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Published in the USA
 International Journal of Media and Information Literacy
 Issued since 2016
 E-ISSN 2500-106X
 2023. 8(2): 269-286

DOI: 10.13187/ijmil.2023.2.269

<https://ijmil.cherkasgu.press>

Cultural Heritage Conservation in Borno and Yobe States: The Role of Media and Collaborative Initiatives in the Lake Chad Region of Nigeria

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Abstract

The Lake Chad region, extending across several nations, exemplifies the interplay of culture, history and resilience. Focusing on Nigeria's Borno and Yobe states, this paper explores how media and collaborative engagement shape the preservation and promotion of cultural heritage. Drawing from regional and international data sources, including climate studies, indigenous community narratives and UNESCO records, this study examines the role of media platforms and local initiatives in safeguarding heritage. Incorporating diverse data types such as ethnographic research, historical accounts and governmental reports, the paper showcases the region's cultural mosaic and historical significance. Collaborative engagement is illuminated through case studies of BRTV, YBC and local organisations like Kanempres Digital Hub. Findings underscore the integral role of media in amplifying cultural narratives, connecting communities and sparking global interest. The paper highlights the challenges posed by conflict, climate change and resource limitations, underscoring the need for coordinated efforts. In conclusion, the Lake Chad region emerges as a testament to cultural resilience and global interconnectedness. Recommendations encompass fostering partnerships, integrating heritage in education and leveraging digital platforms for heritage promotion. This study contributes to a comprehensive understanding of cultural heritage preservation and its potential for socio-economic development.

Keywords: Lake Chad region, Borno and Yobe states, media engagement, collaborative initiatives, cultural heritage preservation, education innovation, sustainable development, Radio programming, Television documentaries, Facebook promotion.

1. Introduction

Contextualising the Challenge: The Lake Chad region, nestled within the arid expanse of Borno and Yobe States, is a crossroads of history, culture and resilience. Its historical sites, artefacts and monuments stand as tangible echoes of communities that have thrived along its shores. This literature review delves into the multifaceted strategies employed to preserve and promote the cultural heritage of this region, focusing on the transformative role of media and collaborative engagement.

The Lake Chad region grapples with socioeconomic challenges, including high poverty rates and limited access to basic services (Smith et al., 2022). The reliance on the oil sector has shown vulnerabilities, necessitating diversification. Amidst these challenges, cultural heritage emerges as a lighthouse, illuminating a path to renewal (Johnson, Williams, 2021). The preservation and promotion of historical sites, artefacts and monuments offer a connection to history, pride and community cohesion.

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Media platforms such as radio, television and Facebook serve as vehicles to amplify the narratives of cultural heritage. Radio, with its auditory power, engages local communities through stories, interviews and discussions (Brown et al., 2023). Television transforms heritage into visual experiences, crafting documentaries and showcasing the richness of historical sites (White, Green, 2022). Facebook's digital reach creates a global bridge, fostering engagement and dialogue (Facebook..., 2023). These platforms interweave cultural heritage into the fabric of contemporary society.

Collaborative efforts amplify the impact of cultural preservation. Partnerships with organisations like BRTV, YBC, NTA, YTV, Radio Ndarason International and Dandal Kura Radio International underscore the commitment of media to heritage preservation (Kanempres..., 2023). Collaborations align with the region's sense of community identity, fostering a shared narrative (Mercer, Littleton, 2007). By embracing diverse stakeholders, from local communities to international organisations, collaborative engagement enhances heritage preservation's sustainability.

Accessible learning and cultural identity intertwine to shape educational experiences that respect diverse perspectives (Banks, 2010a). Collaborative learning nurtures critical thinking, equipping students with analytical skills (Johnson, 1999). This intersection fortifies education's role as a catalyst for cultural awareness and preservation.

The synthesis of media, collaboration, education and critical thinking forms a roadmap for preserving and promoting cultural heritage. Collaborative learning experiences draw local, national and international stakeholders to invest in preservation efforts (UNESCO..., 2023a). Technological platforms like Facebook bridge global audiences with the region's heritage (Smith, Jones, 2021). The synthesis empowers educators, harnesses technologies and leverages partnerships to weave cultural heritage into the educational landscape.

Background of the Study: The Lake Chad Region: A Nexus of Cultural Heritage and Resilience: The Lake Chad region, an area encompassing several African countries, stands as a testament to the interplay of culture, history and resilience. This case study delves into the rich tapestry of the Lake Chad region, narrowing its focus to the Borno and Yobe states of Nigeria, to explore how cultural heritage and community efforts have shaped the identity and future of this region.

Regional and International Significance: The Lake Chad region transcends national boundaries, spanning Chad, Cameroon, Niger and Nigeria. Lake Chad region's historical, cultural and ecological significance has drawn international attention. The shrinking of Lake Chad due to climate change has underscored the region's vulnerability (Zongo et al., 2021). The UNESCO-initiated Lake Chad Basin Commission highlights collaborative efforts to address environmental challenges (Lake..., 2023). This international perspective underscores the region's shared heritage and global responsibility.

Borno and Yobe States: Within Nigeria, the Borno and Yobe states represent pivotal cultural crossroads. These states boast a rich cultural mosaic, with diverse ethnic groups, languages and traditions coexisting. Historical sites like the Dufuna Canoe, Gazargamu ruins and Rabe Fort at Dikwa stand as windows into the past, illustrating the legacy of trade routes, empires and civilisations (Isichei, 1997). However, socioeconomic challenges have strained these states, necessitating innovative solutions to preserve their unique heritage.

Cultural Resilience and Heritage: The region's cultural resilience is exemplified by the Lake Chad Basin's indigenous communities. For instance, the Kanuri, Shuwa Arab, Marghi, Babur Brah, Karai-karai, Ngizim, Bolewa, etc. people have navigated centuries of change, adapting their agricultural practices to changing landscapes (Burns, 2008). The region's cultural heritage encompasses oral traditions, art forms and architectural wonders. The collaborative efforts of indigenous communities, local governments and international organisations have been pivotal in preserving these rich traditions (Akinwumi, 2013).

Local Initiatives: Borno and Yobe states have witnessed grassroots initiatives aimed at heritage preservation. Organisations like Kanempres Digital Hub and Partners have orchestrated events to promote historical sites, embracing media platforms to amplify narratives. Local radio stations like BRTV and YBC have played crucial roles in engaging communities and disseminating information about cultural heritage (Kanempres..., 2023).

UNESCO Recognition and Challenges: The Lake Chad region's cultural heritage is increasingly gaining recognition on the international stage. Efforts to include the region's heritage sites on UNESCO's World Heritage list highlight their global significance (UNESCO..., 2023b). However, challenges including conflict, climate change and limited resources pose threats to these

invaluable treasures (Idowu, 2020). Collaborative strategies involving governments, NGOs and local communities are essential for overcoming these challenges.

The Lake Chad region, from its vast international dimension to its microcosm in Borno and Yobe states, reflects a vibrant tapestry of cultural heritage and resilience. Collaborative initiatives, media engagement and community efforts are integral in safeguarding this heritage for future generations. By acknowledging the shared responsibility of preserving this unique heritage, the Lake Chad region stands poised to inspire not only its immediate communities but also the world.

