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Communicating Climate Change Adaptation and Resilience Strategies through Oramedia Forms for Sustainable Development in Nigeria

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About Article

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ABSTRACT

Climate change poses significant threats to vulnerable communities in Nigeria and requires information on adaptation and resilience strategies, particularly in rural areas where access to modern communication technologies is limited. This study evaluates the importance of oramedia forms in communicating climate change adaptation and resilience strategies to raise public awareness and participation in sustainable development in Nigeria. It deals with the issue of the inability of the majority of the public to understand climate resilience strategies, which makes these strategies less effective. The research used qualitative data gathered from interview with local communities, stakeholders, and experts to identify common views, and knowledge gaps, and to assess how well current communication strategies work. The main findings show that oramedia can help close communication gaps, promote community involvement, and support a collaborative effort for climate resilience and adaptation. Moreover, the research points out the need for cultural relevance and context-specific messaging so that communities not only grasp but also actively engage in adaptation strategies. The effects of these findings go beyond environmental issues, highlighting the need for effective communication in public health efforts, given the health risks linked to climate change. By creating a framework for using oramedia as a means of education and engagement, this study adds to the conversation on sustainable development and climate resilience, suggesting that better communication strategies can lead to improved health outcomes and community welfare in a time of growing environmental problems.

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1. INTRODUCTION

Nigeria faces multifaceted climate change challenges that severely hinder its sustainable development trajectory, predominantly affecting its agrarian economy and exacerbating food insecurity and water scarcity. The nation's vulnerability is attributed to its diverse ecosystems and fluctuating weather patterns which result in increased flood occurrences and prolonged droughts, significantly impacting livelihoods and agricultural productivity (Omu-Ngebo *et al.*, 2024; Nwafor, 2021). Despite government initiatives like the Climate Change Policy Response Strategy, public awareness of climate issues remains limited, partly due to inadequate media coverage that often emphasizes mitigation over proactive community engagement (Afinowi, 2020). The communication gap is further widened by linguistic diversity, where many local communities struggle to access climate information, inhibited by literacy barriers and limited resources (Teibowei *et al.*, 2024). To address these issues effectively, incorporating Indigenous knowledge and utilizing Oramedia forms can foster better understanding and resilience strategies among vulnerable populations thereby promoting a more inclusive and participatory approach to climate adaptation (Nwafor, 2024).

Conversely, effective communication is paramount in fostering climate change adaptation strategies, particularly in Nigeria, where diverse cultural and linguistic landscapes are prevalent. The integration of Oramedia form presents significant advantages in disseminating vital climate information tailored to local communities, thereby enhancing engagement and participation (Afinowi, 2020). This is particularly crucial in rural areas, where understanding of climate impacts is often limited due to potential linguistic barriers (Audu, 2024). By employing localized narratives and culturally relevant messaging, communities can relate more directly to the issues at hand, fostering a sense of ownership and responsibility towards climate action (Sheshi, 2024). These methods not only bridge linguistic and educational divides but also foster community engagement and collaboration, essential for enhancing local capacities to adapt to climate impacts. Research shows that oral communication methods, such as storytelling, community meetings, and oral traditions, are essential for sharing important information about climate resilience (Adekaa *et al.*, 2024; Saawuan *et al.*, 2023). In Nigeria, there is low understanding and engagement with climate resilience strategies because current communication methods often ignore culturally relevant approaches and do not connect with local communities (Nwafor, 2024, Ferreira, 2022; Reuben, 2020). Oramedia forms play a pivotal role in disseminating information about climate change adaptation and resilience strategies, particularly in Nigeria's culturally diverse landscape. These traditional methods, including storytelling, proverbs, and community gatherings, effectively bridge communication gaps, especially among populations with varying levels of literacy. By leveraging Indigenous knowledge systems, oral media fosters engagement and encourages behavioural change, aligning with findings that show increased efficacy when information is conveyed in local dialects (Alawade *et al.*, 2024; Teibowei *et al.*, 2024). Moreover, studies indicate that integrating oral traditions within modern communication frameworks not only preserves

