

Drumming as a means of Communication and Culture in Nigeria. A Study of Talking Drum

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Abstract

Drumming is an activity characterised by percussive instruments with different functions. This study evaluated the communicative and cultural significance of drumming in Nigeria using the talking drum. The study was evaluated using the Uses and Gratification theory. This study was analysed with the aid of secondary data on drumming and talking drum from Nigerian scholars and online websites. The analysis revealed that the talking drum is an established tool of communication and culture in Nigeria despite the upsurge of digital technology revolutionizing societal outlook. Drumming however no longer only exists in the physical space but can now be accessed through the internet and digital media. The study recommends that, drumming should be taught in schools and promoted through popular culture.

Keyword: Drumming, Communication, Culture, Talking Drum

Introduction

Communication is an activity necessary for any society to function effectively. The importance of communication is essential for peace and conflict resolution, cultural continuity, knowledge impartation, research endeavour among many other



things. Communication is simply the exchange of meaning. It exists through different forms and channels. One of the means of communicating globally is drumming. This aspect of communication is called drum communication. It is the use of drum to convey information, establish interaction and make meaning. The phrase “drum rolls please” that precedes an important announcement is used to build up suspense. It is an example of drum communication. Different kinds of communication can be conveyed through the medium of drum language. Messages, public announcements, comments and many types of poetry and the same sorts of functions can be fulfilled by the corresponding speech forms, with the additional attributes of greater publicity and impressiveness of performance¹. Drums are found nearly in every culture in the world and have existed since 6,000 BC. They have had ceremonial, sacred, political and symbolic associations in most cultures around the world².

In Nigeria, drumming has a communicative and cultural significance. Drumming is a part of the Nigerian culture with informative, educative and entertainment functions. Every society evolves and uses forms of communication that suit kinds of activities and cultural ideologies in it. In many traditional cultures in Africa, drums are played to communicate, celebrate, inspire and mourn. They are played in times of peace and war, in times of planting and harvesting, at birth and death³. Drums are therefore important cultural and communicative tools in Nigeria. There are different types of drums in Nigeria. This study evaluates the use of talking drum as a means of communication and culture in Nigeria using discourse analysis.

Objectives of Study

1 Finnegan, R. Drum language and literature. Cambridge: Open Book Publishers. Drum Beats in Selected Indigenous Communities in South-West and South -East Nigeria. Journal of Communication and Media Technology. 2,2. 2014: 61-71

2 Johannes, A.S. Drums and drum language as a culture artefacts of three Asafo companies of Oguua traditional area of Ghana. 2014.

3 Ihebuzor, Lambert, ed., Scholarship in Communication Studies (Ibadan, College Press Ltd) 47

1. To examine the relevance of drum communication in the digital age.
2. To evaluate the role of talking drum in promoting Nigerian culture.
3. To examine the usefulness of talking drum in the traditional and modern Nigerian society.

Theoretical Framework

The study utilizes Uses and Gratification Theory to analyze this discourse;

1. Uses and Gratification Theory

This study was analysed using the uses and gratification theory to explain the use of talking drum as a means of communication and culture in Nigeria. This theory was propounded by Jay Blumler, Elihu Katz and Michael Gurevitch in 1974. Elihu Katz first introduced the Uses and Gratification Approach, when he came up with the notion that people use the media to their benefit. The perspective emerged in the early 1970's as Katz and his two colleagues, Jay Blumler and Michael Gurevitch continued to expand the idea. This theory was contemporary because it contradicted older views that assumed the audience was a passive group. The Uses and Gratifications Approach views the audience as active, meaning that they actively seek out specific media and content to achieve certain results or gratifications that satisfy their personal needs⁴.

The Uses and Gratification theory is a well-utilized theoretical framework for explaining the different motives and reasons behind the use of any given medium⁵. The drum is a traditional medium of communication that can be used for various purposes. Each type of drum depending on the culture has its peculiar purpose. Some drums are used for ceremonial purposes like festivals, some are used to communicate messages such as

4 . Spring Rossi, "Uses & Gratifications/ Dependency Theory", 2002, <http://zimmer.csufresno.edu/~johnca/spch100/7-4-uses.htm#:~:text=Elihu%20Katz%20first%20introduced%20the,continued%20to%20expand%20the%20idea>.