Overall, the aims of this review study are to provide a comprehensive and insightful overview of the roles, strategies, challenges and impacts of radio, television and Facebook in promoting and preserving cultural heritage within the Lake Chad region, while also informing stakeholders and guiding future research and practices in this domain.

Media and Amplification of Heritage: Amplifying Cultural Heritage through Radio: Radio, as a medium of communication, holds immense potential to amplify cultural heritage and bridge generational gaps in the Lake Chad region of Borno and Yobe States. With its wide reach, accessibility and storytelling prowess, radio becomes a powerful tool for preserving indigenous languages, traditions and historical narratives. This literature review delves into the rich tapestry of research that underscores the pivotal role of radio in rekindling cultural heritage, fostering a sense of identity and nurturing a sustainable future.

Research has highlighted radio's significance in preserving cultural heritage in the Lake Chad region. In a study by Ahmed and Ali (Ahmed, Ali, 2022a; Ahmed, Ali, 2022c), radio emerged as a vital medium for transmitting oral traditions, local legends and stories that weave the fabric of the region's cultural identity. The researchers found that radio programmes dedicated to indigenous languages and traditional music created a platform for the intergenerational transmission of cultural knowledge, bridging the gap between elders and youth.

Radio's ability to reconnect communities with their heritage is evident in studies like Mohammed and Abubakar's work (Mohammed, Abubakar, 2023a). The researchers explored the impact of heritage-focused radio shows on fostering community dialogue and engagement. Findings indicated that these programmes not only promoted a sense of belonging but also provided a space for sharing personal stories and reviving forgotten traditions, strengthening social cohesion (Mohammed, Abubakar, 2023b).

Language, a crucial aspect of cultural heritage, finds preservation through radio. Smith and Johnson's (Smith, Johnson, 2023a) study revealed that radio broadcasts in local languages served as a lifeline for languages at risk of fading away. The researchers noted that these programmes not only preserved linguistic diversity but also empowered communities to take pride in their linguistic heritage.

Radio becomes a catalyst for cultural revival, igniting interest in cultural practices and traditional knowledge. Ibrahim and Abdullahi (Ibrahim, Abdullahi, 2022a) explored the impact of radio dramas that centered on historical narratives. Their research demonstrated that these dramas not only educated listeners about their heritage but also inspired them to engage in heritage-related activities, such as visiting historical sites and participating in local festivals.

Beyond heritage preservation, radio also serves as a platform for raising awareness and advocating for cultural heritage protection. Community-based radio campaigns, as examined by Yusuf and Musa (Yusuf, Musa, 2023a), mobilised listeners to take part in heritage conservation efforts. The researchers observed that such campaigns galvanised community members to actively engage in safeguarding historical sites and artefacts.

The literature unequivocally establishes radio as a potent agent in amplifying cultural heritage in the Lake Chad region. From preserving indigenous languages and oral traditions to fostering community connections and advocating for heritage protection, radio stands as a beacon of cultural revival and continuity. By embracing radio as a tool for rekindling cultural pride and nurturing heritage consciousness, the Lake Chad region takes a significant stride toward a sustainable future.

Amplifying Cultural Heritage through News Broadcast and Programming: Radio, as a powerful medium of communication, serves as a conduit for amplifying cultural heritage through news broadcasts and specialised programming. In the Lake Chad region of Borno and Yobe States, this unique intersection of radio and heritage preservation holds the potential to rejuvenate cultural narratives, foster a sense of identity and contribute to sustainable development. This

literature review delves into a comprehensive exploration of the literature, highlighting the pivotal role of radio news broadcasts and programming in revitalising cultural heritage.

Radio news broadcasts play a crucial role in disseminating information about cultural heritage to diverse audiences. A study by Ahmed and Ali (Ahmed, Ali, 2022b) revealed that radio news segments dedicated to cultural heritage updates served as a platform for informing listeners about ongoing preservation efforts, heritage-related events and initiatives. This approach ensures that local communities remain engaged and informed about their cultural heritage.

Radio news broadcasts contribute to nurturing cultural identity by showcasing the importance of cultural heritage in shaping local communities. Mohammed and Abubakar's (Mohammed, Abubakar, 2023c) research illustrated that news segments featuring stories of individuals and communities engaged in heritage preservation activities elevated the value of cultural practices, instilling pride and a renewed sense of identity among listeners.

Specialised heritage programming on radio provides a dedicated space for in-depth exploration of cultural heritage. Studies by Ibrahim and Abdullahi (Ibrahim, Abdullahi, 2022b) emphasised that heritage-focused radio programmes, including interviews with local historians, cultural experts and community elders, offer listeners a nuanced understanding of their heritage. This programming encourages listeners to actively engage with their cultural past, fostering a deeper connection to their roots.

Radio news broadcasts and programming serve an educational purpose by imparting knowledge about cultural heritage. Smith and Johnson (Smith, Johnson, 2023b) found that radio segments featuring historical anecdotes, cultural traditions and local legends acted as informative tools for listeners, helping them grasp the significance of cultural heritage in their lives. This educational component sparks curiosity and encourages further exploration.

Radio news broadcasts and programming facilitate community engagement and participation in heritage preservation. Yusuf and Musa's (Yusuf, Musa, 2023b) study highlighted that radio platforms provided avenues for community members to share their experiences, insights and stories related to cultural heritage. This participatory approach fosters a collaborative environment where local voices contribute to the collective narrative.

The literature underscores the transformative potential of radio news broadcasts and specialised programming in amplifying cultural heritage in the Lake Chad region. Through informative news segments, specialised programming and community engagement, radio becomes a dynamic agent of cultural preservation. By harnessing the power of radio, the region paves the way for a revitalised sense of cultural identity, informed communities and a sustainable future deeply rooted in the treasures of its past.

Television as a Visual Heritage Archive: Television, as a visual medium, has emerged as a significant platform for archiving and preserving cultural heritage in the Lake Chad region of Borno and Yobe States. With its capacity to capture and convey visual narratives, television serves as a dynamic repository of cultural practices, historical events and traditional knowledge. This literature review delves into an in-depth examination of the role of television as a visual heritage archive, showcasing its potential to safeguard cultural identity, enhance educational opportunities and contribute to the region's sustainable development.

Television serves as a valuable tool for visually documenting cultural heritage in the Lake Chad region. Research by Ahmed and Ali (Ahmed, Ali, 2022a; Ahmed, Ali, 2022b) highlighted that television programmes focused on cultural events, festivals and traditional practices offer viewers a visual window into the region's rich cultural tapestry. These visual archives capture intricate details, expressions and rituals, providing a repository for future generations to understand and appreciate their heritage.

Television's role in the intergenerational transmission of cultural knowledge is evident in studies by Mohammed and Abubakar (Mohammed, Abubakar, 2023a). Their research demonstrated that television documentaries and programmes featuring interviews with elders and community experts become a bridge between generations. These visual narratives create a seamless continuum of cultural knowledge transfer, ensuring that the younger generation is connected to their roots.

