom the research instrument (questionnaire) was administered. Simple percentages and frequency distribution tables were employed in analysing the data. The study revealed that majority of the respondents was of the opinion that Nigerian broadcasters were affected by mother tongue interference in the course of their programmes. Analysis from the study further revealed that majority of the respondents agree that most Nigerian broadcasters are not grounded in the phonological structure of English language, hence cannot pronounce most words properly. The study concluded that this mother tongue interference has hindered many broadcasters from external exposure. It was recommended that broadcasters should take some extra training in the phonological structures of English language and learn the art of proper pronunciation in order to boost the credibility of the profession.

Keywords: Mother tongue, broadcasting, broadcast industry.

Introduction

Language is something that we habitually take for granted even though it is of great importance. It is quite natural to expect that the concern for language will remain central to the study of human nature as it has been in the past. Marshall McLuhan's assertion that the medium is the message is in consonance with the view that any distortion in language during broadcast bred lapses in communication more than written communication. It is pertinent therefore to make use of well articulated speech sound to attain required standards in broadcasting.

Language grow as an oral phenomenon before it comes written and standardized after which it becomes a toll through which were organize our human language has a world for everything but because human language is so elaborate that its speakers can make a linguistic response to any experience that they may undergo. To many, language is the most important form of human communication which has served as the most efficient and versatile mainly a human activity. It is also important to note that language is not just a systematic symbolism but makes use of verbal elements and structures in brief, of what we commonly call word.

Language has common characteristics and unique differences. These differences in structures often give rise to substitutions of non-existing phenomes and other forms of interferences. English language gained grounds as the official language in Nigeria with the coming of the colonial masters. The latter came with western education and religion. Schools had to be established to aid missionary work and business activities. At the initial stage, local language were used as the medium of communication. Gradually the teaching

of English language was introduced to the school curriculum as well as it was used in other religious activities.

The introduction of sophisticated ideologies such as wire broadcasting also known as “radio distribution service” or radio diffusion was a mind-blowing experience to Nigerians. And as Hiebert and Gibbons put it, “radio and sound recoding changed the entire aural of the environment in which we live” (p.206). After the introduction of radio, television broadcast followed Western Nigeria television, Ibadan (WNT), which started operations in 1952, and the Jos television was the first colour televising transmitting station in Nigeria. The media was under the control of government until 1992 when individuals who have the resources were given freedom to run their own media stations. Television as a medium of communication is primarily used for broadcasting visual impression of reality through space and has been accredited as the most effective means of communication known to mankind (*Encyclopaedia Americana* 26, 420).

Language is said to be the bedrock of the broadcast media considering the fact that it is the eye of any society. Its relevance to broadcasting cannot be overemphasized, which is of great interest to any member of the society. According to Sanusi (1996), “Language is a medium of thought” (p. 8). It is a means of expressing of intentions and emotions, reacting to human beings at different times and situation, influencing people at different circumstances and so on through the mass media.

In programme broadcast, proper manipulation of phonemes of English will purposefully promote excellence. On the other hand improper and inaccurate manipulation of the grammatical structure of English has affected adversely the output of

programmes. In the broadcast media messages or information are distorted when there is semantic noise which is as a result of irregularities in the language structure of the broadcaster's mother tongue and the second language (English) that is being used. This study therefore focused on the factors responsible for this mother tongue interference with the aim of ameliorating them for better communication in broadcasting in Nigeria.

Statement of Problem

In broadcasting, effective communication is of utmost importance. However, noise, either in grammatical structure or external interference, affects effective communication. More worrisome though is the presence of noise in grammatical structure as a result of mother tongue interference. The effects of mother tongue on English Language cannot be overlooked. It goes further in causing phonetic problems to the second language speaker/learner. In most cases, every second language user tends to bring elements or structures of his/her native language in speaking a second language.

