



# The Influence of Pidgin English in Nigerian Media and Its Societal Impact: A Systematic Literature Review

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## Abstract

The use of the Pidgin Language is a common phenomenon within most societies in Nigeria. The main aim of this study was therefore to examine the Influence of Pidgin English in Nigerian media and its societal impact. The study employed the Systematic Literature Review and searched for studies from databases such as Web of Science, Google Scholar, and Research Gate. The study reviewed 16 studies after assessing all downloaded studies through established inclusion and exclusion criteria. The study employed qualitative meta-synthesis to gather pertinent data and information from chosen studies. The study found that the Pidgin Language is used in the Nigerian media such as newspapers, television, and radio for education and entertainment. The study also found that the use of the Pidgin Language in the Nigerian media has several societal impacts including the promotion of linguistics diversity and unity, identity and cultural expression, communication accessibility and inclusivity, and educational implications. In sum, the findings underscore its prevalence in media, education, politics, and everyday interactions, emphasizing its distinctive role as a bridging language among Nigeria's diverse ethnic and cultural population.

## Keywords

Pidgin English, Nigerian media, Societal impact, Language use

## 1. Introduction

Nigeria boasts a remarkably diverse linguistic landscape, featuring a variety of over 500 indigenous languages spoken across its vast territory (Eluma & Olarinmoye, 2012). Within this linguistic diversity, Pidgin English has emerged as a potent force, shaped by the interplay of English and various indigenous languages (Mensah, 2011). Tillman (2006) defined pidgin language as a simplified and ad hoc mode of communication that emerges to aid interaction among individuals who lack a shared language. These languages usually feature a restricted vocabulary, and simplified grammar, and may integrate elements from various languages to facilitate basic communication in particular situations, such as commerce, journeys, or social exchanges among people with distinct native languages (Romaine, 2006). Pidgin languages are typically not spoken as one's primary language but serve as a functional medium for communication between individuals with diverse linguistic backgrounds (Tillman, 2006). Osoba (2014) observed that the pidgin language has left an enduring imprint on Nigerian society, particularly in the sphere of media. Also, Pidgin English has transcended ethnic and regional boundaries, uniting Nigeria's cultural fabric (Osoba, 2014). From music and movies to news broadcasts and comedy, it has not only revolutionized storytelling and consumption but has also played a central role in fostering a more inclusive national identity (Akindele, 2019).

The development of language has had a profound influence on societies (Battiste, 2000). Initially serving as a means of communication, it assisted early humans in coordinating activities. As time passed, language evolved to play a crucial role in documenting knowledge, safeguarding cultural heritage, and shaping collective identities (Battiste, 2000). Language has also been wielded as a tool for exerting power and influencing social structures (Harris, 2020). It has driven innovation and facilitated global connections, supporting trade and scientific progress (Harris, 2020). Similarly, the pidgin language exerts a notable impact on Nigerian media through several avenues. For example, Balogun (2013) observed that the prevalence of Pidgin language prevalence is increasing in both written and spoken media. Numerous Nigerian newspapers now feature a section in Pidgin English, translating news stories for broader accessibility to non-Standard English speakers (Balogun, 2013). Furthermore, the use of the Pidgin language is having common very common in media such as Television, Radio, and social media platforms such as X (formerly Twitter), Facebook, Instagram, Snapchat, and TikTok (Adebayo, 2023). In the view of, Akindele (2019) the increasing prevalence of Pidgin English in Nigeria's media landscape could be attributed to its status as a lingua franca, bridging linguistic divides. Moreover, its informality and accessibility render it attractive to media outlets aiming for a broader audience (Akindeke, 2019).

Several studies have examined the role of media in shaping individuals and societies. For example, Choudhary (2020) emphasized how the media influence public opinion, establish priorities, and direct public attention to specific subject's adverse media coverage can impact perspectives on certain issues, such as disability (Choudhary, 2020). Moreover, the media possess the ability to create ambiguity surrounding topics like climate change, resulting in reduced engagement and limited comprehension of potential changes in individual behaviors (Happer, 2013). Furthermore, the media's presentation of news and entertainment can mold societal attitudes and shape perspectives (Happer, 2013). The press is regarded as an indispensable component of the public sphere, responsible for disseminating information, uncovering truths, and fostering citizen involvement in public affairs (Al-Rawahi, 2019).

