

## THE IMPACT OF MUSIC ON CULTURAL PRESERVATION IN THE DIGITAL ERA OF NIGERIA

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### Abstract

Music has been a highly influential tool in history; it has promoted cultures, lifestyles, and other aspects of life in different ways across different centuries. However, society operates in a globalisation era, which is now driven by modern digital technologies. As such, the study examines the contribution of music to the preservation of traditional practices and heritage in the digital era in Nigeria, aiming to accomplish specific objectives that include examining the role of music in preserving and promoting the diverse traditional values, culture, and beliefs in Nigeria, exploring how the digital era has impacted traditional practises in Nigeria regarding cultural preservation, and identifying challenges faced by traditional cultural practises in the digital era. The study conducted a semi-systematic review of academic literature about music, culture, and digitization. The findings reveal that music has had a significant impact on promoting Nigerian culture by mirroring, transmitting, and shaping Nigeria's cultural identity, educating people about cultural practices in Nigeria, and promoting cultural values, among others. Additionally, digital media has had a positive impact on Nigeria's traditional practices by giving them exposure, enhancing cultural communication, and creating longevity through digital storage. However, the digital era has posed a significant threat to Nigeria's cultural traditional practices, causing a decline in traditional practices, Westernizing the indigenous culture, diminishing traditional values, and causing a preference for foreign content over local content.

### 1.0 Introduction

The concept of culture has existed since the early days of civilisation, playing a vital role in maintaining a society's identity, legacy, and traditions. Cultural preservation serves as a means of safeguarding the ever-evolving ethics, convictions, expertise, and customs that remain unchanged to the present day (Atlan, 2018). However, increasingly unanticipated disasters caused by nature, external variables, socioeconomic circumstances, and acts of humanity have all placed a lot of these cultures at risk (Goodarzarparvari & Camejo, 2018). As a result, the preservation of either tradition or natural values becomes essential, as it allows for interactions between the world, individuals, and activities in the community (Prompayuk & Chairattanuaon, 2016). Moreover, due to its role in promoting past lifestyles that are advantageous to modern civilisations, cultural conservation is extremely important, and in some ways, the past serves as the foundation for the present and the way forward (Onyima, 2016).

Nigeria, a country with a diversified population of ethnic nations, possesses a wealth of cultural traditions, which include things like languages, marriage customs, clothing, greetings, observable historical statues, natural landmarks, and scenic beauty (Nancy, 2013). Unfortunately, the indigenous languages of Nigeria are at risk of extinction, with many classified as endangered (Onyima, 2016). In light of this, the preservation of Nigeria's cultural heritage takes on paramount importance, as it makes the advancement of the nation possible in terms of togetherness, harmony, and nationalism, as well as creating peaceful relationships among Nigerians (Onyima, 2016).

Ekwelem et al. (2011) stated that digitization offers increased accessibility to various collections, thereby lessening the deterioration and damage of delicate artefacts and resources. However, it is crucial to acknowledge the challenges associated with digital preservation, particularly in the period of fake content and misinformation, which may jeopardise the authenticity of digitised history (Nwabueze, 2017), and today in Nigeria, digital preservation has grown to be a major issue for educational institutions, posing enormous difficulties for archives and libraries in maintaining electronic records and information resources (Masenya & Ngulube, 2019). Moreover, digital advancements have had a profound impact on traditional cultural practices in Nigeria, challenging traditional forms of entertainment, including newspapers, radio stations, and television programs, and altering the dynamics of media consumption in the country (Igyuve & Obagwu, 2020). Kabir and Jeromes (2022) strengthened this by stating that one of the most intriguing trends defining the digital era and impacting the traditional, social, and economic lives of today's society is the rapid growth of the online world.

Furthermore, within the Nigerian context, music plays a significant role in daily life, serving several purposes (Nnamani, 2019). Traditional Nigerian music is often performed during weddings, birthday parties, or funerals, and according to Jayeola (2015), people use music extensively to connect with others, move, convey their feelings and perspectives, engage crowds, and inspire unity. Although entertainment is music's main purpose, it also functions socially, culturally, and spiritually (Yussuf & Olubomehin, 2018). They went further to explain that it is impossible to overstate how important the popular music of the Yorubas is to maintaining and advancing their traditional values, as these values have become well-known through the numerous types of their music and have also been maintained through music amid a hostile cultural monarchy. According to Yussuf and Olubomehin (2018), despite the introduction of international songs, traditional music remains resilient in Nigerian culture. Also, musicians honour earlier cultural traditions by performing songs as a type of musical performance and building on musical tradition, the composition of music for contemporary cultural problems promotes music and a sustainable economy (Petocz et al., 2014). This implies that since music is present in so many civilizations, it is crucial to the preservation of cultural history.

