



AFRICAN JOURNAL SERIES

International Journal of African Language and Media Studies (IJALMS)

ISSN: 2814-2055 (ONLINE); 2814-2047 (PRINT)
VOLUME 5, ISSUE 1, Feb. 2025

About Us: This Journal is a bi-annual double peer reviewed open access publication. It publishes theoretical and empirical papers in Language, Mass Communication and other related disciplines. International Journal of African Language and Media Studies (IJALMS) is hosted at The University of Bamenda by the Editor-in-Chief.

The Editorial Board members of IJALMS are scholars with proven integrity and many years of scholarship. The Consultant Editors and Reviewers are drawn from different universities across the globe.

Open Access Policy: IJALMS gives authors and contributors the opportunity to publish their research works in an open access journal with creative commons

Journals: The release of a new title of the African Journal Series will be announced in due course.

Conferences: African Journal Series related conferences will be announced in due course.

Home: The International Journal of African Language and Media Studies (IJALMS) is an interdisciplinary journal that offers a platform of academic discussions on contemporary issues of language, mass media and related disciplines in the global world with particular focus on Africa. All articles are double-blind peer-reviewed in order to maintain neutrality in the process of review and highest standards of scholastic integrity.

Frequency of Publication: Papers are accepted all-year-round but published twice a year (June and December). The online (electronic) version comes first before the hard copy is made available.

Special Edition: The Journal Editorial Board may examine crucial African and global issues from time to time and decide to announce a special edition that will deal with such issues. This edition will not attract extra fees.

Editorial Board Meetings: Editorial Board meetings hold periodically to appraise the performance of the journal which includes indexing, citation, flow of papers, country of contributors, rating of the journals, demands of the journal, conferences and other reports. These come up at least twice a year (August and February).

Focus & Scope: It publishes theoretical, and empirical papers in Language and Mass Communication and other related disciplines such as Humanities, Social Sciences and Arts. IJALMS gives priority attention to issues bordering on Africa in the fields of Language/Linguistics, Humanities, Social Sciences and Communication and Media Studies.

Indexing: The Editorial Crew wishes to index this journal with Publon, CrossRef, Google Scholar, and Scopus in the near future.

AUTHOR(S) GUIDELINES

Submission

The official site of the journal is: <https://ajlms.africanjournalseries.org>. From this web address, contributors will be able to submit their papers to the journal through a link or alternative email: ijalmsjournal@gmail.com

Articles should be original and not under consideration by any other journal.

All contributions should be submitted via the International Journal of African Language and Media Studies (IJALMS) manuscripts site (<https://ajlms.africanjournalseries.org>). Once a user is logged onto the site, submissions should be made via the link provided.

Online user guides and access to a helpdesk will be available on this website. *For every successful submission, the corresponding author receives automatic e-mail of confirmation within 24 working hours.*

Authors should prepare and upload at least two files: Title Page and Main Document. Main Document should be an anonymous complete text, in which all information identifying the author(s) should be removed in order to allow anonymous peer review. Title Page may include article's title, author's short biography and contact information.

Please feel free to e-mail us at (ijalmsjournal@gmail.com) if you have any question regarding your submission.

Contributions should be submitted in English. If authors are not native English speakers they should seek the help of an English editor for language editing prior to submission. Contributions will be formatted as A4 Microsoft Word files (Mac files must be converted), double-spaced and with ample margins. All pages, including those containing only diagrams and tables, should be numbered consecutively. Biographical information of a maximum of 80 words should be included on the title page, indicating authors' institutional affiliation, research area, representative writings, phone number and email addresses.

It is the duty of the author to obtain permission to reproduce any illustrations that may be subject to copyright, and sources should be indicated appropriately in the accompanying captions. All submitted articles for publication in **IJALMS** convey the opinions, thoughts or and philosophy of the contributor(s).

The use of figures (diagrams, charts, and graphs) and tables should be kept to a minimum, with only essential data presented. Each should be numbered consecutively, titled, and mentioned in the main text. Tables must contain editable text. Figures should be supplied as separate editable files where possible and not in color except the author is willing to pay additional processing fees. Picture files or jpegs are unsuitable for figures, but can be supplied for photographs if they are of good quality. Mathematical formulations should be kept to a minimum. Equation editing programme should not be used for anything that can simply be typed on the keyboard in Word (such as $d^2 + x^1 = y^2$).

TABLE OF CONTENTS

5	Comparative Analysis of Social Media and Church Influence on <i>Obidient Movement</i> in 2023 General Elections and its Diplomatic Impacts on Domestic and International Interest - Blessed F. Ngonso, PhD; Chioma Njuku, PhD; Amah Maclean Williams PhD; Onyedikachi Stanley Onovo, PhD; & Uche Benedict Uraih, PhD
20	Evaluation of Social Media Influence on Benin City Residents' Perception of the 2024 Okuama Bloodbath in Delta State, Nigeria - Josephine Osatohanmwon Adeyeye, PhD; Adédèjì Fred Aríjeníwà & Emeke Precious Nwaoboli
35	Perception of South-East Women on 2024 Nigerian Federal Ministry of Environment's Media Campaign Messages on Adaptation and Mitigation of Heat Waves - Obini Onuchukwu & Prof. Angela Nkiru Nwammuo, PhD
51	Influence of Demographics of Age and Educational Attainments on Online Newspaper Readership among Civil Servants in Akwa Ibom State, Nigeria - Sunday Jessie Antai; Prof. Church Akpan & Bassey Esuk Bassey, Ph.D
65	Influence of Television Messages on the Knowledge and Adoption of Agricultural Innovation among Farmers in Kwara State, Nigeria - Ucheanya Florence, Tsegysu Santas & Mohammad Sani Rabi
80	Ontological Analysis of Gender Disparity Factors in Nigerian Sports Journalism - Pius Owoicho Ogwuche, Professor Cosmos I. Eze & Professor Shamsuddeen Mohammed & Mahmud Umar Muhammed, PhD
100	Patriarchal Stereotypes and Feminine Resistance in Flora Nwapa's <i>Efuru</i> - Solomon Awuzie, PhD, Chilenwa Ignatius Metu & Uche Benedict Uraih, PhD