These studies as reviewed above show that the media can have an impact on individuals and society. That notwithstanding, other scholars argue that the choice of language commonly used by the media can influence individuals and society. For instance, the sociolinguistics theory by William Labov asserts that media language choices, like adopting Pidgin English, are socially influenced (Labov, 2006). It assumes Pidgin English in Nigerian media reflects societal diversity (Labov, 2006). Thus, from the perspective of the sociolinguistics theory it could be argued that the adoption of the pidgin Nigeria Media has a potential consequence of its usage or absence on societal frameworks and interpersonal dynamics. Also, the communication and media effect theory maintain that the messages communicated by the media can impact individuals and society (Neuman and Guggenheim, 2011). Thus, this study argues that the influence of the Pidgin language can have an impact on the individuals and societies in Nigeria. Moreover, the identity theory holds that language plays a role in shaping both individual and group identities (Stets & Serpe, 2013). Thus, it is argued that the use of Pidgin English in Nigerian media can shape the self-identities of Nigerians and contribute to a shared sense of national or regional identity. These theories underscore the link between the influence of pidgin in Nigerian media and its societal impact.

Empirically, Ajibade (2012) reveals that Nigerian youth perceive Pidgin English as a unifying force and proposes its recognition as an official language in Nigeria's language policy. Amakiri (2015) investigates Pidgin English's influence on the teaching and learning of Standard English in Nigeria, highlighting the challenges faced by students and teachers in code-switching between the two forms. Amao (2012) scrutinizes its role as a medium for social discourse among university students in Osun State, emphasizing its significance in social interactions. In summary, these papers collectively affirm that Pidgin English assumes a prominent role in Nigerian media and carries societal implications concerning language policy, cultural identity, education, and social communication.

It is noteworthy that some studies have delved into the influence of pidgin English in Nigerian media and its societal impact. This systematic review thoroughly integrates the available primary research concerning the phenomenon under study. By doing so, the study provides a thorough understanding of the current knowledge landscape, pinpoint areas needing further investigation, and guide future research directions in the vital nexus of language, media, and society in Nigeria. The study is guided by two main research questions;

- 1) How does the pidgin language influence Nigerian media?
- 2) What is the societal impact of pidgin language in Nigeria?

## 2. Research Methodology

### 2.1 Research approach

The systematic literature is adopted in this study. A systematic literature review (SLR) is a research approach that

entails the methodical identification, choice, evaluation, consolidation, and presentation of pertinent research studies concerning a specific subject (van Rijn et al., 2008). It is a method characterized by thoroughness and clarity, to furnish a comprehensive and impartial summary of the available knowledge on a particular subject (Patel et al., 2017). Thus, through the systematic literature review, this study identifies and synthesizes the findings of existing studies to understand the influence of Pidgin English in Nigerian media and its societal impact. The SLR is used because it enables the study to conduct a thorough summary of the current knowledge on the influence of the Pidgin language on Nigerian media and its societal impact. Also, it is characterized by their strictness and transparency, which contribute to the credibility and impartiality of the results (Patel et al., 2017).

## 2.2 Identification of relevant studies

Identification of relevant studies is a major aspect of SLR (van Dinter et al., 2021). It is the process through which the researcher identifies relevant studies from credible sources to answer the defined research questions (van Dinter et al., 2021). This current study searched for relevant studies by making use of keywords or search terms such as "Pidgin English," "Nigerian Media," "Social impact," and "influence". In the view of van Dinter et al. (2021), it is significant for the researcher to make use of Boolean operators (AND, OR, NOT) in the search terms because it helps to ensure that the search is comprehensive and includes all relevant aspects of the research question. Consequently, this study made use of search terms such as "Pidgin English AND Nigeria media", "Impact of Pidgin on Nigerian Media" and "Pidgin and its societal impact. The study made use of these keywords and phrases to search for relevant studies from academic databases and online search tools such as Google Scholar, JSTOR, PubMed (for health-related aspects), and digital academic libraries. These databases were included because they house a wide range of scholarly articles, books, and conference papers (Ayalew, 2017).

