AUDIENCE PERCEPTION AND ATTITUDE TOWARDS RADIO PIDGIN BROADCAST OF QATAR 2022 FIFA WORLD CUP

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Abstract
The sporting tournament has become an essential means for countries to promote a favourable image of themselves around the world such as the world cup tournament played every 4 years. Some issues were raised relating to an Arab country hosting the next world cup, there were fears of being denied the opportunity to drink alcohol due to laws in that country, and there was also ignorant discrimination of rights given to various stations to commentaries in local language such as pidgin English at Qatar 2022 world cup. This has been questioned about its use, its accuracy and to its audience in different countries that it reaches. This study ascertains audience perception and attitude towards radio pidgin broadcast in Qatar 2022 FIFA world cup and selective perception theory was employed which help the audience made choice as to listen to pidgin English commentaries or not. The study used the descriptive survey design and made use of purposive sampling techniques which enabled the researcher to realize a population of 30 and a sample size of 27. Literature were reviewed and findings show that this is the first study documented on a radio broadcast using pidgin English for commentaries during the world cup tournament and the audience expressed their excitement about it. Some recommendations include; the use of pidgin commentaries should be promoted and encouraged in all sporting activities in other to carry everyone along both the educated and uneducated and media houses in various state should give room for more station to also make pidgin official in reaching out to its audience, especially in sport.
Keywords: Audience, Perception, Attitude, Radio, Pidgin, Broadcast, Qatar, FIFA World Cup

Introduction
The sporting tournament became an essential means for countries to promote a favourable image of themselves around the world, there were no sports activities that can be compared with the world cup game in the world although the UEFA Champions League may produce games of the same quality but it can't be compared with the status earned from the long tradition of world cup game and the fact that one team represent a whole country in four years, it is a thing of joy to behold. In the world ranking, the World Cup has become the most followed and viewed sporting event in the world (Al-Emadi et al, 2017). It is held every four years and making the world viewership amount into billions consistently since 1930 (FIFA, n.d), such tournament remains among the most anticipated sporting events in the world.

In same way Chinwe, Okpoko (2015) in her study pointed out that in the world of business such as the world cup games, requires good

communication and relationship for the 4th yearly hosting or operation of it because absence of it can affect sales, profitability, low patronage of customers and fans. Without good business communication, the internal and external structure of a business can face numerous challenges that can ultimately lead to disgrace of that country.

FIFA World Cup is an international association football competition organized for the senior men's football team that are members of the Federal International Football Association (FIFA) of the sport's governing body. The tournament comes up once in four years since the inaugural tournament in 1930, except in 1942 and 1946 when it was not held because of the Second World War, this format involves a qualification process which takes place over the preceding three years to determine which teams qualify for the tournament phase. Thirty-two (32) countries/teams compete for the title at venues within the host nation(s) over about a month and the host nations automatically qualify for the group stage of the tournament. This is the most prestigious football tournament in the world, as well as the most widely viewed and followed single sporting event in the world. The viewership of the 2018 World Cup was estimated to be 3.57 billion (half of the global population) with an estimated 1.12 billion people watching the final match.

The first official World Cup was played in Uruguay in 1930 however, there was no official FIFA World Cups in the late 1800s, at a time when only a few national teams existed. Another unofficial "world cup" arranged before 1930 was Sir Thomas Lipton Trophy held in 1909 and 1911. Besides that, the Summer Olympic football competitions were marked which the best national teams were seen before 1930. The Olympic tournaments consisted only of amateur teams after which the World Cup became the "real deal".