According to Ugbam et al. (2014), the impact of modernization, particularly through the rise of digital platforms, has had a mixed impact on Nigerian culture. The authors affirm that this influence can be likened to a sword with two edges, as it is challenging to attribute the negative consequences solely to the choices made by Nigerians. They

argued that the adverse effects may have been a result of copying unfavourable aspects of other traditions. Aboyade and Adeyemo's (2019) research further supports the idea that the dissemination of specialised information has been negatively affected by Western civilization and significantly influenced by the digital era. The authors provided an example of how traditional clothing, which once provided a means of livelihood for those who made it, is now being substituted by European clothing such as blazers, shirts, ties, and lace. Consequently, communities involved in manufacturing traditional textiles and apparel are experiencing reduced economic gains.

To resolve these challenges and promote Nigerian traditions, Adesina (2012) proposed leveraging the trend of globalisation. Adesina suggested utilising the power of the internet to create a digital space where adages and basic information about various Nigerian cultures are available for young people to explore. Such a strategy not only promotes cultural identity and pride but also aids in preserving and promoting traditional heritage amid modernization. Maintaining a society's identity and values requires the preservation of its cultural heritage above all else. The significance of music in preserving knowledge, customs, and values over generations is still largely unexplored, even though numerous aspects of cultural presentation have been thoroughly investigated. This study seeks to bridge this gap by investigating the impact of music on cultural preservation in the digital era of Nigeria.

### **1.1 Research Question**

The primary research question guiding this study is:

How does music contribute to cultural preservation in Nigeria's digital era?

### **1.2 Research Objectives**

To address the research question effectively, this study aims to achieve the following objectives:

1. To examine the role of music in preserving and promoting cultural values, traditions, and beliefs in Nigeria.
2. To explore how the digital era has impacted traditional practices in Nigeria, particularly concerning music's role in cultural preservation.
3. To identify challenges faced by traditional cultural practices in the digital era.

## **2.0 Literature Review**

### **2.1 Music and Cultural Preservation**

Music has long been recognised as a powerful tool for the preservation of culture. Conventional African melodies and narratives, as discussed by Uzochukwu and Ekwugha (2015), impart knowledge and recount the brave actions of African leaders while also containing a deep understanding of cultural heritage through specific tales, and this serves as a powerful motivator for growth. The authors explained further that traditional media, including music, have been utilised to spread information, convey cultural values, and perpetuate cultural practices. Ahmedovich (2022) further emphasises that music has played a significant role in shaping shared national cultures over thousands of years. Also, in contemporary Europe, popular music plays diverse roles in shaping cultural memory, making it particularly significant for policies regarding

culture (Cohen, 2012), and due to its widespread acceptance, music becomes an effective means of promoting cultural traditions and heritage, making it a valuable tool for preserving the past.

In Nigeria, traditional music holds exceptional importance for national growth and cultural identity (Jayeola, 2015). The author further noted that the loss of native musical traditions could have devastating consequences, affecting the nation's well-being and sense of cultural identity. Additionally, traditional music contributes to economic and social prosperity through cultural displays, tourism, and inter-ethnic interactions, and neglecting traditional music poses a significant risk to Nigeria's economy and cultural integrity (Jayeola, 2015).

In addition, learning music from different cultures enhances comprehension and appreciation of those cultures (Ilari et al., 2013). For instance, Fadipe and Salawu (2022) emphasise the importance of unique musical styles in Yoruba culture, which have a profound impact on cultural memory and preservation and act as barriers against the influence of Western technology and media, particularly for the younger generation. Similarly, Yekini-Ajenifuja and Okunade (2013) emphasised that music, especially vocal music, is the most straightforward method of preserving records in traditional civilization, and it is essential to encourage educational institutions, artists, and other art practitioners to use indigenous languages in their works as it is a way to maintain the healthy norms and values in contemporary Nigerian culture, and this initiative would have helped developed countries improve technologically. It is crucial to note that while music can help develop an appreciation for and preserve different cultures, it should also be used with caution and with an appreciation for the unique characteristics of each culture.