## 2.3 Selection of relevant studies

Once all relevant papers have been identified, they must be screened to determine which ones meet the eligibility criteria for the systematic literature review (SLR). This screening may include assessing the study's methodology, quality, and relevance to the research issue. The screening and selection of studies were guided by the following inclusion and exclusion criteria (Harrison et al., 2020).

### 2.3.1 Inclusion Criteria

- The research must be published in a peer-reviewed journal or book.
- The research must have been carried out within Nigeria
- The research must specifically address either the impact of Pidgin English in Nigerian media or the societal consequences of Pidgin English in Nigerian media and published between 2010 and 2023.
- The research must meet high-quality standards.

### 2.3.2 Exclusion Criteria

- The research is not published in a peer-reviewed journal or book
- The research is not conducted within Nigeria.
- The research does not center on either the influence of Pidgin English in Nigerian media or the societal effects of Pidgin English in Nigerian media.
- The research falls below the threshold of high quality.

The study began the screening and selection process by reviewing the titles and abstracts of all identified studies. This initial step helped to identify studies pertinent to the research question and in line with the review's eligibility criteria. The study proceeded to probe into the complete texts of studies that seem pertinent. This deeper examination facilitated the evaluation of the studies' methodology, quality, and their pertinence to the research question. The researcher then eliminated studies that fell short of meeting the eligibility criteria, which are explicitly outlined in the review protocol, and selected studies characterized by both high quality and relevance to the research question.

The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flowchart presented below visually outlines the progression of study selection, starting from initial identification to eventual inclusion.

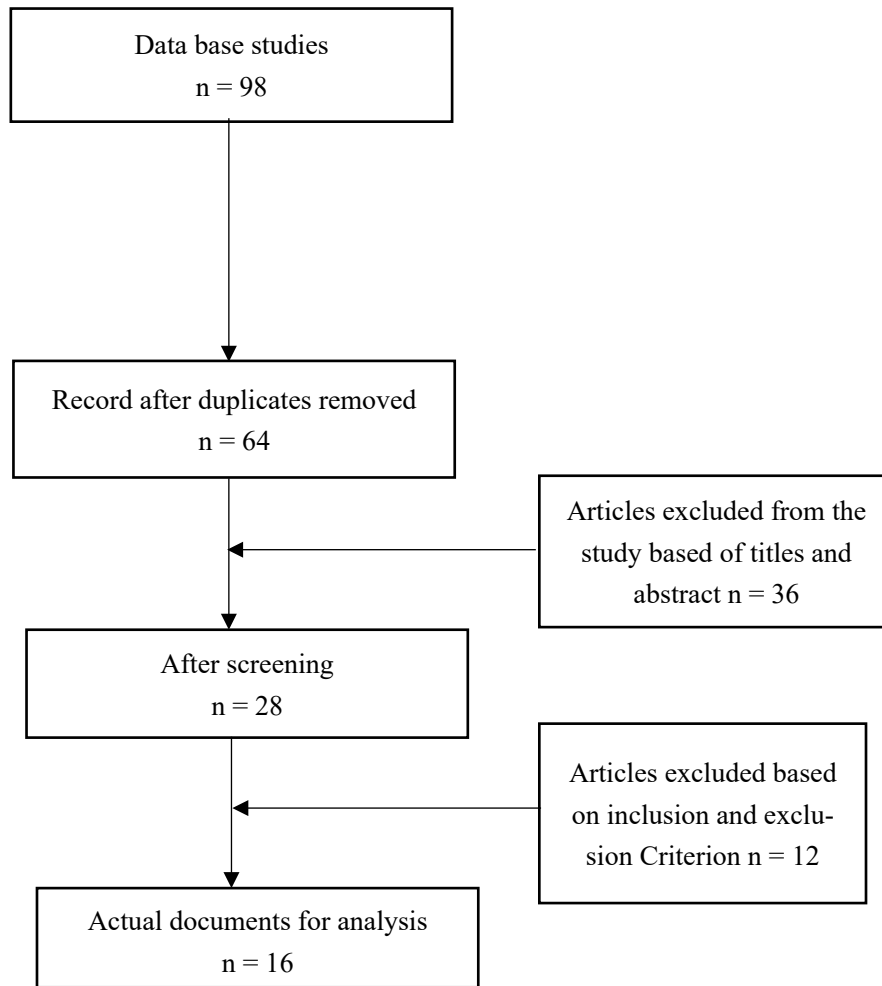


Figure 1. PRISMA reporting framework.