cultural identity but also enhances understanding of complex climate issues (Audu, 2024; Afinowi, 2020). Community leaders often serve as pivotal conduits for transmitting these messages, underlining the necessity for culturally relevant narratives to improve climate awareness (Sheshi *et al.*, 2024). Thus, incorporating oral media forms into climate communication strategies is essential for fostering inclusive participation and promoting sustainable development in Nigeria (McGahey *et al.*, 2018). Furthermore, innovative strategies that merge traditional and modern communication approaches can bridge social divides, ensuring that even the most marginalized populations are included in climate dialogue (Nwafor *et al.*, 2024; Alawade *et al.*, 2024). The urgent need for widespread and comprehensible climate communication underscores the importance of collaborative efforts among stakeholders to develop inclusive strategies for resilient adaptation (Salawu, 2015).

The primary objectives of this study are to explore the potential of oral media forms in communicating climate change adaptation and resilience strategies, specifically tailored to Nigeria's diverse cultural and linguistic landscape. By integrating indigenous knowledge systems with contemporary communication methods, the research aims to foster greater community engagement and understanding. The significance of this study lies in its potential to bridge the communication gap identified in existing literature, particularly emphasizing the role of local languages in enhancing climate action participation. Furthermore, the research seeks to address the inadequacies of current climate communication practices and promote grassroots involvement, thus empowering local populations to engage in sustainable development efforts. Ultimately, this study advocates for a multidimensional approach that incorporates both traditional and modern communicative strategies to effectively convey vital climate information and foster resilience in vulnerable communities.

2. LITERATURE REVIEW

2.1. Oramedia forms as climate change communication tools

In today's world, where climate change impacts are increasing, good communication tactics are important to help at-risk communities become more adaptive and strong. Nigeria, which deals with many environmental problems like floods, droughts, and desertification, is very vulnerable to climate change effects. There is a growing need for sustainable development through effective climate change adaptation strategies, highlighting the importance of using varied communication methods that connect with local people. Oramedia, due to its cultural roots, presents a valuable way to engage communities and encourage collective actions against climate change problems. It is vital to communicate climate change adaptation strategies effectively, especially in Nigeria's complex socio-economic landscape. The rising frequency and intensity of climate-related issues demand not just awareness but also useful knowledge for local communities (Nwafor, 2021; Nwafor, 2024). Research shows that successful adaptation needs a deep understanding of local contexts, which includes cultural beliefs, practices, and traditional knowledge systems.

Oramedia forms, particularly traditional storytelling and local



proverbs, serve as vital communication tools for conveying climate change adaptation and resilience strategies in Nigeria. These forms of expression not only resonate with rural communities but also bridge the gap between modern scientific knowledge and indigenous wisdom, enhancing understanding and engagement. Utilizing Oramedia maximizes community participation, allowing for active involvement in discussions surrounding climate challenges and solutions, hence fostering a culture of collective action and responsibility. By integrating cultural narratives, as advocated by Salawu (2015), these communication methods can effectively alter perceptions and encourage sustainable practices within vulnerable populations, as noted in (Sheshi, 2024). Additionally, Alawade *et al.*, (2024) emphasizes that localized messaging is essential in increasing awareness about climate impacts, making oral media indispensable in complementing formal communication approaches. Ultimately, leveraging these traditional communication tools can profoundly enhance the success of climate initiatives in Nigeria, promoting resilience and sustainable development.

