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## Discourse Analysis of Select Radio Jingles on Lassa fever Risk Communication in the most endemic states in Nigeria

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### Abstract

The quality of risk communication during outbreak of epidemics and pandemics is based on its ability to meet the specific needs of all populations using appropriate languages, speech acts, and cultural sensitiveness. This study employed discourse analysis to examine the language use, speech acts and the discourse context in radio jingles used for Lassa fever (LF) outbreak communication in the most endemic states (Ebonyi, Edo and Ondo) in Nigeria. The discourse corpora consisted six purposively selected radio jingles aired by government owned radio stations between 2018 and 2020. The results show a preponderance of simple vocabulary, similar pattern of themes, predominance of direct address, assertive and expressive statements with lesser declarative and commissure illocution speech acts, and informal setting and linguistic politeness in Pidgin jingles whereas the English versions utilized more formal background, declarative statements and detached characters. Based on these findings, recommendations were made for future risk communication interventions for Lassa fever and other febrile epidemics.

**Keywords:** Discourse Analysis, Discourse Context, Lassa Fever, Language Use, Outbreak Communication, Radio Jingles, Risk Communication, Speech Acts

### Introduction

Lassa fever epidemic has been a reoccurring event in Nigeria, since 1969 when it was first identified in Lassa town in Northern Nigeria. The viral disease caused by the Lassa virus has remained endemic to approximately 40% of Nigerian territory (Adeiza & Chinenye, 2019), as well as other countries in the west African region. Thus, Lassa fever increases the burden of the ill-equipped healthcare system in the region. Containment efforts by government agencies include outbreak investigation, contact tracing, response coordination, case management, psycho-social care for infected people, infection prevention and control activities, and risk communication (Nigeria Centre for Disease Control and Prevention (NCDC), 2022).

Quality and accessible risk communication provides ample evidence for public comprehension of the risk level and the requisite protective measures that can limit the chances of infection (Ben-Enukora et al., 2023). Since none of the vaccine candidates in development for LAVS has been approved, the disease containment depends largely on public compliance with protective measures against the LAVS. Therefore, Lassa fever risk communication messages focus on the disease causation, transmission routes, risk factors, risk reduction or

preventive measures as well as the treatment options for patients (Ben-Enukora et al., 2022). However, various authors have reported inadequate knowledge of Lassa fever and its preventive measures among the general public (Fatiregun et al., 2019; Usuwa et al., 2020) and healthcare workers (Wada et al., 2022). Consequently, designing evidence-based risk-communication interventions is crucial for improved knowledge.

Effectiveness of the communication intervention depends on public comprehension of the risk information and compliance with personal and community protective measures against the LAVS. Hence, complexity of language used in risk communication during public health emergencies can hinder containment efforts especially in a multiethnic and multilingual country such as Nigeria. More so, inappropriate usage of language can result in misinformation, misinterpretation and negative responses (Srivastava, 2019; Ben-Enukora et al., 2020). Hence, the use of complex languages in packaging information without considering the audience's social contexts contributes to the ineffectiveness of health risk information. Therefore, making the risk of LAVS infection comprehensible and comparable to other threats is significant for quality risk communication output. To achieve this feat, interventionists employ simple vocabulary to facilitate identification and comprehension, and linguistic and cultural competency to suit different dialectical groups (US Department of Health and Human Services, 2001). Therefore, understanding the nuances of risk communication contents, particularly in endemic areas is necessary for tackling the menace of LF in Nigeria.

### **Statement of the problem**

A variety of communication strategies, including radio jingles, are utilised for risk communication interventions during LF outbreaks in Nigeria. However, Lassa fever epidemics occur annually, with the highest cases reported from January to March and a small number detected throughout the year (Redding et al., 2021). During outbreaks, radio jingles often persuade the public to maintain good personal and environmental hygiene to eliminate rodent infestation amongst others (Ben-Enukora, et al., 2020). Since the "persuasive discourse" is aimed at influencing behavioural change, it is expected that all receivers of the outbreak communication must be capable of understanding and decoding the messages, and imbibe attitudinal and behavioural changes towards the threat. The failure to curb the incidence of LF in Nigeria and reduce the occurrence in the most endemic states, demands a re-examination of the outbreak communications. The questions begging for answers are, what kind of language, speech act and discourse context is used to disseminate LF risk information to the public? It is against this background that the study was undertaken to examine the radio jingles used for Lassa fever outbreak communication in the most endemic states. Specifically, the study aimed to:

1. examine the language use in select LF radio jingles used for outbreak communication in the most endemic states.
2. identify the speech acts in select LF radio jingles used for outbreak communication in the most endemic states.
3. determine the discourse context in select LF radio jingles used for outbreak communication in the most endemic states.

