

PROMOTION OF OUR TRADITIONS AND CUSTOMS

Traditions and customs are the age-long set of values and beliefs cherished by a particular group of people that affects their way of life. These traditions and customs are preserved by transmitting them from one generation to another. Nigeria, for example, has over 250 ethnic groups with their respective traditional beliefs and customs. Africa is believed to have the most dynamic set of traditions and customs globally.

WAYS OF PROMOTING TRADITIONS AND CUSTOMS

Traditions and customs are promoted through the following ways:

1. **Family:** The family is the most effective medium through which customs, traditions and beliefs are transmitted from one generation to another. The family as the primary agent of socialization creates the platform for children to learn directly their local languages, how to prepare local dishes, position to take when greeting the elderly, local dressing that fits each occasion, production of local items such as mat, clay pots, hand fan, etc.
2. **Media:** The media, print and electronics, plays a major role in the promotion of our tradition and custom by showcasing our rich cultural heritage such as music, dances, dresses, traditional festivals, etc. to the wider community of nations.
3. **Schools:** Our school curriculum has also contributed greatly to the promotion of our traditions and customs by teaching relevant cultural values such as respect, contentment, honesty, assisting the old people. The school also teaches our traditional dishes, attires, costume and how they are produced. Today Nigerian languages are gaining international recognition through their incorporation in the West Africa Examinations Council's (WEAC) syllabus.
4. **Drama:** The dramatization of our cultural values and lifestyle in our local dialects has promoted our traditions and customs nationally and internationally. Some television stations dedicate a substantial part of their programmes to African drama. The cable paid television also has some of its channels reserved for African drama. An example is African Magic.
5. **Cultural Days:** The different tribes and nationalities have days of the year when they celebrate their culture and traditional festivals. During such occasion, they display their traditional dresses, dishes, hairstyle and other traditional items that suit the event.
6. **Exhibitions:** Through cultural exhibitions and workshops our traditional cosmetics, dishes, textiles, artworks, etc. are displayed to showcase the richness of our culture to the world. In 1977, nations of the world came together in Lagos, Nigeria, to celebrate the cultural heritage of their respective countries particularly African culture. The event was tagged "Festival of Arts and Culture" FESTAC '77.

EVALUATION

1. Explain customs and traditions.
2. Mention five ways of promoting customs and traditions in Nigeria.

ASSIGNMENT

In a tabular form, list six States in Nigeria, and mention two tribes that be found in each of the states.