Twenty-one (21) countries had hosted the World Cup tournament and most recently Qatar who hosted the 2022 edition making it 22 countries. They are presented in such manner; 1930 Uruguay, 1934 Italy, 1938 France, 1950 Brazil, 1954 Switzerland, 1958 Sweden, 1962 Chile, 1966 England, 1970 Mexico, 1974 West Germany, 1978 Argentina, 1982 Spain, 1986 Mexico, 1990 Italy, 1994 United States, 1998 France, 2002 Korea/Japan, 2006 Germany, 2010 South Africa, 2014 Brazil, 2018 Russia and 2022 Qatar. Following that, documented evidence showed that twenty-two (22) final tournaments had been held including Qatar 2022 FIFA World Cup and a total of 80 national teams had competed. The trophy has been won by eight national teams which include; Brazil with five wins, this is the only team to have played in every tournament, followed by Germany and Italy with four titles each, Argentina with three titles, France and the inaugural team winner Uruguay, has two titles each, while England and Spain have one title each but the reigning champions are Argentina who won their third title at the 2022 tournament. The has it that, the 2026 tournament will be hosted by Canada, the United States and Mexico, which will give Mexico the distinction of being the first country to host games in three World Cups.

It was said that, Pidgin English is a highly formalized and restricted branch of British English, it is a grammatically simplified means of communication that develops between two or more groups that do not have a language in common, Pidgin is not a native language of any community rather it is learned as a second language and it may be built from words, sounds or body language.

Before 2022 World Cup tournament in Qatar, there had never been any world cup tournament that made use of radio broadcast in pidgin English (Broken English) commentaries except this. Amidst the alcohol ban saga in Qatar, a radio commentator was heard speaking Pidgin English on Wazobia frequency modulation (fm) and according to some listeners, this added more thrill to the game.

According to the manager/presenter Femi Obong-Daniels reinforced the importance of this partnership with FIFA and also made it known to the audience that the right has been given to various broadcast stations such as Wazobia FM, Nigeria Info FM, Cool FM etc to report the FIFA world cup in pidgin e.g. *Di Ogbonge Private Radio Group for inside Naija don get di right to broadcast Live football match dem for di 2022 FIFA WORLD CUP. Dis special broadcast right go make di radio group to fit do live commentary for English, Pidgin English, Hausa Igbo etc, dem go broadcast all di 64 match dem for ontop Nigeria Info FM and Wazobia FM wey dey inside di country. Di live match go also follow dey for Cool FM and Arewa Radio wey be our Hausa-Speaking sister radio. Di Chief Executive Officer for Cool FM, Wazobia FM, Nigeria FM, and Arewa Radio, Oga Serge Noujaim tok say dis partnership na to keep di promise to be di house for ogbonge toktok, entertainment and to carry increase di love wey Naija pipo get for football. Femi Obong-Daniel wey be di General Manager for Corporate Communication inside di radio group follow put mouth for dis partnership mata tok say, Di World Cup go trek from November 20 to December 18 for inside Qatar 2.*

In a clip that went viral, fans could not hide their excitement at the football commentator speaking Pidgin English, also known as Broken English, during the opening and first goal of the tournament between Ecuador and Qatar. Right was given to different broadcasting stations to air the Football matches in Qatar 2022 FIFA World Cup to either make use of the commentators from the world feed or create and make use of their commentators. It was argued that people might prefer localized commentators and modes of speaking when it comes to football and other sporting activities, others might even prefer to mute the channel and simply watch only the visuals.

Multi-choice has announced that subscribers of DSTV and GOTV can choose the type of commentators they want, either English, Pidgin English, Igbo, Yoruba, or Hausa etc but for this work, emphasis was made on the use of pidgin English to give commentaries and to also know the audience perception and attitude towards it during Qatar 2022 FIFA world cup. Nigerians were amazed as super sport aired in 2022 FIFA world cup matches in pidgin, they took to various social media to laud the commentary on the

world cup match on various broadcast stations, it was reported that all 64 matches of the tournament will be beamed live to Africa audience in several local languages, especially in pidgin. A good percentage of the football audience liked the idea of infusing pidgin English (Broken English) into commentaries others see it as odd. Nigeria football fans were stunned on Monday night when Warri Pikin broadcast the game of the USA against Wales in the world cup in pidgin.