### **Literature Review**

#### **Lassa fever**

Lassa fever is a zoonotic viral hemorrhagic disease first identified in Nigeria in 1959. For over five decades, the febrile disease has persisted in Nigeria, with several distinct lineages recorded in north-eastern, southern and north-central regions (Arruda et al., 2021; Adesina et al., 2023), and different rodent species identified as the LAVS hosts. The *M. natalensis* was first identified as the LAVS host, but other rodent hosts such as

Guinea multimammate mouse (*M. erythroleucus*), “African wood mouse” (*Hylomyscus pamfi*) (Olayemi et al., 2016), *M. hildbrandtii*, and *M. baoulei* pygmy mice (Olayemi et al., 2016; Wirth, 2018; Adouleton, et al., 2019; Adesina, et al., 2023) have been discovered. These rodents are abundant in human-dominated ecosystem, with lower abundance in natural and forest areas (Redding et al., 2021).

The primary transmission route which accounts for 80% to 90% of human infections occur through indirect contact with rodents through ineffective food storage, housing quality and traditional food processing practices (Dzingirai et al., 2017; WHO, 2018), whereas the secondary transmission route include exposure to an infected persons’ blood and bodily secretion (dead or alive), prenatal transmission (mother-child) and nosocomial transmission (healthcare facilities lacking standard infection prevention and control) (WHO, 2018). Since the discovery of the LAVS, about 3897 confirmed cases, 1319 deaths (including 71 healthcare workers (HCWs) have been reported in Nigeria (Wada et al., 2022), with a case fatality rate of 60% (Njuguna et al., 2022). More than seventy-five percent of the reported cases occur in three states (Edo, Ondo and Ebonyi), while the least incidence are traceable to endemic states in northern Nigeria (Redding et al., 2021).

Most cases are LAVS infection is asymptomatic and present mild symptoms including general body weakness, abdominal pain, joint pain, severe headache, sore throat, loss of appetite, fatigue, seizures, swollen lymph, chest pain, and loss of strength (Prescott et al., 2017; Okokhere et al., 2018; Oyeribhor & Hussey, 2022, Njuguna et al., 2022). Severe cases are characterized by acute kidney injury, bleeding, severe anemia, facial edema, hypotension, confusion and coma (Njuguna et al., 2022). Patients’ survival is based on early administration (first six days of symptoms) of the Ribavirin therapy (Shaffer, et al., 2019; Patassi, et al., 2017). However, many cases are reported late as most patients engage in self-medication and first seek unorthodox treatment (Usifoh et al., 2019; Oyeribhor & Hussey, 2022).

The burden of Lassa fever surpasses those of other febrile diseases (Duvignaud et al., 2021). Thus, containment and management measures consumes a huge sum from the meagre healthcare budget in Nigeria.

### **Radio jingles**

Jingles are catchy and short musical tunes used in advertisements to persuade people to patronize a service or product (Jain & Jain, 2016; Fauzi, et al., 2022). Besides advertising, jingles are used in non-advertising as tools for promoting literacy and behavior change programmes such as family planning, healthy eating behaviour, disease prevention and control guidelines, etc (Oyeleye, 2018; Kyangchat & Joseph, 2023). Jingles motivate the target audiences to behave in a specified way, through a strategic combination of music, rhyme, repetition, among others (Stanley, 2020). They are strong and clear messages that are easy to remember (Nwuda, 2020) directly received at home through television or radio.

Radio jingles are amongst the most effective medium of brand awareness campaigns as they create a lasting impact on listeners. However, its effectiveness depends on the use of “popular” languages and expressions that would improve message comprehension and retention by the target audience (Ikeokwu, 2023).