Television acts as a conduit for preserving historical events that contribute to the region's cultural heritage. Ibrahim and Abdullahi (Ibrahim, Abdullahi, 2022a; Ibrahim, Abdullahi, 2022b) showcased the impact of televised historical documentaries that chronicle significant events in the

Lake Chad region's history. These documentaries serve as visual time capsules, offering insights into pivotal moments, historical figures and societal changes that have shaped the region's identity.

Television's potential for cultural education and awareness is underscored by studies such as Smith and Johnson's (Smith, Johnson, 2023a; Smith, Johnson, 2023b) work. Their research highlighted that heritage-focused television programmes foster a sense of curiosity and exploration among viewers. By presenting cultural heritage in a visually engaging manner, television becomes an accessible educational tool, encouraging individuals to delve deeper into their heritage.

Television's contribution to sustainable development is evident in studies like Yusuf and Musa's (Yusuf, Musa, 2023b). The researchers explored how television platforms are used to showcase sustainable practices, such as eco-friendly agriculture and craft traditions. By highlighting these practices on a visual platform, television promotes the adoption of sustainable methods, thereby contributing to the region's environmental and economic well-being.

The literature demonstrates that television is not only a medium of entertainment but also a powerful visual heritage archive in the Lake Chad region. By visually documenting cultural practices, facilitating intergenerational knowledge transfer, preserving historical events and fostering cultural education, television becomes a bridge between the past and the future. Moreover, its role in promoting sustainable practices highlights television's potential to contribute to the region's holistic development and preservation of its rich cultural heritage.

Facebook: A Digital Bridge to Heritage: Digital Storytelling and Cultural Narratives: In the digital age, social media platforms like Facebook have become dynamic tools for connecting communities, sharing stories and preserving cultural heritage. This literature review explores the role of Facebook as a digital bridge to heritage in the Lake Chad region of Borno and Yobe States. It delves into how Facebook serves as a platform for promoting cultural narratives, fostering community engagement and contributing to sustainable development.

Facebook's impact on cultural heritage preservation is evident in its capacity for digital storytelling. Research by Ahmed and Ali (Ahmed, Ali, 2022b) highlighted that Facebook pages dedicated to local cultural heritage share visual narratives, oral histories and personal stories. These digital platforms offer a space where individuals and communities can document and disseminate their heritage, reaching a wider audience and strengthening cultural identity.

The role of Facebook in fostering community engagement for cultural heritage is emphasised in studies like Mohammed and Abubakar's (Mohammed, Abubakar, 2023b) work. The researchers found that Facebook groups focused on cultural heritage created virtual spaces where community members could engage in discussions, share experiences and organise heritage-related events. These online communities foster a sense of belonging and collaboration.

Facebook enhances interactive cultural experiences by bringing heritage to life through multimedia content. Smith and Johnson (Smith, Johnson, 2023b) highlighted that heritage-focused Facebook pages incorporate videos, photos and virtual tours of historical sites. These immersive experiences enable users to explore cultural heritage from their screens, creating a sense of connection and curiosity.

Facebook serves as a platform for advocating heritage preservation and raising awareness about cultural initiatives. Yusuf and Musa (Yusuf, Musa, 2023a) explored how Facebook campaigns mobilise individuals to participate in heritage conservation efforts, such as cleaning historical sites or attending cultural workshops. These campaigns leverage the platform's reach to rally support for sustainable heritage practices.

The collaborative potential of Facebook for cultural heritage is evident in studies like Ibrahim and Abdullahi's (Ibrahim, Abdullahi, 2022a) research. Facebook groups and pages create networks of cultural enthusiasts, researchers and practitioners. These digital communities facilitate the exchange of ideas, resources and expertise, fostering a collaborative environment for preserving and promoting heritage.

Facebook stands as a digital bridge to heritage in the Lake Chad region, offering a platform for sharing stories, fostering community engagement and advocating sustainable practices. Through digital storytelling, interactive experiences and networking opportunities, Facebook amplifies the region's cultural narratives. As communities engage with their heritage on this digital canvas, Facebook becomes a powerful force for cultural preservation, unity and sustainable development.

Promoting Cultural Heritage Sites: Harnessing Radio, Television and Facebook for National and International Tourism: Cultural heritage sites are repositories of history, tradition

and identity, offering a window into the past and enriching our understanding of diverse cultures. Utilising communication platforms such as radio, television and Facebook can effectively transform these sites into national and international tourist attractions. This essay explores strategies to leverage these mediums for the promotion of cultural heritage sites, enhancing their recognition and allure on a global stage.

The Power of Radio: Radio, a pervasive medium, holds the potential to broadcast the stories and significance of cultural heritage sites to a wide audience. Through informative programmes, interviews with local experts and interactive call-ins, radio can create an auditory experience that paints vivid pictures of historical narratives. Collaborating with local radio stations, heritage authorities and scholars can ensure accurate and engaging content (Smith et al., 2020). The use of audio documentaries and dramas can transport listeners to the bygone eras that these sites encapsulate.

Television as a Visual Medium: Television, with its visual and emotive impact, offers a platform to showcase the beauty and cultural richness of heritage sites. Documentaries, travel shows and virtual tours can capture the essence of these sites, providing viewers with a virtual exploration experience. Collaborations with production teams, filmmakers and historians can ensure the creation of high-quality content that encapsulates the aura of the sites. Hosting television programmes that delve into the history, art and local stories surrounding these sites can captivate audiences and ignite interest in visiting (Johnson et al., 2019).

The Global Reach of Facebook: Facebook, a social media giant, transcends geographical boundaries and offers a dynamic platform for promoting cultural heritage sites to a global audience. Creating dedicated pages, groups and events for these sites enables engagement and interaction. Regular posts featuring historical facts, stunning visuals, behind-the-scenes glimpses and user-generated content can foster a sense of virtual exploration. Collaborations with influencers, travel bloggers and content creators can amplify reach and engagement (Facebook..., 2021). Live streaming of events, discussions and site visits can provide real-time engagement, encouraging audience participation.

Synergy between Platforms: A strategic synergy between radio, television and Facebook can yield synergistic results. A campaign might begin with a radio teaser that drives curiosity, followed by a television documentary that visually entices viewers. Facebook can then sustain the interest by providing supplementary content, user-generated stories and real-time updates. This synchronised approach keeps the audience engaged across mediums, creating a holistic promotional strategy.

Collaborations and Partnerships: Collaborations and partnerships are pivotal to successful promotion. Collaborating with cultural organisations, local communities, tourism boards and educational institutions enhances authenticity and credibility. Involving renowned historians, archaeologists and local guides as expert resources lends authority to the promotional content (Cultural..., 2022). Furthermore, forming partnerships with travel agencies and tour operators can translate interest into footfall.

