

Role of Public Libraries and Electronic Information Media in the Promotion of Indigenous Culture: Empirical Evidence from Kwara State, Nigeria

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ABSTRACT The study empirically analyzed the role of public libraries and electronic information media in the promotion of culture in Kwara State, Nigeria. It specifically investigated the nature and challenges of culture-related activities and programmes of selected libraries and electronic media houses in Ilorin metropolis. Two libraries, television stations, and radio stations each were used for the study. Secondary data were collected from available records of the selected organizations, including the internet. Frequencies, percentages, means, and t-test were used to analyze data. It was revealed that while the electronic media aired many culture-relevant programmes that included indigenous languages, traditional health practices, family life, local music, arts, and drama; the libraries also stocked a number of publications on a wide range of culture-relevant themes. Furthermore, significant differences were revealed in the contribution to culture between the organizations. It was recommended that increased public awareness, funding and upgrading of operating facilities are imperative in order to enhance the role of public libraries and electronic information media in the promotion of culture in Nigeria.