

AN EXPOSITION OF A SLICE OF ORACULAR NON-VERBAL NARROW CASTING AND BROADCASTING IN NIGERIA

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Abstract:

This exposition of a slice of oracular/non non-verbal narrow casting and broadcasting is an experiential contribution to knowledge in broadcasting by the researcher that takes a look at apriori and aposteriori non-verbal broadcasting via gestures, postures and expressions through what is generally referred to by many as body language in Nigeria before the coming of formal Public and Commercial broadcasting. The study adopts the methods of scooping through and looking at primary and secondary materials, as well as the over 30 years practical broadcasting experience of the researcher with a view of digging out the agenda-setting information objective of informing, entertaining and educating the listening and viewing broadcast audience from the beginning.

Keywords: Exposition, Slice, Oracular, Non-verbal, Narrow casting, Broadcastin.

Introduction

Germane or relevant to this exposition, is the fact that it is the responsibility of broadcast media to intimate the initiates and non-initiates of the relevance of social responsibility theory and the contextual theory of communication that focuses on non-verbal cues in communication among others.

The researcher recalls with nostalgia, the kindergarten plays using match boxes to whistle from one broadcasting end (source) to the other receiving end (Receiver) via threads that was as long as over 800 to 1000 meters. It was children and/or childish fun in those days, but little did we know that that was rudimentary broadcasting via the whistling audio signals! Our challenge then was how to convey our verbal signals, body language communication signals, consenting or dissenting signals from one end of our string (source) to the thread (medium) to the other end (receiver). But these challenges were beyond our small brains then, so we had to give up looking for the answer or the solutions that may never come!

Then came another experiential but historical challenge of lifting words from the pages to make listeners see in concrete terms the inner meaning of sentences through effective presentations and anchorings. This is another form of broadcasting at early school debating, drama and end-of year speech and prize giving and passing out ceremonies of seniors or outgoing students. All these and many more, became the foundation for this discuss.

The researcher was faced with the challenges of using non-verbal communication signals to drive points home via any of these extra-curricula activities.

Experience has thought the researcher at Shaibu (2005), Bryant J. (1994), Dominick JR (2005), McLuhan Marshall (1964), and many scholars of communication and non-verbal communication such as Gerald I. Nigrenbera, Henry H. Calero and Gabriel Grayso (2010) that there is always a meeting point or congruence between verbal and non-verbal communication.

Nierenberg et al (2010) highlighted the study conducted by University of Harvard, in a specific study conducted by psychology Professor Robert Rosenthal and Nalini Ambady that underscored the power of non-verbal messages that speak, according to Shaibu (2021) without words.

Shaibu (2021) highlighted at the masters class of University of Benin Nigeria National Institute of Legislative Studies (NILS) that non-verbal signals can arrange friendships that can lead to sex or marriage, cause wars, set in motion synergies of peace and misunderstanding, make communication easier for better understanding for the deaf and dumb via radio, television news and programmes among many others.

Non-verbal communication can be done by the use of any part of our bodies – head, neck, mouth, eyes, hands, chest, legs, bottom, ears, stomach, breast, etc.

Ralph Waldo Emerson quoted in Shaibu (2021) and Nierenberg (2010) captures, what the eyes can do:

**The eyes of men converse as much as their tongues,
with the advantage that the ocular dialects needs
no dictionary, but is understood all the world over.**

See the corroboration of Nierenberg et al (2010)

**It has been said that the eyes
Are the windows of the soul
In that case, the eyelids are shades
and the eyebrows and foreheads are
window dressings, all of which help
make a more complete picture of what's
going on in someone's mind.**

The researcher has through many years of practical television directing experience at Maiduguri, Radio Niger Minna, Radio Nigeria Abuja, Lagos, Kaduna and FRCN training and manpower development Sogunle, Lagos coached on maximum utilizations of body languages for effective content delivery via many different radio and television talents in many genres of programmes and news. Examples include nodding of head to denote agreement, wide eyes to show surprise, disbelief and attention, putting both hands on head grief or sympathy, moving fingers as if fingering to denote come, waving hands to denote welcome or farewell, falling and rolling on the ground to indicate grief, etc.

Experience has indicated that in most practical radio, television or home video or Nollywood or Hollywood or Bollywood or practical acting, presentations and anchoring experiences including stand-up comedy shows, actions in non-verbal communications speaks louder than words. The director, producer professionals must bear all these in mind for optimum creative treatments on all creative platforms...of either radio, television, films, video shows, new social media platforms and effect same in mime or pantomime or different body gestures or wordless communications or body languages or non-verbal communications.