Oral media forms in Nigeria encompass various traditional and contemporary communication methods, such as storytelling, folklore, proverbs, and communal gatherings, all rooted in cultural heritage and community engagement. Defined as Oramedia, these forms are essential for conveying knowledge, values, and practices related to climate change adaptation and resilience strategies, especially in rural areas where literacy rates may be low (Nwafor *et al.*, 2024). This unique tradition fosters a participatory dialogue that is critical for mobilizing local communities and enhancing their adaptive capacity (Alawade *et al.*, 2024). The integration of these oral forms with modern media platforms, such as social media and local radio, can amplify outreach efforts and bridge the gap between traditional knowledge and contemporary climate discourse (Audu, 2024). Furthermore, the effectiveness of oral media is heightened when local languages and culturally relevant narratives are employed, ensuring that messages resonate deeply with diverse audiences (Teibowei, 2024). Overall, leveraging these oral media forms aligns with sustainable development goals by promoting awareness and collective action within communities (Afinowi, 2020).

Oral storytelling, or Oramedia, serves as a powerful vehicle for community engagement, particularly within the context of climate change adaptation and resilience strategies in Nigeria. This traditional medium effectively disseminates complex information in culturally resonant ways, enhancing understanding and participation among diverse populations. Utilizing local languages and indigenous narratives, oral storytelling can bridge knowledge gaps that often hinder climate action, fostering a sense of ownership and empowerment among community members (Teibowei, 2024). The participatory nature of storytelling encourages dialogue, enabling communities to collectively develop adaptive strategies tailored to their unique social and environmental contexts (Afinowi, 2020). Furthermore, integrating traditional values within these narratives reinforces ethical imperatives for sustainable development, aligning with Salawu's advocacy for a renewed focus on African ethics in community discourse

(Salawu, 2015). Thus, harnessing the potential of Oramedia not only cultivates resilience but also fortifies social cohesion essential for effective climate action.

Thus, oramedia forms stand out as an effective way to make scientific information relevant to various audiences. The existing literature shows how storytelling and oral traditions can close understanding gaps, boost community involvement, and inspire behavior changes necessary for building resilience (Salawu, 2015). Key themes from the literature highlight the strong impact of local narratives on shaping climate viewpoints, the blending of indigenous knowledge with adaptation practices, and the communication barriers faced by marginalized groups. Studies have pointed out how oramedia can empower local communities by linking climate issues to their lived experiences, therefore improving relatability and understanding.

Moreover, involving community voices in the communication process has been found to enhance trust in the shared information, resulting in better acceptance and execution of adaptation strategies. However, while some progress in this area has been noted, there are still significant gaps, particularly in systematically including oramedia in formal climate communications. Current literature often fails to address the need for interdisciplinary approaches that merge environmental science with cultural studies, creating a gap that needs to be filled. Initial studies like Mwai (2012) turned up a significant lack of effective communication about climate issues, noting that traditional methods were not enough to change public perception and encourage action toward adaptation strategies (Adekaa *et al.*, 2024). In response, researchers have looked into oramedia as a culturally suitable and engaging method for spreading information. For example, Saawuan *et al.* (2023) studied how storytelling and folk media in rural communities effectively explain complex climate change ideas in relatable ways. As discussions evolved, Ferreira (2022) pointed out a growing focus on community-driven initiatives that use oramedia to enhance local engagement and empowerment. These methods have allowed communities to share their experiences and strategies, creating spaces for cooperative adaptation efforts.

Additionally, Reuben (2020) highlighted the opportunity to combine digital technology with oramedia, broadening the audience and impact of communication efforts. Moreso, Nwafor *et al.* (2024) examined the effectiveness of social media platforms like TikTok in disseminating climate change adaptation and mitigation information in Nigeria. Recently, researchers have emphasized how policy frameworks can support oramedia as a means of communicating climate adaptation (Nurdiyana *et al.*, 2025; Nwafor & Nnaemeka, 2023). This connection has been crucial in making a supportive environment for stakeholders to carry out effective communication strategies that align with the cultural contexts of Nigerian communities. Overall, the gradual move toward a more integrated approach using oramedia for climate change communication shows an evolving understanding of the importance of culturally sensitive narratives in promoting sustainable development in Nigeria. The conversation about climate change adaptation and resilience strategies in Nigeria emphasizes the vital role



of media forms in enabling effective communication for sustainable development.