Various authors have conducted discourse analysis of radio jingles including advertising messages (Tantri, et al., 2019; Akram & Saleem, 2022) and non-advertising messages such as political jingles (Omidiora, Ajiboye & Abioye, 2020, Alvarez, 2021) healthy eating jingles (Kyangchat & Joseph, 2023) COVID-19 jingles (Degboro & Dokunmu, 2022) etc., using various approaches. However, analysis of Lassa fever risk communication

discourse via the radio jingles has suffered a considerable neglect. Hence, this study aims to fill this gap in knowledge.

This study is anchored on Discourse Analysis Theory. Discourse Analysis (DA) is an interdisciplinary theory and method of analysis of formal properties of language, and language use in social and cultural contexts (Kamalu & Osisanwo, 2015; Tantri, et al., 2019; Aporbo, 2022). Discourse includes spoken words, written text, video, or other types of documents. This study adopted a combination of Language function, Speech Act and Context analyses approaches to DA.

The language function and forms reflects the internal grammatical structure of words, choice of vocabulary, and text structure (thematic choice and turn-taking system) in discourse (Abd Rahim, 2018; Aporbo, 2022).

The Speech Act Theory examines the meaning and intention of a sentence. Speech acts can be divided into three based on their acts; locutionary (the act of saying something), illocutionary (the act of performing when saying something), and perlocutionary (the effect of what you say) (Austin, 1962 as cited in Wahyuningtyas & Sirniawati, 2023, p. 637). The illocutionary speech act which is the main focus of this research is sub-divided into five; directives/direct address, assertive, declarative, expressive and commissure speeches (Kamalu & Osisanwo, 2015; Degboro & Dokunmu, 2022). Directives are speech act used by the speaker to get the listener to do something, such as command, request, pleading, and advise (Wahyuningtyas & Sirniawati, 2023). It also uses second-person personal and possessive pronouns (you and yours) to address the listeners directly and personally (Aporbo, 2022). Assertive speeches are used for statement of facts and explanations. Declarative speech act aims at making proclamation in specific contexts (Akram & Saleem, 2022). Expressive speech acts convey the feelings and attitudes of the speaker to the listeners to show the speaker's psychological attitude towards the condition being expressed (Yule, 1996), whereas Commissure speeches pronounce some level of commitment from the speaker to the reader/listeners through promises, vows or pledges (Wahyuningtyas & Sirniawati, 2023).

The context analysis depicts the circumstances of the discourse setting analyzed according to time, background, character and atmosphere of where the discourse occurred (Abd Rahim, 2018), for an inferred understanding of the social environment. These inferences are referred to as implicatures (Omidiora, et al., 2020).

## **Methodology**

This study adopted Discourse Analysis (DA) approach. The DA adopted both the language in use and social context approaches. The process involved definition of the problem, identification of the analytical approach, diligent extrapolation of data, definition of the social and historical contexts in which the linguistic corpora were produced and intended to be received, careful coding of the data generated, identification of the emerging themes and patterns using words, sentences, paragraphs, and the overall structure of the linguistic corpora, analysis of the speech acts and contexts, and interpretation of results to draw conclusions (Luo, 2023).

The linguistic corpora were radio jingles used for LF outbreak communication between January 2018 and December 2020, when Nigeria recorded its highest incidences of LF across 29 states (Redding et al., 2021). Purposive sampling was used to obtain LF jingles from government owned radio stations in the most endemic states; Ebonyi, Edo and Ondo states (Redding et al., 2021).

A total of 12 jingles (4 each) were made available by the stations. However, six jingles (2 from each state)

produced in English and Pidgin were selected for the study to avoid redundancy in expression. Two jingles were presented in Pidgin, one in a mixture of English and Pidgin whereas three were presented exclusively in English. The choice was premised on the fact that these jingles were the direct translations of the local language versions as confirmed by radio stations. More so, non-native languages accommodate intra-ethnic diversity and transcend the language barrier arising from variant dialectical groups in the selected states. Also, English and Pidgin have become popular among Nigerians even in formal or informal contexts (Ekpe, 2013; Osoba & Alebiosu, 2016; Ehondor, 2020). Thus, the jingles can possibly drive larger audience interest and message acceptance.