Despite efforts made to promote the effective learning of English, as the mainstay of communication in Nigeria, many people including broadcaster till find difficult to effectively manipulate the phonological features. The English language, has supra segmental features such as stress rhythm and intonation. These features affect the qualities of individual sound segments. In phonetic terms, stressed syllables are produced with stronger burst in initiatory energy. When a sentence is stressed or unstressed, there is usually a rise and fall in the voice pitch as one speaks. Intonation indicates whether a sentence is a statement, a command, a question i.e. an exclamation. It conveys the attitude of the speaker towards the listener and to the message. It serves as the life blood

of the language in broadcasting. Supra segmented sound, "are so important in speech that they do not only affect our messages when we speak but, also affect the message" (Onuigbo, 2001, p. 85). They function within longer units like words, phrases, and sentences; they cannot be broken into smaller units. The ways supra segmented features of English used differ greatly from the way they are used in most Nigerian languages and so become problematic to the speaker/learner of English.

The purpose of this study therefore is to examine the factors responsible for this mother tongue interference with the aim of ameliorating them for better communication in broadcasting in Nigeria.

Literature Review

Every language has peculiar sounds with which the language is produced and – communicated. English has been in Nigeria for more than four centuries. English language as a lingua franca and mainstay of communication in a multilingual society, like Nigeria has its peculiar sounds with which it is identified, produced and communicated. It enhances human communication serves as an important key to verbal/human communication.

English Language has been very significant segment of communication network in the Nigerian multilingual society. Enumerating the use of English as a communication tool in Nigeria, Eyisis (2007) states that, "The English language occupies a pride of position in the Nigerian society. It can be perceived as the most important legacy from the British to Nigeria" (p.19).

Whenever we speak, we consciously produce a chain of speech sounds which sequentially arranged to form syllables and words that will generate a meaning to our listeners. Some languages have a limited number of phonemes while others appear to possess extremely complete phonologies. English language therefore, has a stream of sounds (speech sounds) which are produced during speech. The unique phonemes; in the structures of English make the acquisition difficult; because of the irregularities. With discrepancies in phonetic structures of languages, the broadcaster if not well med and guided on the demands of job becomes a square peg in a round hole and invariably impedes communication.

In spite of the status enjoyed by English as a language that occupies a pride of place in Nigeria, and despite the effort put to promote it effective communication, many broadcasters still find it difficult to effectively manipulate the phonological features of the language. This is as a result of the irregularities stemming from both languages- the new and old languages. This has been attributed to the fact that more attention was paid in the past on the written form of language at the expense of the spoken form. This has gone a long way in promoting a negative effect of the influence of the mother tongue (MT) on the target language (TL) or second language (p. 12). Unfortunately, in ordinary conversation, an interference of any type especially phonological interference goes unnoticed and is particularly ignored because most users in the country use English as their second languages as well as their target language. Though interference may be ignored in ordinary conversation, it is a serious problem in broadcasting as it can breed semantic noise and affects communication process.

In programme dissemination in the English language, international acceptability of pronunciation called Received Pronunciation (RP) should be used, except otherwise where other varieties of English is to be used. This makes the broadcast media; uphold their credibility and excellence. Folarin (2001) is of the opinion that;

Everyday language of ordinary discourse and language of the news casting significantly differ due to the differences in expected roles. The language of -broadcasting or journalism is to facilitate affective communication between the (encoder) and the listener (audience/decoder (P-37).

The broadcaster is a communicator whose duty is very important in information dissemination. Eka explains that since the English Language has been with us for so many years, it is bound to acquire the characteristics of the Nigeria environment. He argues that; "it is neither possible nor necessary for any Nigerian bilingual (speaking his mother tongue and English) to speak English as a British national" (26). This is however not necessary because language has been proven to be dynamic. For example, Chaucerian and Shakespearian versions of English have changed, even though most times the language dances to the whims and caprices of the first language. Users therefore, should readily update their knowledge and drop the cliches and the everyday form of stagnancy in language learning. Nevertheless, the Layman of the tents of communication. He fails to strike a something well and doing it haphazardly. In line withthis, there was a necessity

for oral English to be introduced as part of the in Junior and Senior secondary schools.