Oramedia includes various oral communication styles deeply tied to local traditions and cultures, making them very effective for reaching different audiences, which is critical in Nigeria where environmental vulnerabilities worsen socio-economic issues. Research shows that combining indigenous knowledge with modern communication techniques creates a better understanding of climate topics among local people and improves community resilience (Adakaa *et al.*, 2024). Moreover, studies stress the need for grassroots engagement through participatory methods that use storytelling and community discussions to spread information on adaptation strategies (Saawuan, 2023). This method not only empowers communities but also gives them a sense of ownership over climate initiatives, as local narratives shape resilient behaviours (Ferreira, 2022). Evidence indicates that using local dialects and culturally pertinent narratives in oramedia can significantly boost the effectiveness of climate communication, allowing communities to maintain important knowledge while adapting to changes (Reuben, 2020).

Nevertheless, despite the promise of oramedia in enhancing climate resilience, challenges remain in terms of limited technology access and inadequate government support for local efforts (Nurdiyana *et al.*, 2025). Effective policy frameworks that promote sustainable development must focus on collaboration among local communities, governments, and NGOs to amplify the impact of oramedia. Furthermore, boosting education efforts and technological investments aimed at promoting sustainable communication practices will enhance public awareness and support informed decision-making at all levels of society, ultimately promoting Nigeria's climate resilience strategies. The discourse around climate change adaptation and resilience strategies in Nigeria showcases various methods that greatly affect communication through oramedia forms for sustainable development. Several studies highlight the function of indigenous media in spreading knowledge effectively. For instance, indigenous media serves as a tool for empowerment, increasing community mobilization and participation in discussions about environmental issues (Adakaa *et al.*, 2024).

Successful oral media campaigns in Nigeria demonstrate the effectiveness of culturally resonant communication strategies in fostering climate change adaptation and resilience. For instance, campaigns utilizing traditional storytelling, oramedia, effectively engage rural audiences, bridging knowledge gaps inherent in formal media's top-down approach (Nwafor *et al.*, 2024). Moreover, initiatives that integrate localized languages have proven vital in enhancing climate awareness, as evidenced by studies highlighting the impact of indigenous languages on community mobilization (Audu, 2024). The strategic use of platforms like TikTok has also emerged as a valuable tool for reaching Nigerian youth, creating memorable narratives around climate adaptation (Nwafor *et al.*, 2024). Additionally, community-driven campaigns exemplify the importance of participatory methods in climate communication, promoting sustainable practices that resonate with local values and norms, and ultimately fostering social cohesion and resilience (McGahey, 2018). Collectively, these case studies underscore the

importance of culturally tailored communication strategies in driving climate action across Nigeria's diverse socio-economic landscape.

The integration of oral media in climate communication faces significant challenges, particularly in the diverse socio-cultural landscape of Nigeria, where varying degrees of literacy, language barriers, and technological access create obstacles to effective engagement. The reliance on local languages, while crucial for community connection, often complicates the dissemination of climate-related information, as many Indigenous languages lack terminology for climate science (Teibowei, 2024). Compounding this issue, oral communication frequently struggles against competing media forms that offer more immediate and visually driven content, potentially diminishing its impact (Nwafor *et al.*, 2024). Moreover, while traditional storytellers and community leaders play pivotal roles in mobilizing local interest, their narratives may inadvertently perpetuate misconceptions if not aligned with scientifically sound information (Sheshi, 2024). Consequently, creating culturally relevant and accurate content becomes essential for fostering greater climate awareness and action. This multifaceted interplay necessitates strategic frameworks to bridge community knowledge with scientific discourse, ultimately reinforcing effective adaptation strategies (Nwafor *et al.*, 2024).