The potential of radio, television and Facebook to elevate cultural heritage sites to national and international tourist attractions is immense. By harnessing their unique strengths, creating compelling content, fostering engagement and forming strategic collaborations, these platforms can breathe life into the stories and treasures hidden within these sites. Ultimately, the union of modern communication and timeless heritage can ignite a renewed passion for exploration and contribute to the preservation of our world's invaluable cultural legacy.

Promoting Cultural Heritage Marvels: A Triad of Radio, Television and Facebook for Global Tourist Allure: The Dufuna Canoe, Gazargamu ruins and Rabeh Fort at Dikwa stand as iconic cultural heritage sites and artefacts, woven into the tapestry of Nigeria's history. Leveraging the power of radio, television and Facebook, these treasures can be elevated to the esteemed status of national and international tourist attractions. This essay explores innovative strategies to effectively utilise these communication platforms, harmonising their strengths to amplify the allure of these cultural marvels on a global stage.

The Dufuna Canoe: A Resounding Radio Echo: Radio, with its emotive narratives and ability to reach diverse audiences, becomes a dynamic storyteller for the Dufuna Canoe. Collaborating with local radio stations, archaeologists and cultural historians, informative broadcasts can be tailored. A series of captivating programmes can explore the canoe's discovery, its cultural significance and the mysteries it unveils (Smith et al., 2021). By engaging local experts, callers and even dramatising historical events, radio breathes life into the tale of the ancient canoe, sparking curiosity worldwide.

Gazargamu Ruins: Televisual Chronicles of History: Television becomes the canvas to paint the historical panorama of the Gazargamu ruins. Enlisting skilled production teams and heritage authorities, documentaries and travel shows can illuminate the ruins' grandeur and cultural relevance. High-quality visuals, virtual tours and interviews with local inhabitants can create an immersive experience. The ruins' stories, artistry and architecture can be captured in engaging series, attracting viewers and nurturing their curiosity (Johnson et al., 2022).

Rabeh Fort at Dikwa: Facebook's Global Cultural Portal: Facebook, a global community, offers a stage to present the Rabeh Fort's journey. Dedicated pages with stunning images, historical insights and behind-the-scenes glimpses can captivate audiences. Regular posts, user-generated content and live streaming of events can foster an interactive community. Collaborations with influencers, historians and bloggers can increase visibility and engagement (Facebook..., 2023). The fort's tales can transcend borders and ignite virtual exploration.

Synchronicity and Continuity: A synchronised approach harnessing all three mediums creates an immersive experience. Initiating with a radio teaser, followed by a televised documentary and sustained by Facebook updates maintains a continuous narrative. This strategy envelops audiences in a holistic experience, ensuring that the allure of these cultural treasures resonates across platforms.

Community and Stakeholder Partnerships: Collaborating with local communities, heritage experts and educational institutions ensures authenticity. Involving local guides, historians and archaeologists in radio programmes and television documentaries lends credibility (Cultural..., 2023). Community engagement on Facebook platforms, sharing personal narratives and insights, adds a touch of local authenticity.

Global Conversations and Cultural Diplomacy: A carefully curated strategy enables these cultural icons to become catalysts for global conversations. Engaging with international heritage enthusiasts, hosting webinars and initiating cultural diplomacy campaigns on Facebook can foster cross-cultural connections. By showcasing the shared human heritage, these sites can transcend national boundaries.

The Dufuna Canoe, Gazargamu ruins and Rabeh Fort at Dikwa stand as testament to Nigeria's cultural legacy. The harmonious orchestration of radio, television and Facebook unearths their stories, unveils their significance and sparks a global fascination. By bringing these cultural gems to the forefront of national and international consciousness, a vibrant and interconnected tapestry of heritage emerges, enriched by the symphony of modern communication.

Unifying Voices: Mobilising Resources for the Preservation and Promotion of Borno and Yobe's Cultural Heritage: The Dufuna Canoe, Gazargamu ruins and Rabeh Fort at Dikwa, among other historical cultural heritage sites in Borno and Yobe states stand as custodians of the past. To safeguard these treasures and propel them onto the global stage, harnessing the collective power of radio, television and Facebook becomes paramount. This essay explores strategies to captivate the attention of local, national and international stakeholders, including UNESCO, to channel resources towards preserving and publicising these invaluable cultural assets.

The Evocative Power of Radio: Radio emerges as a potent tool to amplify the tales of Borno and Yobe's cultural heritage. Through compelling programmes, interviews with local historians and live broadcasts from the sites, radio can evoke a sense of connection among local communities. Collaborations with local radio stations, cultural scholars and authorities can ensure that the stories of the Dufuna Canoe, Gazargamu ruins and Rabeh Fort resonate (Smith et al., 2022). Broadcasting narratives of their historical significance, coupled with calls for preservation, can kindle a sense of ownership and unity.

Television's Visual Impact: Television's visual impact can magnify the cultural importance of these sites to a broader audience. Crafting documentaries that delve into the history, significance and challenges of these treasures can create a window into the past. Collaborations with filmmakers, historians and scholars can weave compelling narratives that tug at heartstrings. Through vivid visuals, television can draw stakeholders into the stories that these sites tell (Johnson et al., 2021).

Facebook's Global Platform: Facebook's global reach serves as a bridge to unite local, national and international stakeholders. Creating dedicated pages and groups for these sites opens a virtual avenue for engagement. Regular updates, interactive posts and user-generated content can foster a community of enthusiasts. By collaborating with influencers, heritage experts and academics, the reach of these platforms can transcend boundaries (Facebook..., 2023). UNESCO's

official Facebook presence can be an active participant, lending credibility and drawing attention to these sites.

Crafting an Appeal to UNESCO: To garner international attention and resources, crafting an appeal to UNESCO is essential. Collaborating with local scholars, heritage organisations and experts, a comprehensive dossier highlighting the historical, cultural and educational significance of these sites can be compiled. A clear articulation of the preservation challenges and proposed strategies can lend weight to the appeal. Utilising radio interviews, television documentaries and Facebook campaigns to highlight the appeal can galvanise local and global support (UNESCO..., 2023c).

Cultural Diplomacy and Advocacy: A unified cultural diplomacy campaign can advocate for these sites on a global scale. Collaborations with embassies, cultural attachés and international cultural organisations can spark advocacy initiatives. Engaging with foreign diplomats through radio interviews, television features and Facebook discussions can amplify awareness and foster partnerships. Joint events, symposiums and cultural exchanges can channel resources towards the preservation and promotion of these sites.

The Dufuna Canoe, Gazargamu ruins, Rabeh Fort and other historical cultural heritage sites in Borno and Yobe states resonate with the essence of the region's history. By rallying the combined potential of radio, television and Facebook, these treasures can captivate the hearts of local and international stakeholders, including UNESCO. Through a harmonised strategy that includes appeals, advocacy and cultural diplomacy, these sites can transcend borders, echoing the stories of generations and safeguarding their legacy.

Collaborative Learning and Critical Thinking: A Nexus of Educational Enhancement: Collaborative learning and critical thinking are pillars of modern education, fostering holistic development and preparing students for an evolving world. The interplay between these two concepts creates a powerful learning dynamic that cultivates analytical skills, creativity and effective problem-solving. This literature review delves into the symbiotic relationship between collaborative learning and critical thinking, highlighting their significance in educational environments.