## **2.2 Empirical review**

Several empirical studies have explored the role of music in preserving cultural identity and heritage as highlighted below:

Huynh (2023) conducted a qualitative study, focusing on how the Kora, a musical instrument, has been useful in maintaining identity and heritage. The study utilised online interviews with the help of programs like Zoom and Skype. The interview covered a wide range of topics, including Kora's history, its importance to culture, and its role in celebrations and other festivities. Results from the study disclosed how important Kora is in preserving and advancing traditional practices and the cultural heritage of people. Additionally, results show that beyond being a musical instrument, the kora serves as a means of transmitting cultural information. The study's conclusion emphasised the importance of traditional music in sustaining and enriching traditions and cultures.

Yusuf and Olubomehin (2012) examined the impact of traditional popular music on the Yoruba people's spread and protection of cultural values. The study highlighted how traditional music fosters a sense of community and contributes to positive interpersonal relationships. Furthermore, it pointed out the educational and inspirational qualities that are present in traditional songs. The research concluded that traditional popular music

serves as a storehouse and a resource for conserving Yoruba heritage, contributing significantly to cultural preservation.

Adedeji (2010) focused on Yoruba culture and its influence on the development of modern popular music in Nigeria. This research gathered information from sources that were both primary and secondary, with primary data collected from fieldwork on Nigerian popular music in Lagos between 2008 and 2009 and printed materials like books and journals as well as electronic ones like newspapers and magazines serving as secondary sources. The study utilised a qualitative approach, including interviews with musicians. The findings indicated the success of preserving cultural heritage through music and revealed how Yoruba culture has served as a global ambassador for Nigerian music. The study concluded that in a nation like Nigeria, where ethnic conflicts have persisted for a long time, popular music serves as a platform for cultural unification, fostering a sense of shared identity and belonging.

These findings emphasise the importance of music as a powerful tool for preserving Nigeria's cultural heritage, and whether through traditional instruments like Kora or traditional public songs, music plays a vital role in transmitting cultural values and promoting cultural unification.

### **2.3 Gap in Literature**

The study emphasised the relationship between music and cultural preservation. However, following the review of existing literature, there is a lack of comprehensive studies that specifically examine the influence of music on cultural preservation in the digital era in Nigeria. Therefore, further research that investigates the impact of music on cultural preservation in Nigeria's digital era needs to be conducted. In addition, some relevant data was not publicly accessible, which limited the researcher's ability to use certain valuable data sources. Lastly, earlier studies concentrated on short-term effects rather than investigating the long-term impact of music on cultural preservation in Nigeria's digital era.

### **2.4 Theoretical Explanation**

The theoretical framework chosen for this study is identity theory, which provides a comprehensive perspective to understand the relationship between music and cultural preservation. Identity theory focuses on how different identities are developed and regulated through communication (Stets & Serpe, 2013). In today's digital age, people not only establish their cultural identities through digital platforms but also develop them through interactions with others, contributing to the growth of modernization and intercultural dialogue (Chen & Lin, 2016). This digital era has brought about continuous changes and combinations in cultural identities, showcasing the versatility and resilience of cultures. Moreover, popular songs have been found to evoke memories that aid in creating a sense of location and time and contribute to the formation of cultural identity (Hoven, 2015).

Nwaolikpe (2013) highlights that the dominance of the digital age in Nigeria poses a threat to the country's cultural identity, and this aligns with the findings of Kente et

al.'s (2023) study on new media and indigenous cultural identities in Nigeria. The qualitative study conducted in six of Nigeria's geographic regions found that culture is a defining characteristic that distinguishes a group, encompassing elements such as drum beats, dancing, food, clothing, and religion. The study revealed that the digital era has indeed impacted Nigeria's culture and ethnic identities, reflecting the ongoing changes and challenges brought about by digitization. This emphasises the importance of music in preserving cultural heritage, especially in the face of digital advancement that may influence traditional practices.

### **3.0 Methodology**

#### **3.1 Search Strategy**

This study is based on a systematic review of the literature on the impact of music on cultural preservation in the digital era of Nigeria. This study involves the use and analysis of journal articles published on the subject. The search for relevant articles has been conducted on Google Scholar using a combination of specific search terms to capture a broad range of literature related to the research topic.