5 .Gan, Chenmei, Understanding WeChat users Liking behaviour: An empirical study in China, March 2017, Computers in Human Behaviour, 68, 30-39

the death of a king, the birth of a prince, war, appointment of a new king, etc.

Assumptions

In mass communication process, uses and gratifications approach puts the function of linking need gratifications and media choice clearly on the side of audience members. It suggests that people's needs influence what media they would choose, how they use certain media and what gratifications the media give them. This approach differs from other theoretical perspectives in that it regards audiences as active media users as opposed to passive receivers of information. In contrast to traditional media effects theories which focus on "what media do to people" and assume audiences are homogeneous, uses and gratifications approach is more concerned with "what people do with media"⁶. The Uses and Gratification theory discusses the effects of the media on people. It explains how people use the media for their own need and get satisfied when their needs are fulfilled. In other words, it can be said that the theory argues what people do with media rather than what media does to people⁷. This theory in relation to this study explains that the cultural and communicative benefits or lack thereof, derived by Nigerians while using the talking drum is dependent on how they use the talking drum to fulfill their needs such as information, entertainment and cultural continuity.

Conceptual Review

History of Talking Drum

Africans and Europeans developed a wireless communication system long before cell phones were invented! In a time and place where roads didn't exist, men went into deep in the forest to hunt and women walked long distances to gardens. They needed a way to be informed if something went wrong in town. Drums were used to send detailed messages from village to

⁶ Katz, E. Mass communication research and the study of culture. *Studies in Public Communication*, 2, 1959: 1-6.

⁷ Communication Theory. "Uses and Gratification Theory" 2016, <https://www.communicationtheory.org/uses-and-gratification-theory/>

village much faster than a person could walk or ride a horse⁸. The sound of talking drums could reach up to 4 to 5 miles. These drums have hollow chambers and long, narrow openings that resonate when they are struck. They are made out of hollow logs. The larger the log, the louder the sound would be. The drummer would communicate through phrases and pauses, and low tones referred to males while high tones referred to females. Some have called this a way to gossip, or learn information through the grapevine⁸. The drum originated in West Africa down to Nigeria where the drums are still played today mostly by Yoruba, Igbo, Hausa and Tiv people. They are thought to mimic language by closely imitating the rhythms and intonations of the spoken words⁹.

The talking drum is rich in culture and tradition; it has three possible origins such as the Ghana Empire, the Hausa people, and the Yoruba people. The drum answers to its name. In the 18th century, the colonial masters (Europeans) noticed that messages were being passed across within the locals just by playing the drum. The talking was used to warn the villagers or neighbouring villages against attacks or inform them about a ceremony. The talking drum mimics language by tactfully copying the intonations and rhythms of a voice or spoken words¹⁰. African drums talk by creating tones that correspond to words. A sophisticated method was developed in which short words were grouped with redundant phrases to clarify the meaning of the sounds. Different drums elicited different playing styles, which varied from region to region. Senegalese drummers

8 Omaha School of Music and Dance, 5 ways drums are used to communicate., <http://omahaschoolofmusicanddance.com/our-blog/5-ways-drums-are-used-to-comzte/>

9 Uche, Mike. The talking drum: an inquiry into the reach of a traditional mode of communication. *International Journal of Philosophy and Theology*. 3(2) 2015:113

10 Balogun Wole, Celebrating the Talking Drum by Oba Adeyemi, The Alaafin of oyo, https://www.africanstyles.com/culture/talking_drums.html

used rapid rolls and short sound bursts using a stick and a hand¹¹.

To the east, the playing style consisted of long and sustained notes, creating a sort of rubbery sound that mimicked local speaking patterns. Talking drums were also used in ancient India and were called “idakka”. These were stick-beaten drums whose pitch was controlled by squeezing the lace in the middle of the hourglass. Obviously, there are many different examples of ancient drums from Africa and Asia, each having a rich tradition and specific characteristics¹¹.