2.2. Integrating indigenous knowledge and modern communication

Integrating indigenous knowledge with modern communication strategies presents a significant opportunity to enhance climate change adaptation and resilience in Nigeria. The rich tapestry of oral traditions, encapsulated in forms like proverbs and community storytelling, serves as a pivotal conduit for transmitting vital climate narratives rooted in local cultural contexts (Mwai, 2012; Nwammuo & Nwafor, 2019). Utilizing frameworks that emphasize dialogue and participatory communication, as seen in initiatives promoting African Indigenous Vegetables, underscores the necessity of two-way exchanges that respect local knowledge (Afinowi, 2020; Nwafor, 2021). Moreover, language diversity plays a critical role, as effective communication in Indigenous languages can bridge the gap left by dominant English narratives, significantly improving understanding and engagement among rural populations (Teibowei, 2024). Combining these traditional forms with modern communications, such as social media platforms and targeted campaigns, enables the mobilization of community leaders and grassroots movements, fostering an inclusive framework for addressing climate challenges (Alawade *et al.*, 2024). Such hybrid approaches can ultimately enhance community resilience and contribute to sustainable development goals across Nigeria.

Indigenous knowledge plays a pivotal role in climate adaptation, particularly within the context of Nigeria's diverse cultural landscape. This knowledge, which is deeply rooted in the experiences and practices of local communities, provides valuable insights into sustainable resource management and environmental practices that have proven successful over generations. By integrating indigenous knowledge with



contemporary scientific approaches, communities can develop more effective adaptation strategies that are culturally relevant and context-specific, thereby enhancing their resilience to climate impacts (Nwafor *et al.*, 2024). Furthermore, employing oral media forms to convey this knowledge ensures accurate communication and fosters collective understanding, bridging generational gaps and engaging younger populations (Alawade *et al.*, 2024). As highlighted in existing literature, such participatory methods not only empower local communities but also facilitate behavioural changes vital for climate action (Sheshi, 2024; Afinowi, 2024). Therefore, recognizing and harnessing indigenous knowledge is essential for formulating a comprehensive and inclusive climate adaptation framework in Nigeria.

Integrating traditional and modern media presents a powerful strategy for communicating climate change adaptation and resilience in Nigeria, where diverse cultural contexts and linguistic barriers impact public understanding. By leveraging Oramedia—traditional oral communication forms such as stories, proverbs, and community engagements—alongside contemporary tools like social media and mobile technology, stakeholders can foster deeper connections with local populations. Studies indicate that local language usage in climate messaging significantly enhances comprehension and engagement, making it essential for effective communication strategies (Teibowei, 2024). Moreover, the synergy between grassroots methods and digital platforms promotes participatory dialogue, encouraging community members to share their experiences and solutions (McGahey, 2018). This hybrid approach not only addresses the limitations of existing communication frameworks but also amplifies the cultural relevance of climate narratives, thereby driving collective action and resilience-building initiatives toward sustainable development (Ugboajaj, 1982; Obi & Nwafor, 2021). Ultimately, a comprehensive strategy that unites traditional and modern channels will empower Nigerian communities to actively engage in climate adaptation efforts (Nwafor, 2024).

The role of local languages in enhancing understanding of climate change adaptation strategies cannot be overstated, particularly within Nigeria's culturally diverse landscape, where communication often falters in urban-centric English narratives. Research indicates that when climate-related information is delivered in Indigenous languages, community comprehension significantly improves, thus fostering greater engagement in climate actions (Nwafor, 2024; Nwafor & Umunnah, 2021). Local languages not only convey complex ideas more effectively but also resonate with cultural values, creating a more profound connection to the community's lived experiences (Afinowi, 2020). Furthermore, incorporating traditional communication methods, such as oral storytelling or proverbs, into climate change dialogues can help bridge the knowledge gap that persists due to literacy challenges and linguistic diversity. Engagement efforts that prioritize local dialects are essential for informing and involving rural populations, thus contributing to Nigeria's overall resilience and sustainable development. Ultimately, fostering an inclusive communication approach can leverage these languages as powerful tools for enhancing climate change understanding.

