

SEMANTIC CONTENT OF IGBO TRADITIONAL NON-VERBAL MODES OF COMMUNICATION

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ABSTRACT

In any society, information dissemination and sharing is one of the basic elements of survival, development and social integration. Societies have attained different levels of sophistication in their various information sharing techniques depending on their levels of advancement. Therefore, this paper appraises the traditional non-verbal modes of communication in Igboland as a vital means of information exchange and a rudimentary requirement of the Igbo society. Through the survey research methodology, the paper x-rays Igbo traditional non-verbal modes of communication, viz. instrumental, animal and iconographic and visual mode, bearing in mind the sociolinguistic landscape of linguistics and communicative competence. The results of the finding of the paper from the data analysis show that even though Igbo traditional non-verbal modes are still in use, they are seriously competing with external influences as epitomized by the cultural forces of transnational corporations. The paper recommends that interest in traditional channels of communication, be properly nurtured and preserved to re-awaken the self consciousness of the Igbo people and promote unity, social integration and development among them.

KEYWORDS: Animal, Iconographic Modes, Instrumental, Meaning and Non-Verbal Modes