## 2.4 Data quality assessment

Assessing the quality of studies within a systematic review is a crucial stage for evaluating the dependability and credibility of each study under consideration (Mengist et al., 2020). This process entails a systematic and impartial examination of factors such as study design, methodology, and reporting to ascertain the study's overall quality and potential sources of bias (Mengist et al., 2020). The study made use of the Joanna Briggs Institute Critical Appraisal Checklist to assess the quality of the study.

Following the Joanna Briggs Institute Critical Appraisal Checklist, this study conducted an assessment of study quality based on the introduction, research framework, results, and conclusion of the studies. Here's a breakdown of the assessment criteria:

- ✓ **Introduction:** Focuses on questions such as whether the introductory section of the study provides an overview of emotional intelligence and its role in project performance management.
- ✓ **Research framework:** Is there a clear explanation within the research paper about the chosen research methodology?
- ✓ **Results:** Does the research investigation present its findings, and do these findings effectively address the research questions?
- ✓ **Conclusion:** Does the study appropriately summarize both positive and negative findings in a well-defined manner?

Therefore, the assessment criteria are specified above, the study created a scoring system ranging from 0 to 4 to assess the quality of the studies. Studies with a quality assessment score of 50% or lower were excluded from the

review, while those with a score of 75% or higher were included. The results showed that among the 16 papers included in the study, 12 received a perfect quality assessment score of 100%, 3 scored 75%, and 1 received a quality assessment score of 50%.

## 2.5 Data extraction

Data extraction within a systematic review involves the systematic and thorough collection of pertinent data and information from chosen studies, aiming to address a particular research query or topic (Schmidt et al., 2021). The JBI Qualitative Assessment and Review Instrument (JBI-QARI) was purposefully crafted for the extraction of qualitative data (Munn, 2019). Employing the JBI tool, the research diligently extracted the relevant components from all the incorporated studies, assisted by an Excel spreadsheet. A glimpse of this extracted data is presented in Table 1.

**Table 1. Data extraction**

| Author(s)   | Year of publication | Aims/purpose  | Research Approach | Population and sample size   | Sampling technique                           | Instrument                                      | Data analysis   | Key findings   |
|---|---------------------|---|-------------------|--|--|---|---|--|
| Adegbija, E. O.   | 2010                | To investigate the utilization of Pidgin English within Nigerian newspapers   | Qualitative       | 10 Nigerian newspapers   | Purposeful sampling                          | Content analysis                                | Thematic  | Pidgin English, a dynamic language, plays a crucial role in Nigerian society. Nigerian newspapers use it to connect with diverse audiences, representing various backgrounds. It expresses Nigerian identity, defines social boundaries, critiques institutions, and offers entertainment.                                   |
| Prince, D. & Onyejelem, O. P                            | 2020                | To investigate the influences of Pidgin English among students in Nigeria   | Mixed Method      | 600 students, 8 teachers, 4 government workers, and 8 staff from the media.                            | Simple random sampling, Purposive            | Questionnaire and Interview guide               | Descriptive   | The high rate of communication in Pidgin English among secondary school students in Nigeria is a threat to their educational career  |
| Adegbija, Y., Adeyemi, B. & Awopetu, E. O               | 2012                | To investigate the perceptions of the Nigerian youth of Pidgin English  | Quantitative      | 600 youths,  | selected using the quota sampling technique. | Questionnaire                                   | t-test and One-Way ANOVA statistics   | Pidgin English, with its neutrality, has the potential to become a wider language of unity, largely at the informal level, than the major indigenous languages.2. his would contribute positively to Nigeria's search for unity in diversity.  |
| Folajimi Oyebola, Kingsley O. Ugwuanyi                  | 2023                | To investigate the attitudes of Nigerian respondents towards the emergence of BBC Pidgin and their perception of Nigerian Pidgin. | Qualitative       | Nigerian residents   | Purposeful sampling                          | Interview guide                                 | Thematic  | 1. Respondents generally hold positive attitudes toward Nigerian Pidgin and BBC Pidgin. However, they express reluctance to use either for official purposes in Nigeria, citing differences in orthography and vocabulary, particularly in BBC Pidgin, as the main reasons for their reservations.                           |
| Adetuyi, C. A., Jegede, O. O., & Adeniran, A. A. (2018) | 2018                | To examine how comedians create humour using Pidgin in stand-up comedy shows.   | Qualitative       | 5 Nigerian stand-up comedy videos  | Purposeful sampling                          | Content analysis                                | The study employs Halliday's Systemic Functional linguistics as the analytical instrument | Comedians excel in conveying humour through Pidgin due to its informal and non-native status, allowing for creative humour. Pidgin's informal, unserious tone and presentation style enhance storytelling humour. This study contributes fresh insights for sociolinguists and discourse analysts in an underexplored field. |
| Osoba, B. J   | 2014                | To investigate how meaning is assigned to Nigerian Pidgin discourse, particularly in advertisements                               | Qualitative       | Broadcasts and advertisements on three radio stations: Wazobia 95.1 FM, Rhythm 93.1, and Eko FM Radio. | Purposeful sampling                          | Listening, tape-recorded to facilitate playback | Transcribing and thematic analysis  | 1. Nigerian newspapers employ Pidgin English as a means of communication with diverse audiences, encompassing individuals from various ethnic backgrounds, social strata, and educational levels. 3. Pidgin English serves as a vehicle for  |