Talking Drum

Talking Drums are also used to imitate different tones and chant patterns of the Yoruba language. Its hourglass shape makes it possible for it to be held under the arm. It is made of adjustable cords. These cords can determine the pitch of the drum. If the cords and strings are pulled hard, the sound or tone from the drum would increase and if the chords are softly squeezed, the sound will be low¹². They are frequently used in modern churches, festivals, wedding ceremonies and carnivals. The talking drum is an hour glass shaped drum from West Africa, whose pitch can be regulated to mimic the tone and prosody of human speech. Its body is covered by two skins which are connected by leather strings, which allow the player to tweak its pitch by pressing the drum between his arm and body¹³.

Talking drum is a term that involves the use of drums or drum beats to disseminate properly conceived ideas, appropriately coded or articulated via meaningful and comprehensible drum beats that can be decoded or understood or interpreted by the target who responds to the message of the drum beat with the

11 Make Drums, The history of drums-early history, October 11, 2011, <https://makedrums.com/the-history-of-the-drum-early-history>

12 Wole Adedoyin. Compilations of Yoruba History, Culture and Tradition, Yoruba Fact Finder

13 Adebayo, J. Talking drums: Delineating between the boundary of uses and the border of abuses in South West Nigeria. New Media and Mass Communication. Vol 34. 2015.

aid of appropriate, desired response¹⁴. The drums are carved out of tree trunks and is made having an hourglass shape with long leather tension cords attached from the drum head to the base of the drum. The drums are traditionally carved from tree trunks and moulded into an hourglass shape. The head usually has a membrane that is made out of dried animal skin like sheep, cow, goatskin depending on the functionality, but today's drums head are made out of suede material. They have many leather tension cords fastened to the head which cascades down the sides and is attached to the bottom region¹⁵. These medium sized drums have a distinctive hourglass shape with a drum head at each end, often made of goatskin. What gives the talking drum its voice (so to speak) are the many leather cords, or ropes, that run along the body from one drum head to the other¹⁶.

To play, the drummer tucks the drum under his arm and taps the head with his hand and a hook shaped drumstick. To mimic the stresses and intonations of speech, the drummer simply squeezes the drum between his arm and body, causing the leather cords, or ropes, to change shape¹⁷.

Communicative and Cultural Significance of Talking Drums

Generally, communication is a tool in the spread of culture. Without it members of a society may not be able to transfer knowledge of the norms value, etc. among themselves¹⁸. The talking drum is an important cultural instrument in the African society. It is a functional African communication instrument used for disseminating information in the African society. In

14 Splinditty, The Talking Drum: Kalangu, Gangan, and Odondo November 29. 2018.<https://spinditty.com/instruments-gear/The-Talking-Drum-The-Talking-Drum-Kalangu-Gungan-Odondo-drum>

15 William Rodriguez, Talking Drums: Ancient Storytellers of West Africa, Archaic Roots. December 8, 2016, <https://www.archaicroots.com/drums/talking-drums-ancient-storytellers-west-africa/>

16 Raufu, Goke, Mass media and the society; Issues and perspectives, Abeokuta, Ogun State. Kagor International.

17 Ifegunni, J. 2015, The history of the talking drum. Hotels.ng. <https://hotels.ng/travel>

18 Onikoyi Babatunde and Ayodabo Sunday, 2019, Tunde Kelani, Film Review, African Studies Association, doi:10.1017/asr.2019.23

many African societies, the talking drum serves as a potent channel of traditional communication. It is the most efficient traditional communication method used in villages and rural areas to enhance grass root mobilization for societal development¹⁹.