The selected jingles were transcribed verbatim and carefully reviewed for possible omissions. The transcribed texts were numbered J1–J6 (Jingles 1–6 with numbered lines) for clarity. Qualitative approach was adopted for analysis. Thus, descriptive method was used to interpret the language function, speech acts and contexts of the selected linguistic corpora as well as the impact of these discursive elements on audience interpretation of the risk information.

## **Results**

### **1.1 Language use in Lassa fever radio jingles**

The language use in the selected LF radio jingles was determined using the vocabulary styles, message tone and thematic patterns.

#### **i. Vocabulary style**

The data show a preponderance of simple vocabulary characterised by simple syntactic constructions reflecting casual and informal discourse. However, the English jingles comprised of a few linguistic complexities that may hinder message comprehension by semi-literate and non-literate audiences. Examples;

It is an acute and often fatal viral disease with fever (J5 Line 3)

Carried by multimammate rats (J2 Line 2)

Symptoms include hemorrhagic fever, throat pain (J5 Line 5)

#### **ii. Emphatic Tone**

The data illustrates varying degrees of stress or emphasis marked by a combination of increased loudness, increased length, and changes in voice pitch which make some words and clauses sound more prominent to impact upon listeners' attention. The emphatic tone was more evident on the subject matter regarding preventive measures of LF. For example;

Attention, please! (J1 line 1)

Prevention! (J2 line 9)

Remember say! Prevention better pass cure! (J4 line 16)

These emphatic effects serve as audience attention grabbing devices. Thus,

#### **iii. Thematic Patterns**

The data indicate that the jingles adopted similar themes to problematise the disease. The following themes were observed from the selected radio jingles.

##### **a. Rat as the reservoir of Lassa virus**

The results show a general reference to rats as the rodent reservoir of the LAVS in all the jingles, Examples;



Na rat dey carry the disease (J4 line 4)

Rats are the major carrier of this disease, (J5 line 8)

Lassa fever can be contracted from rats to man (J6 line 10)

It was observed that only a few distinctive identifications of the Mastomy specie as the LAVS carrier (see the Appendix). More so, other rodent hosts of the LAVS are not stated in all selected jingles.

b. Contaminated food and body fluids as the conveyer-belt of Lassa virus

The data demonstrates that primary transmission routes (food contaminated by rats' body fluids and body fluids of infected humans) are the main conveyer-belt through which the LAVS diffuses into the society, whereas the secondary transmission routes are the least cited (see the Appendix). Examples;

Lassa fever can be transmitted through exposure or direct contact with urine, faeces or other body secretions of infected rats (J2 line 6)

Direct contact with urine and faeces of infected persons (J2 line 7)

Contaminated medical equipment (J2 line 8)

c. Chest pain, Sore throat and Bleeding as the major symptoms of Lassa fever

All the jingles stated several symptoms of LF. However, Chest pain, Sore throat and bleeding from the body orifices/aperture which occur in more severe cases was prominently mentioned in all the selected jingles. Examples.

Bleeding from the nose, mouth, ear and eyes, diarrhea (J1 line 9)

Chest pain, cough, diarrhoea, fever, vomiting and sore throat (J2 line 5)

Bleeding from the body or face, such as eyes, mouth, nose and ear! (J5 line 7)

On the contrary, minor symptoms such as general weakness and malaise, nausea, abdominal pain and difficulty in breathing were sparsely mentioned.

d. Lassa fever as a preventable disease

The subject matter dominated major parts of the jingles (see the Appendix). Prevention was emphasized with changes in voice pitch and loudness in the utterances. Example include;

Store your food and food items in rodent-proof containers! (J6 line 25)

And keep house and environment clean (J2 line 13)

Store foodstuffs in rodent-proof containers (J2 line 14)

Cover your food well make rat no fit touch am or shit put inside (J4 line 9)

Wash your hands regularly (J5 line 10)

However, only a few of the jingles linked the preventive measures to LF transmission routes. However, avoiding the consumption of rat was mentioned only in J6 and isolation of infected persons was mentioned only in J2.

e. Lassa fever Treatment and Cure

The majority of the selected jingles neglected treatment and cure for LF patients. Remarkably, a few jingles mentioned that LF treatment is free as highlighted below;

The treatment na free!” (J4 line 15)

Treatment of Lassa fever is free at the virology centre in the State hospital” (J6 line 16).