|   |      |  |              |   |                                      |  |  |   |
|---|------|--|--------------|---|--------------------------------------|--|--|---|
|   |      |  |              |   |                                      |  |  | expressing one's Nigerian identity, demarcating social and cultural boundaries, conveying a spectrum of attitudes, and scrutinizing the government and influential institutions   |
| Onyejelem, O. D. P. & Onyedikachi, P. O                             | 2020 | The study aims to investigate the influences of Pidgin English among students in Nigeria,  | Quantitative | 200 students, 8 teachers, and 8 media houses  | Simple random sampling               | Questionnaire  | descriptive statistics                 | 1. Pidgin has deep roots in Nigeria Media 2. Students struggle to study the English language due to a lack of vocabulary  |
| Unachukwu, C. O., Kadiri, C. G. & Nwuche, G. A                      | 2020 | The study aims to investigate the usage of Standard English among secondary school students in Eha-Amufu concerning the use of Nigerian Pidgin English (NPE).        | Quantitative | 200 students, teachers, 4 Secondary schools   | Simple random sampling and purposive | Questionnaire and essay writing as research instruments. | Descriptive statistics                 | 1. The study's findings indicate that the use of NPE among students is influenced by factors such as home and peer group influence. It has significantly affected students' usage of Standard English, particularly in written essays, where the adverse effects of NPE are evident in spelling and contextual usage errors. 2. Furthermore, Nigerian Pidgin English was employed to establish a sense of identity for these students, who prefer using NPE over Standard English when communicating with their peers, finding it more comfortable for self-expression. |
| Omoera, S. O., Aiwuyo, O. A., Edemode, J. & Anyanwu, B.             | 2018 | To examine the impact of social media on the writing abilities of Nigerian youths in English, the language of mass communication in Nigeria.                         | Mixed method | Nigerian youths   | Questionnaire and Interview guide    |  | Descriptive and Thematic Analysis      | The study identifies that many Nigerian youths use a distinct form of English, distinct from Standard English (SE) and Pidgin English (PE). They employ unconventional expressions ('u' for 'you,' 'gr8t' for 'great,' 'ur/urs' for 'your/yours') suitable for informality but seen as sub-literacy in formal writing. This trend poses potential challenges for effective formal writing among Nigerian youth.   |
| Osondu, H. O., Alozie, M. N. & Etaruwak, J. M.                      | 2019 | To investigate mother tongue interference among junior secondary school students   | Quantitative | 120 Students r  | Simple random sampling               | Questionnaire  | Descriptive statistics                 | The study found that students exhibited "Transfer of Rules" Errors in Phonology, with 54.4% incorrect responses in the realization of /θ/ and /z/. They also struggled with the correct usage of the morpheme "er" in generating words, scoring an overall mean of 60.4% for incorrect responses  |
| Onuoha, N. E.   | 2021 | To study the choice of Nigerian Pidgin English (NPE) by Imo State University and University of Port Harcourt students and assess the impact on students' proficiency | Quantitative | 100, University students from Imo State University and University of Port Harcourt. | Simple random sampling               | Structure questionnaire                                  | Descriptive and inferential statistics | The analysis of the data revealed that students frequently interacted with Nigerian Pidgin English (NPE). However, the use of NPE among university students had a significant negative impact on their performance in Standard English.   |
| Adeniyi, A. A., Oyapero, A., Ajjeroh, V., Sofola, A. & Asiyinbi, O. | 2018 | To determine the effect of a health education intervention delivered   | Quantitative | 267 mothers a   | Multi-stage sampling                 | Questionnaire.   | Descriptive and Chi-Square statistics  | 1. The Pidgin language is a major mode of communication in health education among the Nigerian Population   |