History was made with the global showpiece in Qatar with African audience to be treated to the local commentary of the matches through the tournament, local languages available to Nigerian fans were Pidgin, Yoruba, Hausa and Igbo, and a good number of fans were stunned by how they were delivered. This sounded odd to a number of viewer others expressed delight, describing the idea as innovative. Some of the audience's attitude/perception were as follow; one said "Omo dis pidgin commentary is sweet" another said, this pidgin DSTV is very funny, "***why you holam when hin no be ur babe***" Another fan said tune to DSTV channel showing USA and Wales match, the pidgin commentary from a woman there is very hilarious, it sounds like Warri Pikin.

An unimpressed fan said;" this pidgin commentary on DSTV is so annoying sigh" while another said why not change your settings to Yoruba for the world cup games Qatar and Ecuador match if you don't like Pidgin, you go laugh tire. When people said I don't understand what DSTV brought, I hope you remember the various languages such as pidgin, Yoruba Igbo and Hausa they introduced

According to Pap's reaction, he said pidgin commentary for sweet die if to say Nigeria dey d world cup, as usual, dem no dey see 9ja for better things. J.A Nandi added; E sweet me well well and another confirmed with I swear response but JxtDesmond added and said; pidgin no dey my got. Viewership/listeners of FIFA World Cup reached over three billion television viewers/listeners worldwide and one billion watched the final. This study, therefore, seeks to uncover audience perception/attitude towards radio pidgin commentaries in Qatar 2022 FIFA world cup.

Statement of the Problem

When the information came up that an Arab country will host the next world cup, there were fears of being denied the opportunity to drink alcohol due to laws that guide that country, there was also ignorant discrimination of the right given to various stations to broadcast in local language such as pidgin English for commentaries at Qatar 2022 world cup, this has been questioned about it's used, its accuracy and to its audience in a different country that it reaches. This created a gap between the literates and illiterates in the country. There is however, the general perception that the majority of the audience especially those in the rural areas are not carried along on sporting activities due to their inability to understand what is being broadcasted on television or radio. Consequently, there has been a lot of misinterpretation and

misconception of the pidgin commentaries in the world cup game and going by available literature before this study, there is a need to understand why Pidgin English among other languages were introduced in FIFA world cup 2022?

Objectives of the Study

To ascertain audience perception and attitude towards the use of pidgin in world cup commentaries in Qatar 2022 FIFA world cup

Origin of World Cup

The cup tournament began officially in 1930 with the host country Uruguay, it was a tournament that brought the world together irrespective of their differences as well as the most widely viewed and followed single sporting event in the world. Through this competition from inception till 2018, this tournament has been broadcasted and viewed by millions of people, there had never been any literature documentation that pidgin language was used to give commentaries in the world cup except for Qatar 2022 FIFA world cup. Some of the audience said it shouldn't be because it made it boring and pidgin is not part of them.

Review of Empirical Studies

Andersson, Bengtsson, and Svensson (2021) found that Swedish soccer fans' possibility of attending the 2022 world cup was low due to uncertainties. These uncertainties arose because of the fear of being denied the opportunity to take alcohol due to laws in some Arab countries. Fans were also not sure of the hot weather conditions as well as poor facilities, including accommodation and transportation in the region. One of the limitations of Andersson, Bengtsson, and Svensson's study was that it focused on one country, while the other study draws participants from several countries and aims at generalizing to a wider population.

Youd (2014) stated that the shift of the FIFA 2022 world cup from June to November made it a good way to cope with the heat period in the Qatari region. He further stated that, the change will likely impact the European and American soccer leagues because the leagues usually take place within the same period

Griffin, T. (2019) posits that the 2022 FIFA World Cup is an opportunity to present Qatar's culture, and by extension, the culture of the Middle East, to an international audience. Should this happen, Qatar will be following in the footsteps of Germany which encountered similar negative views prior to hosting the 2006 World Cup. The World Cup of 2006 which was carefully planned and well executed, cultural displays portrayed the rich German culture all over the globe, especially in Munich. There were major features throughout the tournament which attracted a large number of visitors and viewers. The result was a great improvement in the perception of Germany's culture and people.