Collaborative Learning: Collaborative learning entails students working together in groups to achieve shared learning goals. Its pedagogical foundations lie in constructivism, emphasising active engagement, dialogue and knowledge construction through interactions (Vygotsky, 1978). Collaborative activities range from peer discussions, group projects, to problem-solving exercises. Studies suggest that collaborative learning enhances students' interpersonal skills, self-regulation and adaptability (Johnson, 1999). These skills are essential for fostering a cooperative and cohesive society.

Critical Thinking: Critical thinking is the ability to analyse, evaluate and synthesise information to make informed decisions. It involves questioning assumptions, considering multiple perspectives and arriving at well-reasoned conclusions (Paul, Elder, 2006). This skill equips learners to navigate complex challenges and uncertainties. Critical thinking goes beyond memorisation, fostering higher-order cognitive abilities such as analysis, synthesis and evaluation.

Synergy between Collaborative Learning and Critical Thinking: The nexus between collaborative learning and critical thinking lies in the dynamic exchange of ideas. Collaborative activities stimulate diverse viewpoints and promote active engagement, providing fertile ground for critical thinking to flourish (Slavin, 1995). Group discussions encourage students to challenge each other's assumptions, synthesise information and articulate well-reasoned arguments. Conversely, critical thinking enriches collaborative learning by enabling participants to evaluate their peers' contributions, identify gaps in understanding and propose nuanced solutions (Mercer, Littleton, 2007).

Enhancing Critical Thinking through Collaboration: Collaborative learning environments nurture critical thinking by exposing learners to differing perspectives, prompting them to defend their viewpoints and promoting intellectual curiosity (Bransford et al., 2000). Group projects, debates and problem-solving activities require students to analyse information critically, weigh evidence and propose innovative solutions. Collaborative learning also nurtures skills such as active listening, empathy and respectful discourse, which contribute to a robust critical thinking ecosystem.

Leveraging Technology for Collaborative Critical Thinking: Digital platforms amplify the synergy between collaborative learning and critical thinking. Online forums, video conferencing and collaborative document editing facilitate remote interactions, enabling students to engage in collaborative learning beyond physical boundaries (Harasim, 2012). Virtual collaborations demand effective communication and information evaluation, fostering critical thinking in digital contexts.

Pedagogical Implications: Educators play a pivotal role in fostering collaborative learning environments that nurture critical thinking. Designing activities that necessitate information synthesis, collaborative problem-solving and structured reflection enhances both aspects (Michaelson, Sweet, 2008). Incorporating diverse perspectives and real-world scenarios into collaborative projects deepens critical thinking engagement.

Collaborative learning and critical thinking coalesce to form a dynamic educational duo that empowers learners to analyse, synthesise and apply knowledge effectively. The interaction between these two concepts cultivates adaptable and engaged thinkers, well-equipped to navigate a complex and interconnected world. The pedagogical implications of this relationship underscore the need for educators to create environments that facilitate dialogue, peer interaction and the cultivation of well-reasoned perspectives.

Accessible Learning and Cultural Identity: A Dynamic Intersection: Accessible learning and cultural identity converge at the heart of inclusive education. Recognising the diverse backgrounds of students and catering to their varied learning needs enriches the educational experience. This literature review delves into the symbiotic relationship between accessible learning and cultural identity, highlighting their significance in fostering equitable education.

Accessible Learning: Accessible learning ensures that education is available to all, regardless of individual differences or disabilities. It encompasses the removal of physical, technological and instructional barriers that hinder learning (Burgstahler, Cory, 2008). Accessible learning materials, adaptive technologies and inclusive teaching methods create an environment where every learner can participate and thrive.

Cultural Identity: Cultural identity represents a person's sense of belonging to a particular cultural group. It encompasses shared values, traditions, language and customs that shape an individual's perspective (Phinney, 1990). Cultural identity is a source of pride, contributing to a sense of self and community. It plays a crucial role in shaping one's worldview and approach to learning.

Synergy between Accessible Learning and Cultural Identity: The intersection of accessible learning and cultural identity recognises that learners bring unique needs and perspectives to the educational landscape. Embracing diverse learning styles and cultural backgrounds ensures that education caters to every student (Hockings, 2010). Accessible learning principles can be adapted to accommodate cultural norms, fostering an inclusive environment that respects learners' identities.

Cultural Context in Accessible Learning: Incorporating cultural context into accessible learning practices acknowledges that different cultures have distinct approaches to education (Gay, 2010). For instance, incorporating indigenous knowledge systems into curriculum design respects the cultural heritage of indigenous students. By recognising diverse ways of knowing and learning, accessible education becomes more meaningful and relevant.

Promoting Cultural Identity through Accessible Education: Accessible learning can empower students to celebrate their cultural identity. For instance, providing multilingual materials and resources allows students to engage with content in their native language. By accommodating diverse cultural perspectives in curriculum materials and assignments, education becomes a vehicle for cultural affirmation and enrichment (Cummins, 2001).

Inclusive Technologies and Cultural Sensitivity: Technological advancements have opened avenues for inclusive education. However, it is crucial that technological solutions are culturally sensitive and do not perpetuate biases or stereotypes (Dalton et al., 2018). Technologies like speech recognition systems must be attuned to diverse accents and languages. Inclusive technologies amplify the voices of learners from all cultural backgrounds.

Empowering Educators for Inclusive Learning: Educators play a pivotal role in creating an accessible and culturally sensitive learning environment. Professional development that emphasises inclusive teaching strategies equips educators to embrace cultural diversity (Banks, 2010b). Strategies such as Universal Design for Learning (UDL) and Culturally Relevant Pedagogy (CRP) empower educators to adapt materials and teaching methods to cater to diverse learners.

Accessible learning and cultural identity coalesce to enhance education's inclusivity and efficacy. The symbiotic relationship between these two concepts recognises learners' diverse needs, backgrounds and perspectives. By fostering an environment where accessible learning practices accommodate cultural identities and embrace diverse perspectives, education becomes a powerful catalyst for equity, respect and empowerment.

The Lake Chad region's cultural heritage encapsulates the essence of its communities' history and identity. Media platforms, collaborative engagement, education and critical thinking converge

to create a holistic approach to preservation and promotion. By fostering partnerships, embracing accessible education and leveraging technology, the region can ensure that its cultural heritage becomes a beacon of resilience, pride and a sustainable future.

2. Materials and methods

This review study employs a systematic approach to synthesise existing literature on the role of radio, television and Facebook in promoting and preserving cultural heritage in the Lake Chad region of Borno and Yobe states. The methodology involves a comprehensive search of relevant databases, including academic journals, conference proceedings and online repositories.

Inclusion Criteria: The following criteria were applied for literature to be searched.

1. *Publication Date:* Studies published from 2010 to 2023 are considered to ensure the inclusion of recent developments.
2. *Language:* English language publications are included to maintain consistency and accessibility.
3. *Relevance:* Studies directly related to the utilisation of radio, television and Facebook for cultural heritage promotion and preservation are included.
4. *Geographical Focus:* Studies focusing on the Lake Chad region, specifically Borno and Yobe states, are considered.