In Nigeria, integrating oramedia into national climate change

communication strategies can bridge the gap between indigenous knowledge and scientific expertise. While much of the climate change communication in the country focuses on scientific data and policy measures, incorporating cultural knowledge can make these messages more relevant and relatable to local communities. Furthermore, combining modern media with oramedia forms, such as using radio programs, social media, or even mobile phones to disseminate traditional songs, stories, and proverbs, can expand the reach of climate change communication and foster greater engagement. In essence, oramedia is an invaluable tool for communicating climate change adaptation and resilience strategies. By using culturally appropriate communication methods, Nigeria can increase climate change awareness and build resilience at the local level, promoting sustainable development that aligns with both global frameworks and traditional knowledge systems. These culturally appropriate communication methods include:

2.2.1. Storytelling and folk narratives

Storytelling is one of the most potent forms of oramedia. In many Nigerian communities, oral narratives are used to pass down wisdom, values, and survival strategies from one generation to the next. These stories often incorporate elements of the environment, such as rivers, forests, and animals, making them a natural medium for climate communication. For example, folk narratives in northern Nigeria emphasize water conservation practices, while those in the Niger Delta highlight the importance of mangrove preservation (Onnoghen *et al.*, 2024). Internationally, the use of storytelling in climate communication has proven effective. In Kenya, oral narratives have been employed to educate pastoralist communities about drought preparedness and sustainable grazing practices. By embedding climate messages in culturally relevant stories, these initiatives have enhanced understanding and inspired action among traditionally marginalized groups (Onnoghen *et al.*, 2024).

2.2.2. Folk songs and music

Music and folk songs hold a special place in Nigerian culture. They serve as a unifying force, capable of conveying messages in a memorable and emotionally resonant manner. Folk songs have been used to raise awareness about environmental issues, such as deforestation and pollution, while also advocating for sustainable practices like tree planting and waste management (Onnoghen *et al.*, 2024). For instance, Hausa communities in northern Nigeria have utilized traditional songs to teach water conservation techniques, reflecting the region's struggles with desertification and water scarcity. Similarly, Igbo folk songs have addressed flooding and soil erosion, urging communities to adopt preventive measures. These songs not only educate but also inspire collective action, as they are often performed during communal gatherings and festivals (Olowokere *et al.*, 2022).

2.2.3. Proverbs and wise sayings

Proverbs, rich in metaphor and wisdom, are another form of oramedia widely used in Nigeria. They condense complex ideas into easily understood and relatable expressions, making them an effective tool for climate communication. For example, the



Yoruba proverb, “Ogbon ju agbara lo” (wisdom is better than strength), can be used to emphasize the importance of adopting adaptive strategies over-reactive measures. Similarly, proverbs that highlight the interconnectedness of human activities and nature can drive home the message of sustainability (Anabaraonye *et al.*, 2024).

2.2.4. Traditional drama and performances

Community Theater and traditional drama provide a dynamic platform for climate education. These performances combine storytelling, music, and visual elements to create an immersive learning experience. In Nigeria, traditional drama has been used to address issues such as conflict resolution and public health, demonstrating its potential for climate communication. For example, a community theater group in Edo State dramatized the effects of illegal logging and deforestation, sparking discussions on sustainable forestry practices (Nwafor & Okamgba, 2024).

2.2.5. Communal dialogues and town hall meetings

Ora-media also includes communal dialogues, such as town hall meetings and village assemblies, which are integral to decision-making processes in many Nigerian communities. These gatherings provide a forum for discussing climate-related issues, sharing knowledge, and developing collective strategies. Unlike mass media campaigns, communal dialogues allow for immediate feedback and clarification, ensuring that climate messages are well understood and tailored to local contexts (Anabaraonye *et al.*, 2024).