Obasi, N. T. (2015) in his study titled Tourism Aesthetics and Values, found out that aesthetics therefore, give itself to guide people, appreciate the natural beauty, artistic beauty and social beauty by applying the rules of Aesthetics that enable us to appreciate the natural scenery, understand culture and art, and also understand folk customs from different countries of the world. This goes to say that any world cup tournament helps showcase the beauty and natural scenery of the host country to different people all over the world who came to watch the game.

In a study carried out by Akwanya, A.N. (2015) posits that languages in Africa are caught up in the arbitrary national boundaries which are the legacy of colonialism, Igbo were not given the opportunity to restructure and update itself for proper engagement with the new world opened up by colonialism; instead it came under pressure from the language of the colonial power, which placed it as the language of out-group activities, keeping the vernacular out of this sphere. Since independence, there had been demands for some of these African languages for space to partake in official roles in various world activities. Igbo is recognized in Nigeria as one of the major languages, but this seems not to have improved its fortunes to be utilized in world games.

Theoretical Base

Selective Perception Theory: According to Stanley Baran and Dennis Davis in their book, "Mass Communication theory: Foundation ferment the future" mentioned that "selective perception is the mental or psychological recasting of a message so that its meaning is in line with the person's belief and attitudes." This further goes to say that selective perception theory posits that a person decodes a given media message in a way that the meaning is in alignment with an individual's belief, disposition and attitudes. Often, while consuming media, we tend to be biased when we interpret the message to conveniently suit our thoughts, attitudes and views, this is the basic component of the Selective Perception Theory. In like manner, the audience are free to select the commentary they prefer to listen to be it pidgin, correct English, Hausa, Igbo or Yoruba commentary in the world cup because they were all made available and for the first time in history so, it is not a must to stick to only pidgin

Methodology

Design: The study deployed a descriptive survey design to describe and explain audience perception and attitude towards the radio pidgin broadcast of Qatar 2022 FIFA world cup. The choice of this approach was based on the argument of scholars (e.g, Babbie 2013; Wogu, 2006) that a survey is usually the best approach when the goal of the study is to describe, explore or analyze. The of the study was 30 which were purposely selected by the researcher. This was described as all the members of any well-defined class of people, events or subjects.

Sampling and Sampling Technique: With the help of the Australian Bureau of Statistics, a sample size of 27 was gotten. The purposive sampling technique was used because it helped the researcher to use his or her judgement to choose respondents and select those that best meet the purpose of the study, it is a method whereby the researcher only picks those considered to possess the required attributes or information to the study.

Instrument of Data Collection: the interview was used to generate data for the study. Interview on its means the researcher shas a face-to-face conversation with an interviewee or carries out the conversation through telephone, when this is done properly the interview can yield deeper and more reliable information.

Discussion of Finding

The result of this study showed that the majority of the audience enjoyed pidgin English commentaries for the very first time it was introduced in Qatar 2022 world cup. The findings also revealed that most of the respondents said that, the radio pidgin broadcast was interesting, and hilarious and was able to carry everyone that were interested to listen. This suggests that, for the first time using pidgin as commentary in a world cup, the audience was okay with it. It recommends that more of it should be done in the subsequent world cup and other sports activities.

Conclusion/Recommendations

Based on the result of this study, the researchers concluded that the majority of the audience perceived to be youth perception and attitude towards the radio pidgin broadcast of the Qatar 2022 FIFA world cup was interesting and entertaining. The contribution of this study is that it has provided evidence on audience perception and attitude towards listening to radio pidgin commentaries more because it carries both educated and uneducated along as long as you are a football lover, radio is also mobile and convenient, you can listen to it anywhere you are.

- More radio stations in states and communities level should embrace using pidgin commentaries in the world cup and other related sports activities.
- The use of pidgin commentaries should be promoted and encouraged in all sporting activities in other to carry everyone along both the educated and uneducated.
- Media houses in various states should give room for more stations to also make pidgin official in reaching out to its audience, especially in sports.

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