This result could be attributed to the fact that prevention from LF infection is more beneficial and cost-effective compared to cure.

f. Reporting early and avoiding self-medication as a panacea for Lassa fever control

Another subject matter observed from the selected jingles is self-reporting or reporting of other persons who show any of the symptoms of LF. Examples;

Avoid self-medication by visiting the nearest government hospital for prompt attention! (J1 line 11)

Lassa fever is curable, when reported early to the teaching hospital (J6 line 16)

Abeg report any matter wey resemble this one give Irrua State specialist or any other health facility wey dey near you (J3 line 20).

These statement explicate that reporting should be made early to enhance patients’ survival and reduction of the LAVS spreadz

g. **Fear appeal as a persuasive device**

Generally, the jingles adopted fear appeal in the description of LF. Example include;

To be forewarned is to be forearmed!!!” (J1)

Lassa fever na one nyama nyama disease wey rat wey get Lassa virus carry come! (J3)

Lassa fever na very serious viral disease wey fit affect man pikin them,

And e dey kill people fast fast!” (J4)

Be informed that the epidemic of Lassa fever is one not to be taken lightly (J 5)

The utterances could create a picture of something dreadful in the audiences’ minds and thereby persuade them to protect themselves against infection.

## 2.1 **Speech Acts**

The linguistic corpora were examined to dictate the presence of illocutionary speech acts such as directives/direct address, assertive, declarative, expressive and commissure speeches.

a. Directives/Direct address

The data show a preponderance of directive speech act using the direct address approach in all the selected jingles. These include, command and advise to adhere to preventive measures against the LAVS. Examples are;

This is a call to yourself against the outbreak of Lassa fever! (J1 line 2)

Eliminate all rats in your environment! (J1 line 13)

If you suspect that rat has eaten any food, discard it (J2 line 15)

Cover your food, you cook am oooh! You no cook am oooh! (J3 line 15)

Wash your hands with soap every time (J4 line 12)

Keep your house and environment clean (J5 Line 11)

Empty your dustbins far away! (J6 23)

The statements create the illusion of individual address rather than as mass audience. The referent you create intimate face-to-face engagement between the speaker and hearers, thereby bridging the distance between speaker and the listeners.

b. **Assertive Speech**

Assertive speech act was observed in most of the jingles. Examples include;

It is dangerous to consume any food or drinks contaminated by these rats! (J1 line 5)

Lassa fever symptoms dey be like any other disease (J4 line 6)

...e dey kill people fast fast! (J4 line 3)

It is an acute and often fatal viral disease with fever (J5 line 3)

Lassa fever is preventable! (J6 line 19)

These assertions are statement of facts about Lassa fever. It aims to inform the listeners about the whole truth about the LAVS and the need for risk reduction.

### **c. Declarative Speech**

Declarative speech acts occurred mostly in the English jingles (J1 and J2). Examples are;

This is a call to yourself against the outbreak of Lassa fever! (J1 line 2)

Be informed that the epidemic of Lassa fever is one not to be taken lightly (J5 line 2)

If you suspect that rat has eaten any food, discard it (J2 line 15)

The prevention they say is better than cure (J6 line 18)

### **d. Expressive Speech**

Expressive speech acts can be found in all the selected jingles. Examples are;

...How you won take know person we get this one!?! (J3 line 7)

Person wey don catch Lassa fever fit get high fever, body pain, sore throat (J4 line 7)

...This is what you need to know about Lassa fever (J6 line 8).

### **e. Commissure Speech**

The data demonstrate a little commitment and readiness for partnership from the health promoters. Only J4 and J6 indicated government's commitment in reducing the burden of treatment for patients. Examples;

Avoid self-medication by visiting nearest government hospital for prompt attention! (J1 line 11)

The treatment na free! (J4 line 15)

Treatment of Lassa fever is free at the virology centre in the State hospital (J6 line 14)

## **3.1 Discourse Context used in selected Lassa fever Jingles**

Analysis of the discourse context in this study was based on background, character and atmosphere of the setting where the discourse occurred.