The real significance of the talking drum lies in the role it plays in communication. In its earliest form, the talking drum served as an aid to ancient Griot or storytellers. These travelling poets and musicians would use the talking drums to carry on the oral traditions of their culture²⁰. Talking drums were used as a means of inter-village communication themselves rather than accompaniment. Instead of hand delivering a summons or warning from one village to another, a message could be sent directly via drum. Players were taught the corresponding drum phrase for any given word. Messages would then be sent between drum players beginning with the name of the recipient, followed by the name of the sender, and then finally the message²¹. When danger approached a village, the talking drum was used to warn villagers using sounds plucked from the beat in tones that match the speed of the land. The drumbeats travel across the air with clarity and faster than a horse rider would, thus serving as an effective means of communication²². The talking drum is a means by which Nigerians communicate their identity. Renowned Nigerian film maker, Tunde Kelani, uses talking drum as part of his film making identity. This has been exemplified in movies like *Saworoide* (1999), *Arugba*, *Agogo Ewo* (2002).

19 Uche, Mike. The talking drum: an inquiry into the reach of a traditional mode of communication. *International Journal of Philosophy and Theology*. 3(2) 2015:113

20 William Rodriguez, Talking Drums: Ancient Storytellers of West Africa, *Archaic Roots*. December 8, 2016, <https://www.archaicroots.com/drums/talking-drums-ancient-storytellers-west-africa/>

21 William Rodriguez, Talking Drums: Ancient Storytellers of West Africa, *Archaic Roots*. December 8, 2016, <https://www.archaicroots.com/drums/talking-drums-ancient-storytellers-west-africa/>

22 Khan, F. Igbal, Z. and Gazzaz, O. Communication and Culture: Reflections on the Perspectives of Influence. *Wulfenia Journal*. 19(8). 2012:198

In Akinwunmi Isola and the Rest of Us, director, Tunde Kelani has produced a reflective documentary that captures his artistic and fascinating relationship with the cinematographer and playwright, Akinwunmi Ishola...the documentary begins with the sound of a talking drum from Saworoide (1999), a movie that remains one of the finest examples of Akinwunmi Isola's and Tunde Kelani's collaboration²³. Ashuman being is constantly destined for change in himself and his surroundings, such dynamism in human nature keeps his culture on a constant change. This is evident from the fact that he is no more a creature of primitive or metal age but of satellite and space age. During these ages, all his efforts aimed at refining his life and surrounding, for which he invented and introduced many new things. This efforts resulted into the existence of societies that taught him to live in an orderly fashion and decorate his life with language, education, ideas, customs, habits, religion, manners, values, music, art, architecture and other artifacts. The manifestation of all these activities was given the name of culture²⁴.

The talking drum is used in different cultures, although it has different names. For example, The Bambaras (Mandé people of Mali) call the talking drum Odondo or Dondo, the Yorubas (Western part of Nigeria) call it Gangan or Dundun, the Hausas (Northern part of Nigeria) call it Kalangu or Dan Karb'bi, and Songhai (Central Mali) call it Doodo to name a few. However, the talking drum is not limited to Africans; similar talking drums were found in Asia²⁰. Culture is the way of life of people in a particular society. It is what defines how things are done in that particular society. There is an element of culture in everything done in a society. Human society relies on culture to thrive. No human society can exist without a culture and conversely no culture can exist without a society. The intertwining relationship between both makes it pertinent to discuss culture within the

23 Insider Instrument Team, History and How to Play the Talking Drum, 2019, <https://www.instrumentinsider.com/history-play-talking-drum>

24 Bella Africana. The African Talking Drum. <https://bellafricana.com/the-african-talking-drum>

context of society and in relation to the nature of the components of the society. Human languages in which we express ourselves, our sense of self consciousness and our ability to think or reason are products of culture, because culture provides ready-made patterns of thinking, acting and doing things for members of a society¹⁶. Talking drum serve as an instrument to celebrate and promote the cultural heritage of people of a particular society. Talking drums have been the most effective means of information dissemination, not only in Yoruba land but it's informational use spreads across Sub Saharan Africa. The talking drums are employed not only in social gatherings among Yoruba people but they are also used in the traditional festivals such as Egungun festival, Ogun festival, Oyo festival and Alagemo festival²⁵.