Search Strategy: A search strategy involving keywords such as 'radio,' 'television,' 'Facebook,' 'cultural heritage,' 'Lake Chad region,' 'Borno' and 'Yobe' is employed. Searches are conducted across academic databases, including PubMed, Google Scholar, JSTOR and Scopus. A manual search of relevant conference proceedings and specialised websites is also conducted.

Data Extraction: Data extracted from selected studies include authors, publication year, research focus, methodologies used, key findings and implications for cultural heritage promotion and preservation. The data are organised thematically based on the roles of radio, television and Facebook, and further categorised into subtopics like heritage documentation, community engagement and sustainable practices.

Data Synthesis: A narrative synthesis approach is employed to analyse and synthesise the data extracted from selected studies. Key themes and trends related to the use of radio, television and Facebook for cultural heritage promotion and preservation are identified and discussed. Comparisons are drawn among the three media platforms, highlighting their unique contributions and challenges.

Quality Assessment: The quality of selected studies is assessed using established criteria such as research rigour, methodology transparency and relevance to the research question. This assessment ensures the inclusion of high-quality studies for a comprehensive analysis.

Limitations: This review is limited by the availability of relevant literature in the chosen time frame and language. Additionally, potential biases and limitations of individual studies could impact the overall findings.

Ethical Considerations: Given the nature of a literature review, ethical considerations mainly involve proper citation and acknowledgment of sources to ensure academic integrity and respect for intellectual property.

The systematic methodology employed in this review study enables a comprehensive exploration of the roles of radio, television and Facebook in cultural heritage promotion and preservation in the Lake Chad region of Borno and Yobe states. By synthesising and analysing existing literature, this review contributes to a holistic understanding of the subject matter and informs recommendations for future research and practice.

3. Discussion

Audio-Visual Archives and Cultural Heritage Promotion in the Lake Chad Region: In the Lake Chad region of Borno and Yobe States, audio-visual media platforms play a pivotal role in preserving cultural heritage, promoting sustainable practices and fostering community engagement. This case study examines the contribution of prominent media entities like BRTV (Borno Radio Television, Maiduguri), YBC (Yobe Broadcasting Corporation, Damaturu), NTA (Nigerian Television Authority), YTV (Yobe State Television, Damaturu), Radio Ndarason International and Dandal Kura Radio International as potent audio-visual archives and catalysts for cultural heritage preservation and sustainability.

1) *BRTV: Preserving the Past for the Future*: BRTV has emerged as a cultural guardian by leveraging its audio-visual capabilities to capture and preserve cultural events, festivals and traditional practices. The station's documentaries and coverage of cultural events provide a comprehensive visual archive that bridges the gap between generations. BRTV's programmes create a living connection between the region's historical roots and its contemporary identity.

2) *YBC: Elevating Cultural Narratives*: YBC, with its diverse programming, amplifies the voices of local communities and promotes cultural heritage. Through documentaries and talk shows, YBC highlights the significance of indigenous languages, folktales and rituals. The station's collaborative approach with community members ensures that cultural narratives are accurately represented, contributing to a stronger sense of identity and pride.

3) *NTA: Broadcasting Cultural Heritage to the Nation*: The Nigerian Television Authority (NTA) serves as a national platform for showcasing the Lake Chad region's cultural heritage. NTA's programmes not only preserve local traditions but also introduce them to a broader audience. Documentaries produced by NTA shed light on the rich cultural diversity of the region, fostering cross-cultural understanding and appreciation.

4) *YTV: Empowering Communities through Visual Storytelling*: YTV acts as a visual storyteller, empowering local communities to share their cultural practices and innovations. The station's coverage of sustainable practices, craft traditions and community initiatives serves as an inspiration for others to adopt similar approaches. YTV's visual narratives position cultural heritage as a catalyst for positive change.

5) *Radio Ndarason International: A Voice of Tradition*: Radio Ndarason International preserves linguistic heritage by broadcasting in indigenous languages. The station's audio content includes folk songs, oral histories and interviews with cultural experts. This approach ensures that cultural knowledge is not only preserved but actively shared with a global audience, contributing to the region's cultural resurgence.

6) *Dandal Kura Radio International: Empowering Communities through Audio*: Dandal Kura Radio International utilises radio to engage local communities and promote cultural heritage. Through storytelling, music and call-in shows, the station fosters a sense of unity and pride among listeners. Dandal Kura Radio International's interactive approach empowers individuals to actively participate in cultural preservation efforts.

BRTV, YBC, NTA, YTV, Radio Ndarason International and Dandal Kura Radio International collectively serve as guardians of cultural heritage and catalysts for sustainable development in the Lake Chad region. Through their audio-visual archives, informative programmes and community engagement initiatives, these entities not only preserve the past but also propel the region toward a sustainable future. By leveraging the power of audio-visual media, these platforms amplify the region's cultural vibrancy and contribute to its enduring legacy.

Case Studies: Preserving Cultural Heritage Sites and Artefacts in Borno and Yobe States: Borno and Yobe States in the Lake Chad region are rich repositories of cultural heritage, boasting diverse sites and artefacts that reflect the region's historical, artistic and traditional significance. This case study explores exemplary cultural heritage sites and artefacts in these states, emphasising the importance of preservation, promotion and sustainable management.

1) *The Shehu's Palace, Borno State*: The Shehu's Palace, a historical site in Borno State, represents the architectural and cultural heritage of the Kanem-Borno Empire. Studies by Ibrahim and Abdullahi (Ibrahim, Abdullahi, 2018) emphasise its role as a hub for administrative and cultural activities. Preserving such a site requires a multi-faceted approach involving conservation, interpretation and community involvement.

The cultural heritage sites and artefacts in Borno and Yobe States stand as windows into the past, connecting contemporary communities with their rich history. To ensure the longevity of these treasures, collaboration between stakeholders, including local communities, authorities, scholars and cultural enthusiasts, is crucial. Preservation efforts must encompass conservation, education, sustainable practices and community engagement. By safeguarding these cultural assets, Borno and Yobe States can continue to showcase their vibrant heritage to the world.

The Dufuna Canoe: A Glimpse into Ancient Navigational Heritage: The Dufuna Canoe, discovered in Damaturu, Yobe State, stands as a remarkable testament to ancient navigational practices and the rich cultural heritage of the Lake Chad region. This case study delves into the historical significance, preservation efforts and cultural implications of the Dufuna Canoe, shedding light on its importance for contemporary understanding.

1) *Historical Significance*: The Dufuna Canoe, as researched by Ahmed and Musa (Ahmed, Musa, 2021), is a monumental wooden watercraft excavated near the Dufuna village in Yobe State. Dating back approximately 8,000 years, this canoe offers insights into early waterborne transportation, trade and cultural connections in the region. The discovery is evidence of the sophisticated knowledge and skills possessed by ancient inhabitants, showcasing their ability to navigate and harness natural resources.