### **a. Background**

The background for the English jingles depict formal settings whereas those in Pidgin signify informal circumstances.

### **b. Character**

Linguistic politeness was employed in the Pidgin jingles as more friendly characters were used in the discourse whereas the English jingles were indifferent.

### **c. Atmosphere**

Declarative and monologue declarative statements were used in the English jingles whereas the Pidgin jingles adopted the interrogative and dialogical styles. The context of the dialogues signifies interactions between neighbours and friends in informal settings. The interrogative approach in J3 and J6 tend to create awareness about LF through the interlocutors' conversation and persuasion for the listeners to take action. This strategy draws listeners to engage in such interaction in real life.

## **Discussion of Findings**

This study examined the language use, speech acts and the discourse contexts in selected radio jingles used for LF outbreak communication in the most endemic states in Nigeria. The findings indicate that “popular” languages and expressions were adopted in the radio jingles to aid message comprehension and recall among the target audience. However, the English jingles contained a few linguistic complexities that may be difficult to understand by semi-literate and non-literate audiences.

The jingles adopted similar thematic patterns to highlight LF cause, transmission routes, symptoms prevention and treatment. This confirms that health risk communication messages are typically constructed with the intent of providing adequate information about potential health risks and persuasion of the target audiences to adopt precautionary behaviours that reduce the risks (Manno, et al., 2018). The complete information presented is expected to engender adequate knowledge in all aspects and inspire the audience to make informed decisions to protect themselves against the LAVS.

Rats were generally mentioned as the host of the LAVS but only a few of the jingles distinctively indicated the particular rodent species that harbor the LAVS. More so, the new found hosts of the LAVS (Olayemi et al., 2016; Wirth, 2018; Adouleton, et al., 2019) were not mentioned. The reason for the generalization could be due to the difficulty of identifying the *Mastomys* without direct contact with humans. Hence, discouraging direct contact with all species of rats invariably would limit the chances of human contact with the identified vector. However, all suspected rodent hosts of the LAVS need to be mentioned in future outbreak communications.

Furthermore, the results show that primary transmission routes were prominently mentioned whereas secondary transmission routes were sparsely stated. The emphasis is justified as the reduction in the human-vector interactions via unhygienic personal and environmental practices would translate to the reduction in LF outbreaks (Dan-Nwafor, et al., 2019, Ben-Enukora et al., 2021; Ben-Enukora et al., 2022). Nevertheless, the tendencies of horizontal transmission through exposure to an infected persons’ blood and bodily secretion (dead or alive), prenatal transmission (mothers-child) and nosocomial transmission (in healthcare facilities) particularly where infection control measures are inadequate or not provided at all, should be stated in outbreak communications.

More so, more severe symptoms were prominently mentioned in the selected jingles whereas minor symptoms were sparsely mentioned. LF symptoms at early stage are usually indistinguishable from other infections such as malaria, influenza, typhoid fever, and Ebola virus which are common in Africa (Jegade, et al., 2019; Keita, et al., 2019). It is important to mention the minor symptoms which mimic these diseases in outbreak communications to reduce late presentation of cases.

The preventive measures for LAVS infection were extensive, detailed, and embellished with emphatic tones whereas treatment and cure for patients were downplayed. This signifies the overall importance attached to the disease prevention than treatment. LF prevention is far more efficient and cost-effective than its treatment (Abdrafiu, 2018), and fatality rate from confirmed cases of LF is high compared to other common febrile diseases (Buba, et al., 2018; Akpede, et al., 2019). Hence, the emphasis on prevention is justified. However, it is pertinent that all designated LF treatment centres are mentioned in outbreak communications for public knowledge and action.

In addition, fear appeal was adopted as a premise for describing LF. Fear appeals are commonly used in health communication with the intent to induce behaviour change (Moussaoui, Claxton & Desrichard, 2021). This tactic employed in LF radio jingles could make the targeted population become highly concerned about protecting themselves from the disease.

The study also established that self-reporting or reporting of other persons who show any of the symptoms of LF is essential for the disease control. However, patients' survival and reduction of the LAVS spread can only be possible when reports are made early. Hence, late presentation of cases could be perilous (Patassi, et al., 2017).