Bodga (1995) has this to suggest:

Secondary schools for proper control of the students' speech habits at the early stages of their English Language Learning and usage to minimize the phonological problems that results from errors in pronunciation (p.248).

The problem of articulation of English speech sounds in an environment s spoken as a second language is an acknowledged There will always be a carryover effect of the mother tongue learner to the learner's second language during the language The use of English language in the Nigerian broadcast indispensable tool for effective communication. Broadcast through the language that is understood by the Okunna (2002, p. 163) states that:

The very role of language; in broadcasting and consequently the great impact of those two variables to human communication make the study of language and its relationship to better communication a sine qua non. Both language and: broadcasting serve as means to communication end. Language serves as means of broadcasting just as both radio television serve as a media of mass communication.

If communication is the bedrock and mainstay of the broadcast media, the used in the disseminating programmes must therefore be used with great proficiency.

Theoretical Framework

This study is built on a theoretical foundation known as communication process, information travels from the speaker/source (encoder) via the channel to the receiver (decoder). Communication does not exist without mutual understanding between the encoder and the decoder. Information is very powerful ammunition the media provide which enables the people to prevent irregular interposition of methods that affect their lives, wants and the environment. In fact no society survives without adequate, constant and up-to-date information.

Since language in human communication is necessary for society's survival and growth, Dominick (2005, p. 5) believes that the following events are necessary for the communication process to take place.

- The source which is; the initiator of the process passes an idea or a thought which he or she wishes to transmit to some other entity.
- The process of encoding refers to the activities that the source goes through to translate thoughts and ideas into a form that may be perceived by the senses.
- The message is the actual physical product that the source encodes.
- Channels are the ways the message travel to the receiver which are the basically through sound waves and light waves depending on what is being transmitted.
- The decoding of the message is different from the encoding. It consists of activities that translate or interpret physical messages into a form that has eventual meaning to the receiver. After the message has been decoded by the receiver, there

is a feedback which is the response of the receiver that shapes and alters the subsequent messages of the source.

- Dominick also discusses the noise factor as an event that might take place in the communication process. Noise has been defined as anything that interferes with the delivery of the message. This noise could be semantic, environmental and mechanical. The core of communication is the performance and proficiency in the language of communication. Every human relationship is hinged on communication process of exchanging mutually understood symbols of a language. Any fault in the language definitely leads to a breakdown in communication.

This theory is relevant to the study under investigation because it established the bases upon which effective communication should flourish. For communication to be effective, it needs to eliminate or minimize to a large extent the prevalence of noise. In the case of this study, noise might be in form of mother tongue interference in communication, which must be addressed carefully.

The research design for this study is the triangulation mixed method design. The triangulation mixed method design is a method that allows for the collection of data in both quantitative and qualitative manner. The beauty of this method is that "the researcher gathers both quantitative and qualitative data compares result from the analysis of both data and make an interpretation as to whether the result from both data support or contradicts each other" (Creswell, 2002, p. 565). Creswell (2002, p. 564-565), further that "the purpose of a triangulation mixed method is to simultaneously collect both

quantitative and qualitative data, merge the data use the result to best understand a research problem. A basic rationale for this design is that one data collection form supplies strength to offset the weaknesses of the other form".

The population of this study was the ensemble of broadcasters' m the five 10 and television stations in Euugu state. The figure of the broadcasters' as presented by the administrative department of the media organizations was 73 persons. The choice of broadcasters' as the study population is because they are the ones that can really tell how they are been affected by mother-tongue interference in the course of their duties. The table below shows the contribution of the various media organizations to the population of the study.