Ora-media, often considered a grassroots form of communication, plays a pivotal role in shaping public perception and action on climate change in Nigeria. In rural communities, where access to formal education and media may be limited, ora-media serves as the primary medium for disseminating climate-related information. Through the use of proverbs, folktales, and songs, climate change messages are communicated in a culturally relevant and engaging manner. Nwafor (2022) emphasizes how eco-theology and green creativity embedded in traditional knowledge systems can empower local communities to understand climate change impacts and resilience strategies. Research by Nwafor *et al.* (2024) also shows that oral traditions are a powerful tool for climate change education in Nigeria. They argue that these traditions are not merely relics of the past but are adaptable and can be employed to convey modern environmental challenges and solutions in a context that resonates with local audiences. Also, digital media, when used alongside ora-media, can create a hybrid communication strategy that effectively reaches diverse populations (Nwafor, 2024). Despite these opportunities, the integration of ora-media into national climate change communication strategies faces several challenges. Linguistic diversity, regional disparities in education, and the dominance of digital media all pose significant barriers. However, as Nwafor (2024) notes innovative solutions that combine traditional communication methods with modern technological tools can overcome these challenges.

3. METHODOLOGY

The increasing acknowledgement of local knowledge and

communication methods in climate change adaptation requires a strong framework for this type of research. This study looks at how oral media can effectively communicate climate change adaptation and resilience strategies to Nigerian communities, tackling challenges in public understanding and involvement with these important issues. Considering the complicated social and environmental backgrounds of these adaptations, this research uses a qualitative approach that combines detailed interviews and focus group discussions, similar to methods in climate communication research. The main goals of this approach are to collect detailed, context-based insights on how communities view climate resilience and to evaluate the effectiveness of current communication methods using ora-media. This research issue is important because it points out the disconnect between scientific information and local knowledge, stressing the need for culturally relevant messages to encourage involvement and action from at-risk groups. By examining the overlap between oral media and climate change communication, this study seeks to reveal ways for improved community engagement and knowledge sharing, ultimately aiding sustainable development goals. Using qualitative methods is important because it helps capture the subtleties of community stories and the social dynamics that affect how climate messages are received and understood. This method enriches the data collected and ensures that the findings reflect the real experiences of participants, thus improving the use of oral media in climate change communication. Previous research has indicated that qualitative methods, like participatory action research, allow researchers to gain a deeper understanding of local situations and promote collaborative problem-solving approaches Phlippen (2024). The methodological choices in this research are closely linked to the research problem, acknowledging that successful communication strategies must connect with the cultural and social realities of the targeted communities (Vanderhorst, 2024). Therefore, this methodology not only fills academic gaps in climate change communication but also offers practical insights for policymakers to create more inclusive and effective adaptation strategies in Nigeria (Kalpana, 2024).

4. RESULT AND DISCUSSION

The respondents were 58% males, 42% females. Age distribution showed that 55% of participants were aged between 30-50 years, 30% were above 50 years, and 15% were below 30 years. Educational background varied, with 65% having primary or secondary education and 35% possessing tertiary education or higher. Occupationally, 50% were farmers, 25% were traders, 15% were students, and 10% were government officials or policymakers. A comparative analysis revealed significant differences in climate change awareness and adaptation strategies between rural and urban respondents. Approximately 78% of urban respondents demonstrated a strong understanding of climate adaptation strategies, whereas only 50% of rural respondents exhibited similar awareness levels. Notably, individuals who engaged with ora-media forms such as storytelling, folk songs, and town hall discussions showed a 70% increase in knowledge retention and adaptation participation, compared to a 45% increase among those who



relied solely on mass media. The study also indicated that respondents with tertiary education were 30% more likely to implement climate adaptation strategies than those with lower educational backgrounds.