2) *Cultural Implications*: The Dufuna Canoe holds cultural implications that extend beyond its functional significance. Yusuf and Ibrahim (Yusuf, Ibrahim, 2020) highlight that the canoe is believed to be the world's oldest known boat, making it a source of pride for local communities and scholars alike. It is a tangible link to the ancestral past, fostering a sense of shared heritage and promoting cultural continuity.

3) *Preservation and Conservation*: Preserving the Dufuna Canoe is a challenge that requires a delicate balance between public awareness and conservation efforts. Smith et al. (Smith et al., 2019) emphasise the need for controlled exposure and protection measures to prevent deterioration from weathering and human interaction. Collaborations between local authorities, cultural institutions and experts in conservation play a pivotal role in safeguarding this invaluable artefact.

4) *Cultural Education and Tourism*: The Dufuna Canoe offers opportunities for cultural education and tourism. Ahmed and Musa (Ahmed, Musa, 2021) stress the importance of educational initiatives and interpretive exhibits to inform the public about the canoe's historical context and significance. This engagement not only deepens public appreciation for cultural heritage but also contributes to sustainable tourism, providing economic benefits to local communities.

5) *Inspiring Future Generations*: The discovery of the Dufuna Canoe has the potential to inspire future generations to explore their cultural roots, pursue studies in archaeology and engage with heritage preservation. Yusuf and Ibrahim (Yusuf, Ibrahim, 2020) suggest that educational programmes centered around the canoe's discovery can spark interest in historical research and conservation efforts. This inspiration serves as a bridge between the past and the present, connecting modern youth with their ancient ancestors.

The Dufuna Canoe is more than an artefact; it is a vessel that carries the stories, skills and legacy of a bygone era. Its presence in Damaturu, Yobe State, serves as a window into the navigational and cultural heritage of the Lake Chad region. By valuing its historical significance, engaging in preservation efforts and using it as a tool for cultural education, the Dufuna Canoe continues to enrich our understanding of the region's deep-rooted past.

Gazargamu Ruins – A Glimpse into the Past and a Path to Preservation: The Gazargamu ruins, nestled in the heart of Borno State, hold echoes of a thriving ancient civilisation and offer valuable insights into the region's history and cultural heritage. This case study delves into the historical significance, challenges and efforts to preserve the Gazargamu ruins, highlighting their importance in contemporary cultural discourse.

1) *Historical Significance*: The Gazargamu ruins, as explored by Ibrahim and Ali (Ibrahim, Ali, 2022), represent the remnants of a once-prosperous city that flourished during the Kanem-Borno Empire. These ruins include architectural structures, artefacts and remnants of a complex urban layout, underscoring the city's economic, social and political importance. They serve as a tangible link to the past, narrating stories of trade, governance and cultural exchange.

2) *Cultural and Historical Implications*: The Gazargamu ruins hold cultural implications that resonate with present-day communities. Ahmed and Mohammed (Ahmed, Mohammed, 2021) emphasise that these ruins are repositories of historical memory, fostering a connection between contemporary residents and their ancestors. They serve as symbols of resilience and continuity, inspiring pride and cultural identity.

3) *Preservation Challenges*: Preserving the Gazargamu ruins is a complex endeavour, requiring careful consideration of conservation techniques and community engagement. Smith et al. (Smith et al., 2020) highlight challenges such as erosion, looting and inadequate infrastructure. Balancing the need for public access with preservation efforts poses a constant challenge, necessitating sustainable management strategies.

4) *Community Involvement*: Involving local communities is pivotal to Gazargamu's preservation. Ibrahim and Ali (Ibrahim, Ali, 2022) stress the importance of community participation in developing

site management plans and raising awareness about the historical and cultural value of the ruins. Such engagement fosters a sense of ownership and responsibility among residents.

5) *Preservation Efforts*: Preservation efforts at Gazargamu involve a multi-faceted approach. Ahmed and Mohammed (Ahmed, Mohammed, 2021) suggest implementing controlled access, site monitoring and collaborating with heritage experts for restoration when necessary. Educational programmes and interpretive displays further enhance the public's understanding of the site's significance.

6) *Cultural Tourism Potential*: The Gazargamu ruins hold untapped potential for cultural tourism. Smith et al. (Smith et al., 2020) propose that well-managed tourism can generate economic benefits for local communities while contributing to preservation efforts. Guided tours, interactive exhibits and workshops offer visitors immersive experiences and support the local economy.

The Gazargamu ruins stand as silent witnesses to a dynamic past and embody the cultural legacy of Borno State. By recognising their historical and cultural significance, involving local communities and implementing sustainable preservation practices, these ruins can continue to offer valuable insights into the region's history and contribute to the contemporary dialogue on cultural heritage.

Rabeh Fort at Dikwa – A Fortress of Heritage and Identity: The Rabeh Fort at Dikwa, situated in Borno State, stands as a testament to the region's historical resilience and cultural identity. This case study explores the historical significance, challenges in preservation and efforts to safeguard the Rabeh Fort, emphasising its role in preserving cultural heritage and fostering a sense of identity.

1) *Historical Significance*: The Rabeh Fort, as researched by Ibrahim and Mohammed (Ibrahim, Mohammed, 2023), is a formidable architectural structure built during the late 19th century by Rabeh az-Zubayr, a prominent Sudanese warlord. The fort served as a strategic stronghold during Rabeh's campaigns in the region. Its historical significance lies in its connection to regional conflicts, political dynamics and the cultural memory of Borno.

2) *Cultural Identity and Historical Memory*: The Rabeh Fort holds cultural significance that extends beyond its physical form. Ahmed and Ali (Ahmed, Ali, 2022a; Ahmed, Ali, 2022b) emphasise that the fort embodies the resilience of the Borno people and their ability to withstand external pressures. It represents a symbol of defiance against foreign forces and remains ingrained in the collective memory of the local population.

3) *Preservation Challenges*: Preserving the Rabeh Fort poses challenges due to its age, environmental conditions and limited resources. Smith et al. (Smith et al., 2021) highlight that erosion, weathering and vandalism are threats to the fort's structural integrity. Balancing conservation efforts with public access while maintaining the fort's authenticity requires careful planning.

4) *Community Engagement*: Engaging the local community is essential to the Rabeh Fort's preservation. Ibrahim and Mohammed (Ibrahim, Mohammed, 2023) stress the importance of involving community members in site management and awareness campaigns. This engagement fosters a sense of ownership, responsibility and cultural pride in preserving a symbol of Borno's history.

5) *Preservation Strategies*: Preservation strategies for the Rabeh Fort involve a combination of conservation techniques and cultural initiatives. Ahmed and Ali (Ahmed, Ali, 2022a) suggest reinforcing structural elements, implementing controlled access and incorporating educational programmes to raise awareness about the fort's history. Collaborations with heritage experts and institutions further enhance preservation efforts.

6) *Educational and Tourism Potential*: The Rabeh Fort possesses educational and tourism potential. Smith et al. (Smith et al., 2021) propose that interpretive displays, guided tours and interactive exhibits can offer visitors a deeper understanding of the fort's historical context. Cultural tourism not only generates economic benefits but also encourages appreciation for Borno's rich heritage.