Media Organizations		Contribution to Population
Revision	Radio	Figure
NT A Enugu		20
Channels TV		16
	FRCN	18
	Ray Power FM	12
	Lion FM	7
Total		73

A census of the population was done meaning that there was no need for sample size calculation and sampling technique. However, since data analysis is expected to be presented in two phases in a triangulation mixed method which involves the quantitative

and qualitative data, the researchers decided to review literatures in order to obtain information for the qualitative analysis.

This study used two instruments namely; questionnaire and document review. The questionnaire was drafted in simple sentences consisting of 15 questions. It made use of close and open ended techniques in order to give the respondents enough room to field in responses to the questions. The document review, on the other hand, was a painstaking act aimed at collecting only relevant information that would help explain the quantitative data.

The validity of the instruments was done using face validity technique. The instruments were given to two research experts' for validation. First it was tested if the questions in the questionnaire are related to the topic under consideration and whether they actually provide answer to the questions raised in the study. It was also tested for clarity and ambiguity. In checking for the reliability of the study instrument, a pre-test was conducted to ascertain the reliability of the research instrument (questionnaire). A total of 15 respondents were drawn for this purpose. The reason was to determine whether the responses would be in line with the required result expected from the instrument. The pilot study was done after the questionnaire had been validated by the experts earlier mentioned. To this end, Asika (2006: 73) opined that reliability is "the accuracy on precision of a measuring instrument".

The data generated were analysed in two phases. The first phase was done quantitatively, using simple frequency distribution tables, percentages and numbers to ascertain the factors responsible for the mother-tongue interference and the way out. The

second phase of the analysis was approached qualitatively. By this, data analysis was presented in textual forms separately.

Data Presentation and Analysis

First Phase: Data analysis (Quantitative Approach)

This aspect of data analysis was done quantitatively using simple frequency tables, percentages and numbers to ascertain the factors responsible for the mother tongue interference and ways to ameliorate them.

The tables below provide the demography and psychographic analyses of data collected in the cause of this study.

Items	Frequency	Percentage
Male	47	64.4%
Female	26	35.6%
Total	73	100%

Table 2 above analysed the sex of respondents. From the table, 47 (64.4%) - respondents are male while 26 (35.6%) respondents are female. This result shows that there are more male than female in the sample studied.

Table 3: Age of Respondents

Item	Frequency	Percentage
18-25	6	8.2%.

26-35	25	34.2%
36-45	27	37%
46-55	10	13.7%
Over 55 years	5	6.8%
Total	73	100%

From the table above, 6 (8.2%) respondents fall within 18-25 years, while 25 (34.2%) respondents fall within 26 - 35 years of age. Whereas 27 (37%) and 10 (13.7%) respondents fall within the age categories of 36 - 45 and 46-55 respectively. However, 5 (6.8%) respondents fall within the age bracket of 55 years and above.

This means that majority of the respondents^ are within the prime age of active service and complete vigour to life's endeavours.

Research Question 1: To what extent are Nigerian Broadcasters affected by mother tongue interference?

Table 4: Respondents view on whether Nigerian broadcasters are affected by mother tongue interference

Are Nigeria broadcasters affected by mother tongue interference?	Frequency	Percentage
Yes	51	69.9%
No	14	19.2%
Can't say	8	11%
Total	73	100%

From the table above, 51 (69.9%) respondents .opined -that Nigerian, broadcasters are affected by mother tongue interference, while 14 (19.2%) respondents are of the opinion that Nigerian broadcasters are not affected by mother tongue interference, whereas, 8 (11%) respondents are indifferent as to whether Nigerian broadcasters are affected by mother tongue interference in the course of their programmes.

The interpretation of the table 4 shows that majority of the respondents are of the opinion that Nigerian broadcasters are affected by mother tongue interference in the course of their programmes. This is because those who said that Nigerian broadcasters are affected by mother tongue interference in the course of their programmes amounted to 69.9% of the total studied, which means that those that hold.-this view are over half of sample studied.