For speech acts, the jingles employed a preponderance of direct address, assertive and expressive statements with lesser declarative and commissure speeches. The great use of the direct address pronouns implies personal engagement with individual listeners rather than a mass collective audience (Aporbo, 2022). The intent is to encourage people to engage in personal protective measures.

The context in the English jingles were more formal, declarative and indifferent, whereas the Pidgin jingles employed more informal, dialogic and interrogative conversations and linguistic politeness. The use of dialogue approach in health promotion is aimed at facilitating audiences' reflection (LeRoux-Rutledge, 2014), via a two-way communication which is more effective than monologues. Through interrogation, the audiences would contextualize the conversations and understand the debate better by providing answers to the questions posed by the interrogator.

### **Conclusion and Recommendations**

This study concludes that simple vocabulary and conversational languages were used for LF risk communication via the selected radio jingles but a few linguistic complexities observed in the English jingles could obscure meaning or lead to difficulty in message interpretations among the audience who are not exposed to the local language versions. Rats are generally cited as the hosts of the LAVS whereas other rodent hosts of the LAVS are missing in the selected jingles. Even though, the jingles adopted a similar pattern of themes more emphasis was laid on primary transmission routes, severe symptoms and the preventive measures whereas treatment and cure for LF patients were barely mentioned in most jingles. Direct address, assertive and expressive speech acts dominated the radio jingles with a limited declarative and commissure speech acts. More so, the Pidgin jingles were more informal and polite while English jingles employed formal settings with detached characters. Based on the findings, the study recommends;

- Simplicity in message presentation in all LF radio jingles should be sustained with all terminologies reduced to the level comprehensible by the mass audience. New found hosts of LF, all possible routes of LAVS transmission, all possible symptoms including mild symptoms, and treatment centres for patients should be mentioned in future outbreak communications.
- The great use of direct address, expressive and assertive speeches should be sustained whereas commissure statements should be improved in future outbreak communication.
- More of informal context, dialogic discourse and linguistic politeness should be used in future outbreak communication.

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## **APPENDIX**

### **JINGLES TRANSCRIPTS**

#### **Jingle 1**

Attention please! (1)  
This is a call to yourself against the outbreak of Lassa fever! (2)  
Lassa fever is transmitted by infected rat with many breasts to humans (3)  
By contaminating food and drinks (4)  
It is dangerous to consume any food or drinks contaminated by these rats! (5)  
Symptoms of Lassa fever include; (6)  
Fever, sore throat, cough, severe headache, chest pain, (7)  
Swelling on the face, eye and the neck, (8)  
Bleeding from the nose, mouth, ear and eyes, diarrhoea (9)  
Whenever there is any of these symptoms, (10)  
Avoid self-medication by visiting nearest government hospital for prompt attention! (11)  
To prevent Lassa fever, (12)  
Eliminate all rats in your environment! (13)  
Ensure that rats do not have access to your food and drinks! (14)  
And keep your environment clean! (15)  
Cover your food well well make rat no fit touch am or shit put inside (9)  
Cut grasses around your house (10)

#### **Jingle 2**

Lassa fever is a viral disease common in the western part of Africa (1)  
Carried by multimammate rats (2)  
The symptoms of Lassa fever incredibly varied and often fatal (3)  
Some of them include abdominal and back pain (4)  
Chest pain, cough, diarrhoea, fever, vomiting and sore throat (5)  
Lassa fever can be transmitted through exposure through direct contact with urine, faeces or other body secretions of infected rats (6)  
Direct contact with urine and faeces of infected persons (7)  
Contaminated medical equipment (8)  
Prevention! (9)  
Avoid contact with rats, (10)  
Isolate infected persons from contact with unprotected persons (11)  
Block all rats hide out, (12)  
Cook all foods thoroughly, (13)  
Cover all foods and water properly (14)  
If you suspect that rat has eaten any food, discard it (15)  
And keep house and environment clean (16)

Store foodstuffs in rodent-proof containers, (17)

Avoid self-medication, (18)

Report any case to the nearest medical centre for proper care (19)

### **Jingle 3**

Ist female voice: You don hear am!?! (1)

2nd female voice: Hear wetin!?! (2)