The articles are searched using the following search terms: the importance of cultural preservation; the impact of the digital era on traditional practises in Nigeria; the significance of music in Nigerian culture; the role of music in preserving cultural heritage; challenges to traditional cultural practices in the digital era due to the rise of digital platforms; the relationship between music and cultural preservation. Also, to ensure comprehensive search results, the search terms are combined using "OR" within each group of related terms; for instance, the importance of cultural preservation, the impact of the digital era on traditional practises in Nigeria, or the significance of music in Nigerian culture. Additionally, to narrow down the search results and ensure relevance, different groups of search terms are combined using "AND." For example, the importance of cultural preservation, the impact of the digital era on traditional practises in Nigeria, and the significance of music in Nigerian culture to manage search results efficiently, a systematic approach will be employed.

#### **3.2 Inclusion Criteria**

The search results are filtered based on the inclusion criteria. Only articles published within the last 13 years (2010-2023) in reputable and freely available publications are considered. Additionally, the articles included are written in English and directly related to the impact of music on cultural preservation in Nigeria's digital era. Articles that meet these criteria are selected for further analysis and review.

#### **3.3 Data Extraction**

The selected articles are meticulously examined to extract relevant data. Key information, such as the author's name, publication year, research focus, methodology, and main findings, is extracted for each article.

#### **3.4 Data Analysis**

A thematic analysis approach is employed to analyse the extracted data from the selected articles, and these findings are organised based on recurring themes to address the research objectives coherently.

**3.5 Ethical Considerations**

As a literature review study, ethical considerations primarily revolve around proper citation and acknowledgement of the original authors and their work. All sources used in the review are properly cited, giving credit to the original researchers and publication.

**3.6 Organisation of Findings**

The findings from the selected articles are organised into different themes based on the recurring patterns identified during the data analysis process. This systematic organisation will facilitate a clear presentation of the literature review's conclusions and address the research objectives effectively.

**3.7 Management of Retrieved Articles**

The retrieved articles are organised and stored systematically to ensure ease of access and retrieval during the review process. A reference management tool is used to maintain a well-organised reference list of selected articles, making it easier to cite and refer back to the sources.

**4.0 Results**

**4.1 The Role of Music in Preserving and Promoting Cultural Values, Traditions, and Beliefs in Nigeria**

In a semi-systematic review of relevant studies, some authors have identified some significant influences that music has on the preservation and promotion of Nigeria's cultural values, traditions, and beliefs.

**Table 1** Data Extraction on the Role of Music in Preserving and Promoting Cultural Values, Traditions, and Beliefs in Nigeria

Authors and Date	Role of Music in Preserving and Promoting Cultural Values, Traditions, and Beliefs
Agu (2019)	<p><b>Identity Mirror</b>                      Music has a notable influence in reflecting ethnic and cultural distinctiveness, as it is being used to celebrate the characteristics, history, and heritage of sects of people and groups in Nigeria. By mirroring cultural identities, music has been used to bring Nigeria's indigenous values, customs, traditions, and lifestyles to the spotlight.</p> <p><b>Transmission of Cultural Identities</b>                      As a result of its ability to orally spread across geographic locations, music is influential in its being able to communicate and teach Nigeria's cultural identity to other cultures or parts of the world. Hence, music carries cultural values to other cultures, thereby promoting the Nigerian culture among other cultures.</p> <p><b>Shaping Identities</b>                      Different ethnic groups in Nigeria have used music to express their identities, relate themselves to their origins, and express their values.</p>

Nnamani (2019)	<p><b>Education</b> Nigerian traditional music plays a significant role in preserving the cultural identity, values, and customs of the people by educating young people about the culture.</p> <p><b>Unity</b> Music helps to unite people with the same culture who share similar values, beliefs, and traditions.</p>
Akpakpan and Akpakpan (2018)	<p><b>Integration of People's Lifestyles</b> Music plays a role in promoting Nigerian cultural heritage by integrating the lifestyle of the people into songs and sounds. It is also an avenue for social activities.</p> <p><b>Morality</b> Music promotes culturally oriented moral behaviours and attitudes among people.</p>
Ojebuyi and Fafowora (2021)	<p><b>Hybridisation</b> Music can integrate different cultural values and identities to form a new cultural identity. Nigerian hip-hop music hybridises Nigerian indigenous culture and modern culture to create new cultural identities, promoting Nigerian cultures within modern cultures.</p>
Samuel and Adekola, (2018)	<p><b>Correction</b> Music can serve as a tool to correct societal decadence, which does not reflect the lifestyle, culture, and identity of Nigerian society. Music can be used to reprimand society for immoral behaviours and attitudes, thereby promoting the cultural identity and values of ethnic groups.</p>

#### 4.2 How the Digital Era Has Impacted Traditional Practices in Nigeria

Digital technologies in the contemporary globalisation era have had an impact in terms of enhancing Nigeria's cultural and traditional practices. The impacts of the digital era on traditional practices, as asserted by some authors, have been identified.