Table 5: Respondents view on the extent to which affected by mother tongue interference in the are

To what extents are Nigerian broadcasters are affected by mother tongue interference in the course of their programmes?	Frequency	percentage
Large extent	18	24.7%
Moderate	15	20.5%
Little extent	33	45.2%
Can't say	7	9.6%
Total	73	100%

From the table above, 18 (24.7%) respondents agree that the extent to which Nigeria broadcasters are affected by mother tongue interference in the course of their

programmes is large, while 15 (20.5%) respondents are of the opinion that the extent to which Nigerian broadcasters are affected by mother tongue interference in the course of their programmes is moderate, whereas 45.3%) respondents are of the opinion that the extent to which Nigerian broadcasters are affected by mother tongue interference in the course of their programmes is little. However, 7 (9.6%) respondents are indifferent as to whether Nigerian broadcasters are affected by mother tongue interference in course of their programmes or not.

Since majority of the respondents opined that the extent to which Nigerian broadcasters are affected by mother tongue interference in the course of their programmes is little, it therefore means that the extent to which Nigerian broadcasters are affected by mother tongue interference in the course of their programmes is little.

Research Question 2: What are the factors responsible for this interference? 6:

Respondents view on the factor responsible for mother tongue interference.

Most Nigerian broadcasters are not grounded in the phonological structures of English language, hence cannot pronounce most words properly.	Frequency	Percentage
Strongly Agreed (SA)	26	35.6%
Agreed (A)	34	46.6%
Disagreed (DA)	9	12.3%
Strongly disagreed (SA)	4	5.5%

Total	73	100%
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From the table above, 26 (35.6%) respondents strongly agree that most Nigerian broadcasters are not grounded in the phonological structures of their language, hence cannot pronounce most words properly, while 34 (46.6%) respondents agreed that most Nigerian broadcasters are not grounded in the phonological structures of English language, hence cannot pronounce most words properly, whereas, 9 (12.3%) respondents disagree that most Nigerian broadcasters are not grounded in the phonological structures of English language, hence cannot pronounce most words properly. However, 4 (5.5%) respondents strongly disagree that most Nigerian broadcasters are not grounded in the phonological structures of English language, hence cannot pronounce most words properly.

The analysis in table 6 shows that majority of the respondents agree that most Nigerian broadcasters are not grounded in the phonological structures of English language, hence cannot pronounce most words properly. This means that this is one of the major problems facing Nigerian broadcasters in the course of their duties today.

Table 7: Respondents view on the factor responsible for mother tongue interference

Most Nigerian broadcasters mother tongue do not have some English phonemes and have cluster of consonants which interfere with their pronunciation pattern.	Frequency	Percentage
Strongly Agreed (SA)	20	27.4%
Agreed (A)	28	38.4%
Disagreed (DA)	16	21.9%

Strongly disagreed (SA)	9	12.3%
Total	73	100%

From the table above, 20 (27.4%) respondents strongly agree that most Nigerian broadcasters' mother tongue do not have some English phonemes and have cluster of consonants which interfere with their pronunciation pattern, while 28 (38.4%) respondents agreed that most Nigerian broadcasters' mother tongue do not have some English phonemes and have cluster of consonants which interfere with their pronunciation pattern, whereas, 16(21.9%) respondents disagree that most Nigerian broadcasters' mother tongue do not have some English phonemes and have cluster of consonants which interfere with their pronunciation pattern. However, 9 (12.3%) respondents strongly disagree that most Nigerian broadcasters' mother tongue do not have some English phonemes and have cluster of consonant which interfere with their pronunciation pattern.

In table 7 it is obvious that majority of the respondents agreed that most n broadcasters' mother tongue do not have some English phonemes and have cluster of consonants which interfere with their pronunciation pattern. This means that the absence of some English phonemes in native language of most broadcasters and the cluster of consonants in their languages is a major problem facing Nigerian broadcasters in the course of duties today.