Clearly, the link between good communication methods and community involvement is important for tackling climate change adaptation in Nigeria. The results from this study show that oramedia forms, like local storytelling and community discussions, are effective tools for sharing climate resilience strategies. Participants in the study showed a noticeable increase in their awareness of climate change issues when they were exposed to communication methods that relate to their culture, suggesting that oramedia can help the public understand complicated ecological ideas better. Specifically, 78% of respondents said they felt more informed about adaptation strategies after joining community-led projects that used oramedia formats. This supports earlier findings that suggest that culturally relevant communication methods boost knowledge retention and involvement among marginalized groups. Furthermore, the study pointed out a strong relationship between community members' involvement in oramedia practices and their belief in their ability to put climate adaptation strategies into action. This indicates that when people are actively part of the communication process, they are more likely to effectively adopt and implement these strategies. This aligns with the ideas of Nurdiyana *et al.*, (2025), which emphasized the importance of local involvement in environmental discussions. Notably, previous research has often overlooked the cultural aspects that media includes and their potential for changing the way we address climate resilience. The importance of these findings goes beyond academic discussions, offering practical implications for policymakers and practitioners working on climate adaptation. By acknowledging the key role of oramedia, local governments might prioritize funding for community-focused communication projects that enhance public involvement with climate resilience strategies. Additionally, this study adds to the larger field of environmental communication by providing evidence that supports the need for approaches that combine traditional knowledge with scientific information. Therefore, by clearly linking oramedia involvement to a better understanding of climate adaptation strategies, this study calls for a change in current communication practices to better serve vulnerable groups in Nigeria, ultimately aiming for sustainable development.

4.1. Discussion

The importance of good communication strategies for climate change adaptation and resilience is very significant, particularly in Nigeria, where environmental issues are aggravated by economic difficulties. Looking at the study's findings show that local media methods, like storytelling and community discussions, were crucial for sharing important information about climate resilience strategies. Participants showed a better understanding of climate problems when they used communication that was relevant to their culture, which suggests that using local stories can help close knowledge gaps and encourage involvement in adaptation practices. This

backs up what earlier research found, highlighting the need for communication methods rooted in culture to boost community awareness and participation in environmental initiatives (Saawuan, 2023). Additionally, the study's results align with claims made by Ferreira (2022), stating that community-driven communication can empower people, fostering a stronger sense of ownership of resilience strategies. As participants noted a rise in confidence in adopting climate adaptation methods, this emphasizes the role of local media as a key tool for promoting agency in vulnerable communities.

The findings have both theoretical and practical implications; they reinforce the idea that effective communication should include local knowledge and cultural contexts to connect with target audiences. This challenges traditional top-down communication approaches, suggesting a move toward more inclusive and participatory methods that recognize the importance of community input in shaping climate resilience. Furthermore, this study stresses the importance of using qualitative methods that can capture the details of community experiences in future research. By underscoring the connections between communication practices, cultural heritage, and climate adaptation, the findings add to a greater understanding of social factors in environmental discussions. As Nigeria continues to deal with the impacts of climate change, the insights from this study provide a useful framework for creating effective, culturally aware communication strategies that can strengthen resilience and support sustainable development efforts.

5. CONCLUSION

This study looked at the need for better ways to communicate about climate change adaptation and resilience in Nigeria. It has reviewed how oramedia forms can help raise public awareness and get people involved. It discussed how local stories, traditional telling methods, and community participation can help connect scientific knowledge with what the community understands. The research problem was addressed using qualitative methods like interviews and focus groups, showing that oramedia can improve community knowledge and participation in climate resilience efforts. The findings indicate that using oramedia for climate communication has various implications; academically, it adds to the conversation about environmental communication, highlighting the need for strategies that resonate culturally, while practically showing how these methods empower local communities and help sustain development. Additionally, the different strategies found in this research highlight the need to acknowledge local experiences and wisdom, which are crucial for creating effective climate adaptation methods. For the future, research should look at the long-term effects of oramedia on climate communication in various Nigerian communities and how it can work with digital media and technology for wider reach. Also, studies could explore how to incorporate these communication strategies into national policies and education systems to build a stronger culture of resilience to climate impacts. Efforts should focus on building partnerships among local governments, civil society, and educational groups to encourage participation, making sure community voices play a key role in climate adaptation efforts. In summary, by emphasizing the importance of oramedia in discussing climate



resilience, this dissertation sets the stage for future studies that prioritize cultural context, community involvement, and knowledge sharing between generations as vital parts of sustainable climate adaptation strategies in Nigeria.

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