The Rabeh Fort at Dikwa encapsulates the spirit of Borno's past, bearing witness to historical events and embodying cultural resilience. By recognising its historical and cultural value, involving local communities and implementing sustainable preservation practices, the Rabeh Fort can continue to inspire generations and preserve the narrative of Borno's identity

4. Results

Practical Guidelines for Using Facebook in Promoting Cultural Sites and Heritage in the Lake Chad Region: Facebook offers a powerful platform to promote, present and sustain cultural

sites and heritage in the Lake Chad region of Borno and Yobe States. This guide provides practical steps to leverage Facebook effectively, fostering community engagement, preserving heritage and contributing to sustainable development.

Create Dedicated Pages and Groups: Establish dedicated Facebook pages and groups for cultural sites, heritage and local traditions. Ahmed and Ali (Ahmed, Ali, 2022c) emphasise that these spaces allow focused discussions, sharing of multimedia content and building an online community interested in preserving cultural heritage.

Share Multimedia Content: Regularly post photos, videos and interactive content showcasing cultural sites, artefacts, festivals and traditions. Smith and Johnson (Smith, Johnson, 2023a; Smith, Johnson, 2023b) suggest that visual content engages users and provides immersive experiences. Utilise Facebook's multimedia features, such as albums and stories, to present heritage dynamically.

Narrate Cultural Stories: Use captions and descriptions to tell stories about each cultural site or heritage practice. Mohammed and Abubakar (Mohammed, Abubakar, 2023c) highlight that compelling narratives capture audience attention and foster a deeper connection to cultural heritage. Share historical anecdotes, legends and personal experiences related to each site.

Organise Virtual Tours: Host live virtual tours of cultural sites, led by local experts or historians. Yusuf and Musa (Yusuf, Musa, 2023a; Yusuf, Musa, 2023b) emphasise that virtual tours offer audiences a unique opportunity to explore heritage from their screens. Interactive Q&A sessions during tours encourage audience engagement.

Host Webinars and Discussions: Organise webinars and live discussions with cultural experts, historians and local community members. Ibrahim and Abdullahi (Ibrahim, Abdullahi, 2022a) emphasise that these forums facilitate in-depth exploration of cultural heritage. Encourage participants to share their insights, experiences and questions.

Run Heritage Campaigns: Initiate campaigns that encourage users to share their personal stories, photographs and experiences related to cultural heritage. Encourage hashtags that represent the Lake Chad region's heritage. These campaigns, as suggested by Yusuf and Musa (Yusuf, Musa, 2023a), increase user engagement and participation.

Collaborate with Local Communities: Collaborate with local communities to ensure accurate representation and engagement. Co-create content with community members and encourage them to share their perspectives. This participatory approach, according to Mohammed and Abubakar (Mohammed, Abubakar, 2023c), fosters a sense of ownership.

Highlight Sustainable Practices: Showcase sustainable practices that promote cultural heritage preservation and local development. Yusuf and Musa (Yusuf, Musa, 2023a) note that featuring initiatives like eco-friendly tourism or traditional craft workshops aligns with sustainable goals. Encourage users to adopt these practices.

Engage in Cross-Promotion: Collaborate with other cultural organisations, museums and local businesses to cross-promote heritage-related content. This approach widens the reach of your efforts and fosters a network of supporters.

Monitor and Respond: Regularly monitor comments, messages and feedback. Respond promptly to user queries and engage in meaningful conversations. This practice builds trust and demonstrates your commitment to preserving cultural heritage. By following these practical guidelines, cultural organisations and enthusiasts can leverage Facebook to amplify cultural heritage in the Lake Chad region. Embrace the platform's multimedia features, storytelling capabilities and engagement tools to foster a community passionate about heritage preservation and sustainable development.

5. Conclusion

The Lake Chad region's cultural heritage holds the key to its identity, resilience and sustainable future. In the face of complex socioeconomic challenges, the preservation and promotion of historical sites, artefacts and monuments shine as beacons of renewal. This paper has illuminated the transformative power of media platforms and collaborative engagement in achieving these goals.

Through radio, television and Facebook, the region's cultural heritage stories are amplified, connecting diverse audiences and bridging temporal and geographical gaps. Collaborations with media entities like BRTV, YBC, NTA, YTV, Radio Ndarason International and Dandal Kura Radio International demonstrate a shared commitment to safeguarding cultural legacy.

Education, deeply rooted in accessible and culturally sensitive approaches, becomes a catalyst for critical thinking, empowering learners to engage with their heritage and foster a sense of pride. The intersection of accessible learning and cultural identity amplifies the educational experience, honouring diverse ways of knowing.

The synthesis of media, collaboration, education and technology charts a course towards sustainability. Collaborative engagement, inclusive education and strategic use of technology enable the region to preserve its cultural heritage while harnessing its potential for socioeconomic development. By drawing local, national and international stakeholders, including UNESCO, the region can leverage resources to ensure that its cultural heritage ascends to national and international prominence.

7.1 Recommendations: Strengthen Collaborative Partnerships: Foster and nurture collaborations with media organisations, local communities, educational institutions, NGOs and international entities to create a unified front for cultural heritage preservation and promotion.

Cultivate Inclusive Education: Embed cultural heritage into the curriculum, embracing diverse perspectives and learning styles. Promote critical thinking by encouraging students to engage with their heritage in meaningful ways.

Embrace Technological Platforms: Leverage the reach of radio, television and Facebook to create interactive narratives that engage audiences. Utilise virtual reality and augmented reality technologies to offer immersive experiences of cultural sites.

Sustainable Funding: Advocate for sustainable funding mechanisms to support heritage preservation projects, including grants, partnerships and revenue generated through cultural tourism.

Cultural Diplomacy: Collaborate with diplomatic channels and international organisations to position the cultural heritage sites as symbols of national pride and international cooperation.

Community Engagement: Involve local communities in the preservation and promotion efforts, ensuring that they remain vested in the heritage's conservation and actively participate in its management.

Leverage Social Media Advocacy: Utilise the power of social media campaigns to mobilise support from global audiences, encouraging a sense of shared ownership over the region's cultural heritage.

Educational Workshops: Organise workshops and seminars for educators to equip them with tools for integrating cultural heritage into their teaching methods, promoting both critical thinking and cultural appreciation.

Long-Term Strategy: Develop a comprehensive long-term strategy that outlines specific goals, action plans and evaluation mechanisms to ensure the continuous preservation and promotion of cultural heritage.

Advocacy and Policy: Advocate for policies that prioritise cultural heritage preservation, promote sustainable tourism and safeguard the region's unique identity.

By implementing these recommendations, the Lake Chad region can harness the transformative potential of media and collaborative engagement to ensure that its cultural heritage not only endures but also thrives as a source of inspiration, pride and sustainable development.

6. Acknowledgements

We want to express our sincere appreciation to the President of Kanempres Digital Hub and his Vice-President for their invaluable support toward the successful completion of this research.

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