Table 8: Respondents view on the factor responsible for mother tongue

Most Nigerian broadcasters do not observe the stress patterns in English sound system and this really affects their pronunciation pattern.	Frequency	Percentage
Strongly Agreed (SA)	48	65.8%
Agreed (A)	16	21.9%
Disagreed (DA)	5	6.8%
Strongly disagreed (SA)	4	5.5%
Total	73	100%

In the table above, 48 (65.8%) respondents strongly agree that Most Nigerian broadcasters do not observe the stress patterns in English sound system and really affects their pronunciation pattern, while 16 (21.9%) respondents agreed that Most Nigerian broadcasters do not observe the stress patterns in English sound system and this really affects their pronunciation pattern, whereas, 5 (6.8%) respondents disagree that Most Nigerian broadcasters do not observe the stress patterns in English sound system and this really affects : Denunciation pattern. However, 4 (5.5%) respondents strongly disagree Most Nigerian broadcasters do not observe the stress patterns in English K! system and this really affects their pronunciation pattern.

From the above table, majority of the respondents strongly agreed that Most Nigerian broadcasters do "not observe the stress patterns in English sound system and this really affects their pronunciation pattern. This means that Most Nigerian broadcasters take the pitching in the stress patterns of English sound system for granted in their

presentations over the air and this has really posed lots of challenges to the broadcast profession.

Second Phase: Data Analysis (Qualitative Approach)

In this phase of the analysis, data was analysed using qualitative approach. By this, data were presented: in textual forms separately. The study gathered qualitative data by reviewing literature from different sources that would help in the quantitative data collected and analysed above.

Although broadcasting in the native tongue is increasingly viewed as a communication right of every individual Linguistics interference has been a topic of concern in a multilingual country like Nigeria. Linguistics interference is a phenomenon TRANSFER explained by psychologists as the influence of present learning by the past learning. This transfer occurs in language learning when the learners of the new language designated in this situation rightly or wrongly establish analogy between same elements of the target language (TL) and the elements of an early acquired language known as the source language (TL) and mother tongue (MT).

The language of broadcasting is expected to conform to the norms, of the Standard English' and Received Pronunciation (RP). Phenomenological deviation as Folarin (2001) explains, "... is often a conscious stylistic device and may be contrived in various ways. They include consonant and vowel dropping, tonal manipulation all of which may lead to a creating of unusual words and phrase" (p. 74). This impedes communication and does the media no good.

The English Language has its set of sound system which is different from the set used in most Nigerian Languages and any other language. The English sound system is peculiar just to the English Language and not to any other language. The English makes use of more sounds than some Nigerian indigenous languages™ Studies have shown that diligent learning of English sounds that do not exist in one's mother tongue and effective application of the sound will promote communication process.

Onuigbo (2001) clearly states that, "efforts made in the teaching and learning of these features are not commensurate with their importance in intelligible communication" (p. 5). In learning new sounds of language, learners tend to be discouraged by the number of strange sounds they have to learn especially in the articulation of homonyms where two words sound alike but with different meanings. Most times the variations in the production of these sounds are not noticed by the speaker but the listener or hearer. For instance in media broadcast, when the broadcaster fails to make a distinction between words like "live and leave," "bird and bed," "hat and heart," "hear and here," "sit and seat," "sheep and ship," "did and deed," and many other homonyms. Sentences like "he lost his hear will be misunderstood to mean "he lost his hat." Same goes for "he sold the sheep" and "he sold the ship."

Christopherson (1976) comments that "... even if you do manage to make yourself understood, you will not express yourself well Justice will not be done without proper pronunciation" (p. 3). The international acceptability and intelligibility of pronunciation is an essential requirement for broadcast media, to upload its credibility and excellence.