|                          |      |   |              |   |                                      |   |  |   |
|--------------------------|------|---|--------------|---|--------------------------------------|---|--|---|
| Mensah, A. & Ndimele, R. | 2013 | To explore the (socio)linguistic devices exploited in advertising discourse in Nigerian Pidgin (NP)   | Mixed method | 170 respondents in total, consisting of 40 copywriters, graphic artists, marketers, and advertising professionals, as well as 130 consumers of advertised goods and services. | Simple random sampling and purposive | Oral interviews, and audio and video recordings of ads in Nigerian Pidgin (NP) from radio and television, as well as material from printed ads in NP, were also part of the primary data. | Descriptive and thematic   | Advertising communication in Nigeria serves to capture attention, generate interest, alter perceptions, stimulate desires, and influence social values. Language choice, particularly in a multilingual context like Nigeria, greatly impacts ad effectiveness. The paper identifies linguistic tools like lexical innovation, code-switching, proverbs, humour, and stylistic techniques used in Nigerian Pidgin (NP) advertisements. NP ads are popular due to their broad reach, adaptability, and creativity. This form of advertising enhances the social and functional value of NP in public discourse, overcoming stereotypes and biases. |
| Ehondor, B               | 2020 | To address ethnic conflicts and political strife in Nigeria and propose the unifying potential of Nigerian Pidgin English as a means of intercultural and national communication. | Qualitative  |   | Purposeful sampling                  | The study employs discourse analysis to make its case.  | The study employs discourse analysis to make its case  | 1. The paper argues that Nigerian Pidgin English has the potential to unify Nigeria and suggests policy recommendations, including a review of the national communication policy and the declaration of Nigerian Pidgin as an official language for national communication in the interest of national unity.   |
| Adebayo, O. M            | 2023 | To investigate the use of Pidginised English in social media, specifically focusing on Nigerian Pidgin hashtags.  | Qualitative  | The data consists of forty Pidginised hashtags on social media, including surveys and interviews.   | Purposeful sampling                  | Surveys, interviews, and analysis of Pidginised hashtags on social media.   | The data is analyzed using the Variationist Sociolinguistics theory  | 1. The study suggests that Pidginised English in social media reflects linguistic diversity and cultural identity, serving as a means of social commentary and political critique. It contributes to understanding language use in digital spaces and highlights the impact of hashtags on promoting linguistic and cultural diversity on social media platforms.   |
| Osoba, B. J              | 2013 | The study aims to analyse the linguistic features and strategies employed in NP political jingles.  | Qualitative  | The data consists of political advertorials and jingles in NP obtained from the mentioned radio stations. Radio Nigeria 2, WAZOBIA FM, and Eko FM                             | Purposeful sampling                  | Tape recording and transcription of NP political advertorials and jingles.  | Descriptive tools were applied to analyze the data, and the texts were organized into their constituent sentences/clauses without reference to their textual components. | 1. The extracted data provides examples of NP political jingles and their English translations, demonstrating the use of NP in political communication.   |

## 2.6 Data synthesis

The study used qualitative meta-synthesis to synthesize the qualitative data extracted from the chosen studies (Liao et al., 2020). The study identified recurrent patterns, themes, and relationships within the findings. The study then established a synthesis framework to systematically arrange and compare the data across the selected studies. Subsequently, the study crafted an all-encompassing narrative synthesis that interlaces the common themes and elucidates their implications.