**Table 2** Data Extraction on How the Digital Era Has Impacted Traditional Practices in Nigeria

Authors and Date	How the Digital Era Has Impacted Traditional Practices
Morgan (2020)	<p><b>Cultural Longevity</b> Digital technologies have been used as a tool in the contemporary era to promote the transmission of ethnic and indigenous cultures and traditions. It helps store memories of cultural practices for future generations.</p> <p><b>Cultural Communication</b></p>

	Digital technologies have enhanced cultural education and communication in the contemporary era through digital media and applications. For example, animation and videos have been used to communicate traditional practices in modern times.
Oryila and Aghadiuno (2021)	<b>Exposure and Opportunities</b> Digital technologies have helped create exposure to indigenous practices and culture, creating opportunities for native people through digital exposure.

### 4.3 Challenges Faced by Traditional Cultural Practice in the Digital Era

Despite the impacts the digital era has had on traditional and cultural practices in Nigeria, it has also posed a significant threat to cultural development in the country. The challenges that scholars have explored are identified and summarised below:

**Table 3** Data Extraction on the Challenges Faced by Traditional Cultural Practice in the Digital Era

Authors and Date	Challenges Faced by Traditional Cultural Practice in the Digital Era
Odiboh et al. (2018)	<b>A Decline in Traditional Practices</b> The digital era has led to the increasing adoption of foreign cultures by the younger generation as a result of their exposure to foreign cultures through digital media channels. Hence, there is an increasing decline in the ability to speak the local or native language and a decline in traditional practices.
Kayode-Adedeji et al. (2018)	<b>Westernisation of Indigenous Culture</b> Digital media, in the globalisation era, has brought some element of Westernisation to the Nigerian indigenous cultures, making Nigerian cultures lose their richness. <b>Degradation of Family Values</b> Social media, specifically, has been said to decline family values and traditional practices, which are peculiar to indigenous-oriented families.
Asemah et al. (2014)	<b>Loss of Regard for Nigeria's Traditional Values</b> Due to their exposure to Western traditions through digital media, Nigerians are increasingly relegating their ethnic and indigenous traditional practices.
Ortserga (2013)	<b>Preference for Foreign Content</b> The Nigerian cultural climate has witnessed a shift in many Nigerians' preference for foreign or Western content to traditional or domestic content in the digital era. There has been a decline in media content that reflects Nigerian cultural heritage.

## 5.0 Discussion

In the digital era, traditional practices and cultural identities in Nigeria have encountered both challenges and opportunities. The findings highlight the significance of music in reflecting and transmitting cultural identities, shaping social cohesion, promoting education, and preserving morality. Additionally, the study examines the impact of digital technologies on cultural longevity, communication, exposure, and the challenges faced by traditional cultural practices in the digital era.

Music plays a crucial role in reflecting the ethnic and cultural distinctiveness of various groups in Nigeria. It serves as a mirror that celebrates the characteristics, history, and heritage of these communities, bringing their indigenous values, customs, traditions, and lifestyles to the forefront. By doing so, music helps to reinforce and maintain the cultural identities of different ethnic groups, fostering a sense of pride and connection among their members. Furthermore, music's ability to transmit orally across geographical locations makes it a powerful tool for communicating and teaching Nigeria's cultural identity to other cultures around the world. As music carries cultural values to foreign audiences, it becomes a means of promoting Nigerian culture internationally, fostering cross-cultural appreciation and understanding (Agu, 2019).

Music also plays a vital role in shaping individual and collective identities. Various ethnic groups in Nigeria use music as a medium to express their unique identities, establish connections with their origins, and communicate their values to younger generations. Moreover, Nigerian traditional music serves as an educational tool, passing down cultural knowledge and customs to the youth and ensuring the preservation of cultural practices (Nnamani, 2019).