The talking drum serves as an important function in West African cultures and had a language specific to each region. It is called in different names including Dondo, Tamanin, Lunna and Dundun among others. It was used to assist in story telling communication; used to relay an important message as a summoning to a ceremonial dance or as an aid in telling fables that taught important life lessons and guidance²⁶. As a royal father and custodian of Yoruba heritage, the Alaafin talked about his involvement in the proposed cultural festival. "The talking drum is an important cultural evaluation of the Yoruba people and it was given leap and pioneered by the Oyo Yoruba. When people hear of the talking drum, they believe it is just an instrument to be drummed for people to dance but it is not so, we can use it as a means of conveying message. One can convey messages in diverse forms, one can convey messages in a long or short distance, depending upon the situation. As an Oba or a traditional Chief like the Alaafin of Oyo, the palace would not be complete without the talking drum. The talking drum wakes up the Alaafin early in the morning from 5.00 am and starts with the reciting of the Oriki of the past Alaafins, telling the incumbent Alaafin the challenges they faced, how they overcome the

25 Adebayo, J. Talking drums: Delineating between the boundary of uses and the border of abuses in South West Nigeria. *New Media and Mass Communication*. Vol 34. 2015.

²⁶ Bella Africana. *The African Talking Drum*.

<https://bellaafricana.com/the-african-talking-drum>

challenges and problems as well as the methods, they used so the talking drum serves as an important instrument of history²⁷.

The drum goes on to talk about particular songs, dance steps or mannerisms of a past Alaafin to enable the incumbent Alaafin know the history of his predecessors. And that is why in Yoruba land, especially in Oyo, every Alaafin is the representative of all his ancestors. And it is important that he knows all their history²⁸.

Lasswell's Model of Communication and Drum Communication

This model of communication was developed by Harold D. Lasswell in 1948. Lasswell opined that to examine the meaning of communication, one has to answer the questions;

Who?
Says What?
In What Channel?
To Whom?
With What Effect?

In relation to this study, drum communication can be explained through;

1. Drummers

They represent the “who” in the process of drum communication. They could be disseminating the information for themselves or on behalf of another person or group of persons. For example, drummers in film are drumming on the directive of the film based on the film script.

27 Balogun Wole, Celebrating the Talking Drum by Oba Adeyemi, The Alaafin of Oyo, https://www.africastyles.com/culture/talking_drums.html
28 Ibid.

2. Drum beat/Sound

This represents “Says what” part of drum communication process. Sounds created by Talking Drum can be used to communicate with someone who understands drum language.

3. Drum

The drum in the channel or medium of communication under this circumstance. Drums serve as the medium through which drum communication is actualized.

4. Target Audience

Drummers have target audience, people who their drum beats resonate with. At a wedding, drumming could be directed to the bride and groom or wedding guests. The target audience differ based on events or circumstances.

5. With What Effect

This refers to responses and reactions to drum beats or sounds. Drum beats could generate different reactions. Some could hear the sound of a talking drum and dance to it, some could spray the drummers money in appreciation of their artistry, some could hire them for other events, some record them and post it on the internet for the world to see.

Talking Drums in the Modern Society

Computer-mediated Communication (CMC) as any human communication that occurs through the use of two or more electronic. While the term has traditionally referred to those communications that occur via computer-mediated formats (e.g., instant messaging, email, chat rooms, online forums, social network services), it has also been applied to other forms of text-based interaction such as text messaging²⁹.

In the 21st century the sound of the talking drum can be accessed on the Internet, Online radio, Online television and Social Media

29 Asemah, E. Selected Mass Media Theme. Jos: Matkol Press, 2012

Platforms such as Whatsapp, Telegram and Instagram among others. It aids social media interactions and interconnectivity in Cyberspace. After being assigned to score a film with a far-flung backdrop, most composers would do a little research to try to add the appropriate atmosphere. Variety Magazine reporter, John Burlingame reported that Ludwig Göransson, the Swedish-born composer who was charged with scoring Marvel's "Black Panther" movie and has worked with director Ryan Coogler on all of his films, didn't just visit a university library or look at YouTube videos: He spent a month in Africa²³. The result was life-changing, he tells Variety: "I came back with a totally different idea of music, a different knowledge. The music that pairs with T'Challa (Chadwick Boseman), monarch of the film's fictional African kingdom Wakanda, is led by six "talking drums," which Göransson explains as "a small drum you put on your shoulder, one that does what no other percussion instrument does — it breathes." The drummer squeezes, then loosens it to change the pitch³⁰.