## 2.7 Reporting

In systematic reviews, study reporting involves detailing the attributes of the studies incorporated into the review and presenting the outcomes of these studies (Kaur et al., 2021). The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) statement offers a framework guiding the reporting of this study to enhance the

quality of systematic review reporting. The PRISMA guided the study to report necessary elements of the systematic review such as selection, data extraction, risk assessment, and result synthesis.

### 3. Presentation of Findings

#### 3.1 Characteristics of included studies

The analysis of the studies showed that the studies included in this review were published between 2010 and 2023. There is no regular pattern in the year of publication as the studies are spread through this year range. It is also revealed that 7 of the studies employed the qualitative research approach, 6 made use of the quantitative research approach and 3 used the mixed method approach. The review also shows that most of the studies made use of primary data which were gathered with the use of interview guides and questionnaires from respondents. The majority of the respondents in this study were youth and students. Other respondents were also media experts, social media users, and media experts. The data also shows that most of the studies used the simple random sampling technique to select the respondents for the study while other studies also used purposive sampling.

#### 3.2 Use of Pidgin Language in Nigerian Media

The review showed that five studies focused on the use of the Pidgin language in Nigerian media. These studies include Adegbija (2010), Osoba (2014), Mensah and Ndimle (2013), Adetuyi, Jegede and Adeniran (2018) and Osoba (2013).

##### 3.2.1 Exploring Pidgin English Usage in Newspapers

The meta-synthesis showed that the Pidgin language is used in news reporting within Nigerian newspapers. Pidgin English has a significant presence in various forms of media, including newspapers, radio, television, and social media. It plays a crucial role in shaping popular culture, entertainment, and social commentary (Adegbija, 2010; Osoba, 2014; Jegede & Adeniran, 2018).

##### 3.2.2 Pidgin English in Advertising

The review also shows that pidgin language is used in Nigerian media for advertisement. For example, three of the studies evaluated the linguistic methods and tactics employed in Nigerian Pidgin (NP) advertisements and the application of Pidgin English in advertising discourse and assessing its effectiveness (Adegbija, 2010; Mensah & Ndimle, 2013).

##### 3.2.3 Impact on Audience and Identity

Investigating the influence of Pidgin English on a diverse range of audiences, including individuals from various ethnic backgrounds, social classes, and educational levels. Examining how Pidgin English serves as a medium for expressing Nigerian identity, delineating social and cultural borders, conveying attitudes, and critically examining institutions.

These themes encapsulate the central areas of exploration in studies aimed at comprehending the impact of Pidgin English in Nigerian media.

#### 3.3 Societal impact of pidgin language

The analysis showed that 11 of the included studies reported on the societal impact of social media on Nigerian society.

##### 3.3.1 Educational Impact and Language Proficiency

Pidgin English's prevalence in media and daily life has influenced language choices among Nigerians, particularly students. It has implications for language proficiency and the formal educational system, as it competes with Standard English in educational settings. The use of Pidgin English, especially among Nigerian youth and students, has raised concerns about its impact on language proficiency, particularly in Standard English. It has influenced language choice, affecting educational outcomes and language skills (Sondou, Alozie, & Etaruwak, 2019; Onuoha, 2021).

##### 3.3.2 Linguistic Diversity and Unity

The studies included in this review reported that Pidgin English serves as a bridge language, promoting linguistic diversity and unity in a multilingual society like Nigeria. It provides a common means of communication for



Nigerians from diverse linguistic backgrounds, fostering a sense of togetherness (Adegbija, 2010; Adegbija, Adeyemi, & Awopetu, 2012).

### **3.3.3 Identity and Cultural Expression**

The utilization of Pidgin English in Nigerian Media serves as a vehicle for expressing Nigerian identity. It demarcates social and cultural boundaries while conveying a range of attitudes and perspectives. It has become a symbol of cultural pride and a reflection of Nigeria's unique sociolinguistic landscape (Oyebola & Ugwuanyi, 2023; Prince & Onyejelem, 2020).