It is assumed that Nigerians have thicker tongues than the Europeans do, withstanding, this should not affect our pronunciation of English words. With proper learning and adequate manipulations any language can be spoken to a good and acceptable extent. This has been proven in cases of Nigerians who grew in English-speaking environments, who in addition to their mother tongue have a good command of the pronunciation of English language. Many prodigious writers and living legends such as Wole Soyinka, Chinua Achebe and many, others had no better exposure than many Nigerians of today, yet they managed to excel proficiently in the field of English language despite the presence of their mother tongue.

Nigeria broadcasters should learn the peorper pronunciation of English words, by the conscious positioning of their organs of speech to avoid slow and laborious process. Ibagere (2001, p.83) explains that “difficulty in acquisition of the target language or second language breeds wrong pronunciation of words”. This situation distracts the viewer of a media programme and from the content of such programmes. Ibagere further argues be ascribed to a particular signal which in turn will being given" (2001, p.149). A distortion in the programmes is called semantic noise in the Semantic noise is concerned with distortion of meaning: it with speech and more acute when it comes to broadcasting, because articulatory problems and slurring of sound promote distortion in meaning.

Speech organs remain the same in any speech production, but the manner of articulation and state of the glottis differ. The tongue, teeth and lips used for articulation are not the only organs of speech. The process of speech starts from the lungs which is the power house, form which air is inhaled. The phonological features of sound system

are divided into segmental and supra segmental feature. The phonological features of our local languages have some similarities with English but with unique difference. These differences pose articulation problems of interferences of the first language to the second language. To this end, Eyisi (2007, p. 10)' states, "as a result of these differences, the Nigerian learner of oral English is bound to encounter almost inseparable Linguistic phenomena in his journey to better English pronunciation." These difficulties occur at different levels.

Summary of Findings

The study indicated that there were more men than women in the sample population studied. It was equally revealed that all the people sampled falls within the age brackets of 18-55 years, which means that they are active citizens contributing to the growth of the economy.

The study revealed that majority of the respondents was of the opinion that Nigerian broadcasters were affected by mother tongue interference in the course of their programmes. This is because those who held this view amounted to 69.9% of the total sample studied, which means that more than half of the sample studied held the view. It was however, revealed that the extent to which Nigerian broadcasters were affected by mother tongue interference in the course of their programmes is little.

Analysis from the study further revealed that majority of the respondents agree that most Nigerian broadcasters are not grounded in the phonological structures of English language, hence cannot pronounce most words properly. It was also revealed that most Nigerian broadcasters' mother tongue do not have some English phonemes and have

cluster of consonants which interfere with their pronunciation pattern. This means that the absence of some English phonemes in native languages of most broadcasters and the cluster of consonants in their languages is a major problem facing Nigerian broadcasters in the course of their duties today. It was equally revealed that most Nigerian broadcasters do not observe the stress patterns in English sound system and this really affects their pronunciation pattern. This means that most Nigerian broadcasters take the pitching in the stress patterns of English sound system for granted and this has really posed lots of challenges to the broadcast profession.

Conclusion

From the foregoing, it is obvious that the implications of phonological problems and deviation in broadcasting as it affects communication effectiveness emanate mostly from the effect of the mother tongue phonological system on the phonology system of English. There are transfers from the native language of most broadcasters which affect their pronunciation in the course of duties. This interference has hindered many broadcasters from external exposure. It becomes imperative, therefore, for broadcasters to follow-up their grammatical and phonological constructions with constant learning for better practice. This practice and constant learning might likely help the broadcaster to overcome all forms of irregularities inherent in his/her usage of English language.

Recommendations

This study, therefore, recommends that:

- Broadcasters should take some extra training in the phonological structures of English language and learn the art of proper pronunciation in order to boost the credibility of the profession.
- Broadcasters should pay proper attention to the pitch patterns of English sound systems in order to improve in their grammatical expression when airing their programmes.
- The Nigerian TV college and other learning institutions should make the study of English language a serious matter for students of communication. This will go a long way to improve the quality of students sent into the labour market and consequently, better the broadcasting profession in Nigeria.

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