Uses of Talking Drums

1. For communication:

Communication is a many sided phenomenon. It means different things to different people. It is a process or a means of access to the mind or thought of another. As a process, many models have been created to explain it. Yet, unlike many other human processes, it does not have a clearly defined beginning or end³¹. Drummers use the talking drum to disseminate information. Such information includes, praises of someone in the audience or a community and solicit for money from the dancing audience, messages, public announcements and comments among others. The talking drum serves as a medium through which the people convey important and sometimes coded messages. In the pre colonial Yoruba community, talking drums are deployed to pass classified messages as a strategy to overrun the enemies during

30 Burlingame, John. Black Panther' Composer Infuses Score With Trove of African Sounds, Variety, 2018, <https://variety.com/2018/artisans/production/black-panther-score-1202697385/>

31 Anaeto Solomon, Onabajo Olufemi and Osifeso James, 2008, Models and Theories of Communication, African Renaissance Books Incorporated

war. The talking drum was used in the old days as a means of communication between tribes; the drum because of its ability to mimic the spoken word effectively relayed long distant messages of coronations, deaths, celebration and war. It was also used for entertainment, praise singing, fun, folklore and leisure³²

2. For Proverbial/ Didactic Purposes:

Proverbs or didactic stories or tales are means by which moral lesson and cultural values are imparted from generation to generation. Nigerian proverbs can be disseminated through the use of talking drum in a way that would be understood by a Nigerian conversant with Nigerian language and proverbs. This is particularly common in South-West Nigeria. The talking drum in a rhythmic tone mimics spoken words to disseminate proverbs and words of moral lessons.

3. For Entertainment:

Entertainment as used in this study refers to activities from which pleasurable delight can be derived. The talking drum serves as a source of entertainment for ceremonial events such as weddings, chieftaincy coronation, funeral parties, birthdays, festivals among others. The talking drum provides beats for dancing and stories to entertain a familiar audience at events. The famous Oyo State radio station Radio O Y O signature tune 'Ti Olubadan ba ku, tani o joye?' was produced with the aid of a talking drum.

4. For Cultural Propagation:

Culture is the total way of life of people. It expresses the way people in a particular community do things, the way they dress, the food they eat and the songs they sing are some of the things that constitute culture. Element of culture include, mode of dressing and language among others. Individual identity is embedded in the culture of the land in which such individuals originate. Talking drum is used to remind and enlighten Nigerians of the cultural significance of their traditions and

32 Splinditty, The Talking Drum: Kalangu, Gangan, and Odondo November 29. 2018. <https://spinditty.com/instruments-gear/The-Talking-Drum-The-Talking-Drum-Kalangu-Gungan-Odondo-drum>

instruments. Oyo in western Nigeria is believed to be the cradle of Yoruba civilization and the talking drum is believed to have a significant role in the history of the ethnic group³³.

5. For Advertisement Purposes:

Advertisement is a communication in the media by an identifiable sponsor, about products, services and idea. Advertisement is a form of marketing communication that connects an organization's target market with their products, services and idea. The "New Credential" advertisement campaign which was used to promote Goldberg, a product of Nigerian Breweries utilized drum as a symbol of unity and leveraged on it. Aside the fact that it played a prominent role at various places where the event held, its major campaign, which was used in print and billboard shows a Nollywood artist, Odunlade Adekola proudly holding Gangan, the talking drum as a message carrier.