### **3.3.4 Communication Accessibility and Inclusivity**

Pidgin English in the Nigerian Media enhances accessibility and inclusivity in communication. It allows individuals from diverse linguistic backgrounds and education levels to participate in public discourse, breaking down language barriers and promoting social inclusion (Onyejelem & Onyedikachi, 2020; Unachukwu., Kadiri, & Nwuche, 2020).

## **4. Discussion**

The studies provide a comprehensive understanding of the influence of Pidgin English in Nigerian society. They collectively reveal that Pidgin English plays diverse roles across different contexts. For example, content analysis of Nigerian newspapers indicates that Pidgin English serves as a versatile tool for communication, unifying audiences of various backgrounds and allowing cultural expression and criticism (Adegbija, 2010). Thus, the use of the Pidgin language serves as a common language that is used by various media outlets to interact with a greater section of the Nigerian population who may be characterized by diverse multilingualism (Adegbija, 2010). In other words, the use of the Pidgin language in Nigerian media helps to bridge the language gap that exists among different tribes and societies in Nigeria (Jegade and Adeniran, 2018). Additionally, the review showed that the majority of Nigerians are of the view that Pidgin English can contribute to informal unity among Nigerian youth (Unachukwu., Kadiri, & Nwuche, 2020). However, interviews suggest that while there is a generally positive attitude toward Pidgin English, its suitability for official purposes is questioned due to variations in orthography and vocabulary (Sondur, Alozie, & Etaruwak, 2019). Thus, though the use of pidgin in the Nigerian media serves as a means to communicate to a greater section of the Nigerian population, the Pidgin language is not usually used in official or formal settings.

The analysis of stand-up comedy videos indicates that Pidgin English offers a unique platform for humor and creative expression (Adetuyi et al., 2018). Moreover, the studies examining social media and advertising underscore the adaptability and appeal of Pidgin English in the digital space, where it serves as a means of social commentary, political critique, and entertainment (Osoba, 2014). The foregoing suggests that the use of Pidgin in the Media has a positive impact on Nigerian society; however, the majority of the studies among secondary school students highlight the widespread use of Pidgin English, potentially affecting their proficiency in formal English. It has implications for language proficiency and the formal educational system, as it competes with Standard English in educational settings. Although some studies may have limitations in terms of research design, the collective findings emphasize the sociolinguistic importance and complexities of Pidgin English in Nigeria's evolving linguistic landscape.

## **5. Limitations of the study**

The studies conducted on the subject of Pidgin English in Nigerian society are not without their limitations. Firstly, a notable drawback is the presence of sampling bias in many of these studies, as they predominantly target specific groups such as students or professionals. This inherent bias might hinder the applicability of their findings to the wider population. Secondly, the potential for researcher bias looms, particularly in studies employing subjective data collection methods like interviews. Researchers' viewpoints and interpretations could inadvertently sway the results. Thirdly, numerous studies are confined to specific contexts, zooming in on particular regions or settings within Nigeria. While this approach offers valuable insights into those particular environments, it may not fully encapsulate the extensive diversity of Pidgin English usage across the nation. Moreover, a majority of studies emphasize contemporary usage and perceptions of Pidgin English, often neglecting its historical roots and evolutionary trajectory.

## **6. Conclusion**

This systematic review of studies on Pidgin English in Nigerian society collectively illuminates the complex nature

of this language and its profound impact across various dimensions. These studies have brought to light the pivotal role of Pidgin English in facilitating communication, expressing identity, and offering social commentary within Nigeria. Despite certain limitations, such as sampling biases and regional focuses, these research endeavors have made substantial contributions to our comprehension of how Pidgin English permeates and shapes the cultural and linguistic landscape of Nigeria. The findings underscore its prevalence in media, education, politics, and everyday interactions, emphasizing its distinctive role as a bridging language among Nigeria's diverse ethnic and cultural population. Additionally, these studies have elucidated both the strengths and weaknesses of Pidgin English as a tool for communication and expression, laying the foundation for future investigations to delve even further into this captivating linguistic phenomenon within Nigerian society.

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