

Chapter 3

Language as a Medium for Bridging the Gap Between Philosophy, Media, and Development

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ABSTRACT

Language is used in various ways and for various purposes, including for creating and solving various human problems. This chapter rises to demonstrate that language, as a medium of communication needed and used in all human endeavours, is what could be used to adequately bridge the gap between philosophy, media, and development in society. Using expository and analytic methods and qualitative approach, the chapter proves in its analysis that when language is used rightly and efficiently, the gap between philosophy, media, and development would be bridged adequately and the surrounding issues addressed significantly. It argues that the gap, which had been created and sustained by inefficient and wrong use of language in philosophical, media, and developmental matters, could be bridged through efficient and right use of language by professionals of these trio fields and other individuals in the society in general. The study submits that language is the panacea for the matters arising from the gap between philosophy, media, and development.

INTRODUCTION

All human activities depend on language for survival, sustenance and continuity (Uche, 1994; Emeka-Nwobia, 2007; Dibia & Robert, 2014; Emeka-Nwobia, 2015). That is, no human activities can either be known or carried out without language use. So, beyond the communication purpose, language serves various other purposes. To that end, this study seeks to show that language aptly serves the purpose of bridging the gap between philosophy, media and development in society. It seeks to prove its assertion that language is the number one existential link between philosophy and media, philosophy and develop-

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ment, media and philosophy and media and development respectively. Given the link, this study argues that language has been a veritable medium for bridging the gap between/among these endeavors from time immemorial. The problem has been the failure to use language appropriately for what it has to be used for and how to use it well. Meanwhile, legion studies affirm the place of language in the progress, development, survival and entirety of human activities, and the imperative of duly evolving, using and sustaining language-based techniques for development, growth, security, peace, integration, unity, ethnocentrism, new ways of life, new world order, science and technology, innovations and discoveries, (Uche, 1994; Emeka-Nwobia, 2007; Dibia & Robert, 2014; Dibia & Robert, 2014; Emeka-Nwobia, 2015; Osuagwu & Chimakonam, 2018; Oyediji, 2018).

For this study, the above noted failure is a result of the sustained negligence of the place of language in bridging the age-long gap between one field as well as one phenomenal endeavor and another. The negligence is extended to the place of language in solving human problems in general, as many tend to continuously neglect the potentials of language in solving human problems. In the same vein, most people either undermine or refute the fact that the misuse of language is the bane of human problems in society across ages, while its right use leads to tapping from and realizing the neglected potentials of language in solving human problems. The dire need to rouse the deserving attention of the public to the imperative of using language rightly and effectively is what informed this study. In the course of its analysis, the study shall make an empirical exposition of how language could be used to affect and attain development in every society. In addition, it shall explain how language can be used to get rid of what cause the gap between philosophy, media and development, and how to bridge the gap so as to attain harmony between philosophy and media. Then, with the attained harmony, philosophy and media would engender as well as do more in societal development.

PHILOSOPHY AND DEVELOPMENT

The commonly noted definition of philosophy is that of its etymology, which has it that philosophy simply means the ‘love of wisdom’ or the ‘quest to know’. This study reiterates and sustains that definition here. It is needless engaging in the various attempted definitions of philosophy, since every definition presupposes a conception not likely to be shared by other philosophers. Rather each definition is subjected to criticisms by other philosophers. Talking about the concern of philosophy, Uduma (2000, p. 7) notes that the most outstanding goal of philosophy is to deal with ‘ultimate things’, which are ultimate reality, ultimate truth and ultimate matters affecting human fate and conduct. He also states that in the course of its concern with human existence, philosophy indisputably deals with the deepest problems and issues of man and his existence (Uduma, 2000, p. 22). Here, this study considers the problem of the gap between philosophy, media and development as one of such problems of ‘man and his existence’. The gap is not just a problem, but also a challenging factor in the growth and development of philosophy and the media in societies, such as those in developing nations, where the gap is still vast, and development remains a mirage.

As Inya-Egwu (2018, 499) notes, to philosophize is a natural imprint of wonder on the human intellect, and reason is its tool. Reason is an essential tool used for philosophizing and transmitting philosophized ideas, thoughts, knowledge, arguments, speculations, etc. in both written and oral forms, though more in written forms these days. Myths, folklores, poems, proverbs, legends, various other cultural objects, individuals’ prose write-ups, etc. are affirmed to be ingredients of the philosophies of various

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