Discussion of Findings

This study revealed that drumming is a significant cultural and communicative activity, with benefits that spread across various disciplines such as Sociology, Advertising, Languages and Politics among many others. Drum communication is significant to the field of sociology because it constitute a significant activity utilized by people in different environment. Relationships have been formed on the basis of drumming. Nigeria Drummers Association is an example of an organization forged on the basis of drumming. Notable drummers from Nigeria include Tony Allen, Babatunde Olatunji, Francis Awe and Yusuf Olatunji among others. This therefore validates the assertion of this study that drumming is a significant activity. Drumming is also significant in the field of advertising.

Many Nigerian advertisements have utilized drumbeats (of talking drums and other drums) to carve a niche for products, services and idea in the mind of the target audience. Notable among such advertisement is MTN "I don port advert". talking drum mimics human sounds and can communicate. This study established that during the colonial era, villages communicated

³³ Ibid.

with each other using talking drum. This provided the basis for this study to conclude that drum beats is a language. This study also revealed that talking drum was utilized as a tool the politics of the colonial society. Politics refers to the process of allocating power and resources in a particular society. At a time when there was no internet, no mobile phones and no social media, members of the traditional Nigerian society discovered a way to access and disseminate political information at a speed of light, (war, death of a ruler, appointment of a new ruler and warn members of their community against danger) using talking drum. The talking drum today still serves as a tool of entertainment during ceremonies. It is a tool for making music. Modern day Nigerian musicians such as Adekunle Gold, Davido, Burnaboy make drumbeats into popular music. Nollywood, the Nigerian film industry also utilizes drum beats and drum communication to portray the Nigerian culture. This study established Tunde Kelani's Saworoide as an example. Another example is the movie Chief Daddy, directed by Niyi Akimolayan (Film Director) and produced by Mo Abudu (Nigerian Media Entrepreneur). In this scene, drummers were gathered in front of the house of a character, Chief Daddy who had just passed away in the movie. The drummers use talking drums to create dirge to mourn the loss of the character. The talking drum can serve as a vessel for passing down cultural values, tools, element and principles from generation to generation thereby immortalizing the Nigerian culture. By fusing drum communication and drum beat with modern trends, songs, platforms(internet, new media), Nigerians promote drumming and it's components.

Conclusion

This study was carried out to evaluate drumming as a means of communication and culture in Nigeria using the talking drum as a case study. Literature reviewed in this study revealed that the talking drum originated from West Africa. It established that drumming was and is still a part of the Nigeria culture and a vital communicative instrument that is still relevant in the digital era. This study uses qualitative approach to gather information of the relevance of drumming. The study was analysed and evaluated using secondary data gathered by the researchers. The findings revealed that drums particularly talking drum is of indispensable benefit in the Nigerian society.

Such benefits as stated in this study include;

1. Cultural communication during traditional festivals
2. Entertainment
3. Job creation and Income earning opportunities for drummers
4. Communicate advertising messages
5. Cultural representation

This conclusion was made in relation to the immense communicative (this include, marketing, interpersonal and group communication) and cultural significance of talking drum. This study concludes that drumming is an activity with benefits that does not diminish over time.

Recommendation

This study recommends that;

1. A convergence between talking drum and new trendy practices. This means the inclusion of drum beats in new music, new movies, all things popular culture to promote the adoption and usage of talking drum.
2. This study suggests that the promotion of drumming and talking drum should be the core of educational curriculum and cultural training. Students at primary, secondary and tertiary educational institution should be familiar the the communicative and cultural role of drumming and talking drum.
3. Drummers should be recognized and rewarded. Movie stars and singers have award nights, competition and financial reward to celebrate their excellence. The same should be made available for drummers. This is to encourage drummers nationwide and to make drumming a desirable profession for younger generation.
4. There are talent shows such as Nigerian Idol and The voice Nigeria to give young singers an opportunity to showcase their talent. Young drummers also need shows like these to showcase their talent to the world.
5. This study recommends the promotion of literature and research in the areas of drumming and drum communication. This can be supported through the provision of research grants from non governmental institutions and research councils

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<https://variety.com/2018/artisans/production/black-panther-score-1202697385/>
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