In addition to all these are the sundry or numerous works of many authorities of communications and non-verbal signals that include (2009), Allport (2007), Bacon (2009) Darwin (2009), Cherry (1980), Jung (1968), Kock (1955). Quoted in Shaibu (2021)

It should be noted here that different gestures may have different interpretations or non-verbal languages but to a large extent there is a meeting point or congruence Shaibu (2022), and Paul Ekoman quoted in Nierenberg (2010) which include the following with their meanings:

S/N	Non-Verbal Signs	Meaning
1	Wide eye open	Interest Attention
2	Squinting eyes	Evaluation
3	Broad smile	Joyful Merry
4	Wide open eyes	Surprise
5	Raising eyebrows	Disbelief Surprise
6	Flaring nostrils	Prepare for a fight or confrontation
7	Wrinkling nose	Disgust
8	Pout lips	Displeasure Disappointment
9	Pursed lips	Anger

10	Licking lips	Sexual signal
11	Biting lips	Anxious Discomfort Embarrassment and frustration
12	Tightening of jaw muscles	Controlled anger
13	Clenching of teeth	Controlled anger Resentment Irritation
14	Pocker face	Keeping expressions to self
15	Handshake	Gesture of welcome Openness Union Friendliness
16	Politician's handshake	One of the people involved uses 2 hands to show sincerity and genuine interest in the other person
17	Sympathetic hand holding	Expressing sincere feeling during crises
18	Superior interior handshake	One down the other up to show I have got the upper hand
19	Crossing of index and middle finger of either hand	Wish for good luck
20	Index finger and thumb are brought together to form a circle while the 3 remaining fingers are held apart	Okay
21	Thumbs up	Situation is good Victory is assured
22	Open hand gesture	Sincerity
23	Twisting and squeezing hands	Anxious Anxiety
24	Pointing fingers	Drive home or point Accuse
25	Touching	Interest, concern, love, understanding, empathy, assurance or reassurance
26	Crossed arms	Defensiveness
27	Classic schrogging of shoulders	I don't know
28	Rapid walking	Goal oriented in pursuit of something
29	Walking with hands in the pocket	Critical Secretive
30	Hands at waist level and palms facing upwards	Openness
31	Cross arm gesture	Displeasure
32	Sitting with one leg draped over the arm chair	Defensiveness Hostility or lack of concern
33	Striking the chin or beard	Evaluation posture Let me consider posture
34	Getting up and pacing around the room	Evaluation
35	Pinching the bridges of a nose	Deep thinking for a decision
36	Moving eye glass lower on the nose and peering over the rim	Close scrutiny Buying time Delaying decision

37	Avoiding eye contact	Sign of secretiveness or insincerity
38	Lowering head and eye contact	Sign of humility (Africa)
39	Piercing eyeball to eyeball look	Sign of boldness (Western)
40	Sideway glance	Sign of indifference or cold shoulder
41	Covering of mouth	Sign of surprise
42	Tugging the ear	Sign of warning
43	Angry slamming of the door	Sign of anger
44	Clinging to someone	Sign of fear
45	Smiling and laughing	Sign of happiness
48	Holding hands	Sign of love
47	Placing hands around and others shoulders	Sign of love and affection
48	Embrace	Sign of love and affection
49	Kissing (Western)	Sign of love and affection
50	Turning away and maintaining distance	Sign of resentment
51	Maintaining physical distance	Sign that someone is not open to conversation

(Source: Nierenberg How to read a person like a book)

From these few examples, we can see the dimensions, the power, and potentials of non-verbal communication in Narrow casting and broadcasting or conventional broadcasting and/or any form of broadcasting. We can also see the universality of some meanings of non-verbal communication. In addition, we can see that on a daily basis, we reflect quantum of communication without uttering a single word.

This explained why the deaf and dumb get married in almost all societies.

This power of non-verbal communication must have been the reason for the development of sign languages that are now inculcated in all genres of broadcasting at local, national and international levels.

Conclusion and findings

- From this analysis, it is glaring that the inculcation of non-verbal communication or sign languages or gesture languages is long overdue for total inculcation in all types or genres of broadcasting communication.
- There must be a symbiosis of training institutions of non-verbal languages or sign languages with broadcast organisations with a view of teaching same on broadcast distance learning platforms.
- Sign or non-verbal communication models/paradigms have great potentials in broadcasting.
- Need for broadcast organisation to immediately start collaboration with special education institutions at tertiary levels in Nigeria.

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