Music has the power to unite people who share similar cultural values, beliefs, and traditions. It acts as a binding force, promoting social cohesion among communities within Nigeria (Nnamani, 2019). Additionally, music integrates the lifestyle of the people into its melodies and lyrics, becoming an essential aspect of social activities, celebrations, and rituals. Through music, cultural heritage becomes a living and dynamic force that continues to evolve while maintaining its authenticity (Akpakpan & Akpakpan, 2018).

Music plays a critical role in promoting culturally oriented moral behaviours and attitudes. It can serve as a corrective tool, reprimanding society for immoral behaviours and attitudes that contradict the cultural identity and values of Nigerian ethnic groups. In this way, music becomes a powerful means of preserving traditional ethical standards and social norms (Akpakpan & Akpakpan, 2018; Samuel & Adekola, 2018).

The digital era has further expanded the impact of music on cultural preservation in Nigeria. One significant phenomenon is the hybridization of musical styles, particularly evident in Nigerian hip-hop music. Through the fusion of indigenous Nigerian culture and modern influences, this genre creates new cultural identities that promote Nigerian traditions within contemporary contexts. This innovative blending helps preserve cultural

values while keeping them relevant to younger generations who are exposed to diverse global influences through digital media (Ojebuyi & Fafowora, 2021).

Digital technologies have presented both opportunities and challenges for traditional practices in Nigeria. In terms of opportunities, digital technologies have been instrumental in promoting the transmission of ethnic and indigenous cultures and traditions. They serve as repositories of cultural memories, ensuring that traditional practices are preserved for future generations. Additionally, digital media and applications, such as animation and videos, have facilitated cultural education and communication, enabling the dissemination of traditional practices in modern ways (Morgan, 2020). Furthermore, Nigerian indigenous practices and culture have been able to gain global exposure, creating opportunities for native people to share their heritage with the world through digital platforms. This exposure has led to a greater appreciation and understanding of Nigerian culture on a global scale (Oryila & Aghadiuno, 2021).

Despite the opportunities presented by digital technologies, they also pose challenges to traditional practices in Nigeria. The digital era has seen growing adoption of foreign cultures among the younger generation due to their exposure to foreign content through digital media. This has resulted in a decline in the ability to speak local or native languages and a decrease in adherence to traditional practices (Odiboh et al., 2018). In addition, Kayode-Adedeji et al. (2018) asserted that globalisation and digital media have brought elements of Westernisation to Nigerian indigenous cultures, leading to a loss of their inherent richness and uniqueness. Social media, in particular, has been blamed for contributing to the decline of family values and traditional practices that are characteristic of indigenous-oriented families (Kayode-Adedeji et al., 2018).

In addition, exposure to Western traditions through digital media has led to a diminishing appreciation of Nigeria's ethnic and indigenous cultural practices, as some people may prioritise foreign cultures over their own (Asemah et al., 2014). Moreover, there has been a shift in preferences for foreign or Western content over traditional or domestic content in the digital era. This change in media consumption patterns has resulted in a decline in the visibility and promotion of Nigerian cultural heritage through digital platforms (Ortserga, 2013).

## **6.0 Conclusion and Recommendation**

In conclusion, music plays a significant role in preserving and promoting cultural values, traditions, and beliefs in Nigeria. It serves as a mirror of cultural identities, facilitates the transmission of cultural knowledge, and promotes unity and integration among communities. However, the digital era has introduced both opportunities and challenges for traditional practices in Nigeria. While digital technologies have enhanced cultural longevity, communication, and exposure, they have also contributed to the decline of traditional practices and the Westernisation of indigenous culture. To address these challenges, stakeholders must actively promote and utilise digital platforms to preserve and promote Nigerian cultural heritage, ensuring its relevance and vitality in the digital era.

Based on the findings, Nigeria must strike a balance between leveraging digital technologies to preserve and promote its cultural heritage and addressing the challenges posed by the digital era. To do so, stakeholders should prioritise the use of digital platforms to showcase and educate the world about Nigeria's rich cultural values, traditions, and beliefs. Simultaneously, efforts should be made to reinforce the importance of traditional practices among the younger generation through education, community engagement, and media campaigns. By strategically embracing digital media and promoting cultural pride, Nigeria can safeguard its heritage while adapting to the dynamic digital landscape.

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