

## Communicative Values of Yoruba Traditional Music on Adulthood Socialisation between the Late 20th and Early 21st Centuries

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**Abstract :** Music is an electronic medium and an integral content of the broadcast media, which has communicative values even in the process of entertaining listeners. The communicative values of music could have implications on what adults learn about culture and society. This study aimed at examining the communicative values of Yoruba traditional music and adulthood socialisation by comparing the situation of the late 20th with early 21st centuries. From the population of literate adults of between the ages of 30 years and 65 years in Ijebu North Local Government area of Ogun state, a sample of 200 respondents was drawn into the study through the stratified technique. A descriptive survey was conducted on the sample with the use of a structured questionnaire as the research instrument. Findings showed a significant relationship between what adults learned about the society and its culture from this category of music ( $p=0.000<0.05$ ) but there was a higher significant relationship between Yoruba traditional music and adulthood socialisation in the late 20th than in early 21st centuries. Results also showed a significant communicative influence of Yoruba traditional music of the late 20th and early 21st centuries on adulthood socialisation ( $p=0.000<0.05$ ). Respondents' demographic characteristics were observed to play significant intervening roles on the communicative influence of Yoruba traditional music on socialisation among the adults between the late 20th and early 21st centuries ( $p=0.000<0.05$ ). The study recommends that stakeholders should take cognisance of the lyrical contents of Yoruba traditional music due to its implications to inculcate values into people and shape their behaviour.

**Keywords :** adulthood socialisation, communicative values, traditional music, Yoruba

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