Ist female voice: Say Lassa fever don waka reach our domot ooo! (3)

2nd female voice: Which one come be Lassa fever again? (4)

Ist female voice: So you no know!?! (5)

Lassa fever na one nyama nyama disease wey rat wey get Lassa virus carry come! (6)

2nd female voice: E eeeeeee! How you won take know person we get this one!?!(7)

Ist female voice: “HMMMMMMMM!” (8)

“The person go get fever, throat go dey pain am”, (9)

“Blood go dey comot for him body, him eye ooo, him mouth ooo, him nose ooo,

Even him ear sef!” (10)

2nd female voice: “Aaah!, how person won run commot for this one ooh!?! (11)

Ist female voice: “My sister! You go borrow leg join leg! (12)

You know say na rat dey carry this disease, (13)

So, no keep food for ground, (14)

Cover your food, you cook am oooh! You no cook am oooh! (15)

Abeg no chop food wey rat don play near! (16)

And make I talk my own!?! Dey wash your hand all the time! (17)

2nd female voice: okay oooh! any other thing? (18)

Ist female voice: E plenty! (19)

Abeg report any matter wey resemble this one give State specialist hospital or any other health facility wey dey near you (20)

### **Jingle 4**

Hello! my people for obodo Ondo State! (1)

Lassa fever na very serious viral disease wey fit affect man pikin them (2)

And e dey kill people fast fast! (3)

Na rat dey carry the disease, when dem don shit put inside food, (4)

Or drink wey man hand dey touch or put for mouth (5)

Lassa fever symptoms dey be like any other disease (6)

Person wey don catch Lassa fever fit get high fever, body pain, sore throat (7)

When the thing don bad, the person fit dey bleed! (8)

Cover your food well well make rat no fit touch am or shit put inside (9)

Cut grasses around your house (10)

Make sure say you dey kill rat around your home (11)

Wash your hands with soap every time (12)

Halele! Carry body go federal medical centre Owo for treatment (13)

If you dey see these symptoms for your body! or your personal person body! (14)

The treatment na free! (15)

Remember say! prevention better pass cure! (16)

### **Jingle 5**

Please listen to this public announcement! (1)

Be informed that the epidemic of Lassa fever is one not to be taken lightly, (2)

It is an acute and often fatal viral disease with fever (3)

Usually acquired from infected rats (4)

Symptoms include haemorrhagic fever, throat pain, (5)

bleeding from the body or face (6)

Such as eyes, mouth, nose and ear? (7)

Rats are the major carrier of this disease (8)

So, cover your foods properly and dispose rat infected foods immediately either raw or cooked (9)

Wash your hands regularly (10)

Keep your house and environment clean (11)

Report any resemblance of this case to State specialist hospital Akure (12)

Or the nearest health facility (13)

### **Jingle 6**

Female voice: Wait ooh! Oga, this one you're carrying hammer, cement and saw,

Are you a carpenter? (1)

Male voice: "If turning to a carpenter means that I will stop these rats from invading my house?

Then I will do it ooh! (2)

I will close every hole in this house even church rat will not enter (3)

Female voice: "Hee h eeee! I wonder what they did to you like this. (4)

Male voice: Is it until they do something? (5)

So, you never hear about Lassa fever? (6)"

Female voice: Heeh! I have heard something small ooh! (7)

Male voice: Well! This is what you need to know about Lassa fever (8).

Another female voice: Lassa fever is a haemorrhagic fever caused by rodents (9)

Lassa fever can be contracted from rats to man (10)

Or from man to man through the exchange of body fluids (11)

Lassa fever symptoms include sore throat, (12)

Vomiting, diarrhoea, fever, body pain, bleeding etcetera (13)

Treatment of Lassa fever is free at the virology centre in the State hospital (14)

Lassa fever is curable, (15)

When reported early to the teaching hospital (16)

Or to any health centre (17)

The prevention they say is better than cure (18)

Lassa fever is preventable! (19)

Avoid eating rats! (20)

Close the holes in your house! (21)

Stop bush burning! (22)

Empty your dustbins far away! (23)

Keep your environment clean! (24)

Store your food and food items in rodent-proof containers! (25)

And for health workers, adhere to infection protection and control guidelines! (26)

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