



## **The Role of Posters Written in Indigenous Languages in Disseminating Health-Awareness Information within the Far North Region of Cameroon**

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### **Abstract**

It is an established fact that the majority of the illiterate population in Cameroon, in general, and in the Far North Region in particular are excluded from life-saving information because of illiteracy. Since all important information is usually communicated only in official languages, most illiterate men and women are not only ignorant of vital information on different issues affecting their lives, but are also vulnerable to diseases. This paper posits that combating health epidemics is more effective through the use of image-associated sensitization posters written in minority languages than through sensitization messages transmitted through official languages. It argues that posters written in indigenous languages are not only culturally relevant and well accepted by community members, but also enhance and facilitate respondents' understanding of health issues. The findings from this work obtained through the administration of questionnaires revealed that the percentages of the illiterate respondents who understand image-based posters in the MT is significantly higher than those who claimed to understand image-based posters in French. On the basis of the findings, the government and Non-Governmental Organizations (NGOs) are strongly encouraged to ensure that important health-related information should be presented in picture-based posters, flyers or brochures in the MT.

**Keywords:** Posters, Illiteracy, Awareness, Communication, Health, Information

## 1. Introduction

Poster presentations in rural areas achieve success in increasing the knowledge, changing attitudes and behavior of the indigenous people when they are carefully designed with appropriate texts in the MT. Without the use of MT in the transmission of the required information in multilingual settings, there will not be effective communication particularly in health service-providing institutions. Communication between health professionals and the illiterate population is crucial in basic information dissemination. Since the majority of people in rural communities are not literate and cannot read all health-related and other information that is disseminated to the public, the government and some NGOs often produce some of the information on posters and paste them either in the community or hospital so as to facilitate understanding for some of the illiterate population. Racks of informative brochures on different issues are also usually distributed in hospitals and neighborhoods, but are often ignored because of illiteracy. Even when brochures are given to patients by health professionals, not all of them are read, particularly if they are written only in the official language. Even spoken instructions by health professionals are not always obeyed effectively by patients, mainly because of illiteracy. Some posters can be intended for a specific target group such as illiterates who need to be informed for possible behavioral change like the ongoing COVID-19 virus. According to Resnick (2010), posters have played a special role in promoting AIDS awareness and safe sex education across cultures, different aims, messages, visual metaphors, and strategies have strongly influenced the content and design of AIDS posters. These messages can successfully reach specific targeted groups because posters are cheap and easy to produce. Public health posters are clearly in the third category, their purpose being to alter the consciousness of the public to bring about an improvement in health practices (Nunyenge, 2013). Posters aim at presenting information in a succinct and condensed manner. However, posters are not interactive and often lack in-depth, and as such not given the necessary attention they deserve. Atul et al. (2020) maintain that the very first step of preparing a poster is planning about what is to be displayed. It is an integral step since it determines how impactful the message can be. They argue that it must involve deciding upon which aspect of information is to be displayed, and how it has to be displayed-via text or via illustrations. Another aspect of planning has to be the determination of a target group. To convey the same information, different methods can be required while targeting different groups in the society. A viewer's reaction to a poster depends on his interests, inclinations, and especially on his social situation.

Consequently, each viewer may interpret a poster differently, based on his/her origin, the background, and socio-financial realities.

### **1.1 Research Problem**

The dominance of foreign languages can be traced back to colonial language policies, which gave pride of place to these languages in official domains like administration. Although the government promotes multilingualism following the presidential decree No: 2017/013 of the 23rd January 2017, which created the National Commission for Bilingualism and Multiculturalism (NCBM), local languages are still largely relegated to the background. Admittedly, some Non-Governmental Organizations (NGOs) are making some efforts to translate and produce some vital information on health in some Cameroonian languages. Only few researchers, linguists, and NGOs are working for the promotion of local languages, even sometimes with meagre and inadequate resources.

According to Akumbu (2020, p.193), one of the unfortunate outcomes of the use of these two official languages is that the intended sensitization information and call to action directly reach only the 40 percent to 85 percent literate Cameroonians. Chumbow (2013) also notes that at least 60 percent of the population in most African countries are not literate in the official languages such as English and French and are, therefore, marginalized and excluded from knowledge on health and development. He points out that even the knowledge they need to reduce infant and maternal mortality, hunger and poverty etc. is available but not accessible to the majority because it is hoarded in the minority official language. The majority of the population therefore lives in ignorance despite the availability of knowledge (p.41-42).

The effect of this practice is the exclusion of the majority of the country's population, especially those of the Far North Region and a negation of the democratic principle of mass participation. Exceptions to this are occasional mobilization for voting during political campaigns and the fight against some diseases like malaria, the dreaded pandemic of HIV/Aids, and Corona Virus. If wisdom can prevail for the government to conduct a sensitization campaign against HIV infection virus in some of the local languages, why can't valuable information about health, especially the ongoing COVID-19, politics, the economy, the environment and civic rights, also be disseminated in Cameroonian languages?

In Cameroon, the illiteracy challenge is inseparable from problems such as poverty, diseases such as the HIV pandemic, and conflicts. Access to literacy and education is a basic right, and literacy skills represent a potential instrument that enables people to access multiple tools, acquire fundamental rights, and amass a wide range of competencies, information, and knowledge. Since information dissemination is crucial to the cultivation of an informed

society, all avenues, both modern and traditional, should be explored for making information available. In particular, community radios devoted to the broadcast of information in local languages which have been successful in some countries should be encouraged. According to UNESCO (2008), African languages have long been undervalued, which has affected the literate environment in that very little has been published in most of these languages. For developing countries to become industrial players, a conscious plan will have to be developed to transmit the manufacturing processes into easily understood routines as Bamgbose (1991:51) points out.

Foreign ideas, concepts, and technology will undoubtedly be imported in a foreign language, but such concepts must be transmitted to the masses in the language they can understand. The economic miracle achieved by countries such as Japan was not based on a widespread dissemination of English, rather it is the result of the indigenization of such technology into terms that the ordinary factory hand can understand.

## **1.2 The Objective of the Study**

This study investigates whether the use of posters enhances the understanding of health-related information in the selected communities. This statement leads to the following objectives:

- To find out if posters in the MT are effective in communicating health-related information.
- To find out if posters constitute a valuable tool in information dissemination, especially during health epidemics.

## **2. The Importance of Posters in Information Dissemination**

Lack of access to health information due to illiteracy is a major obstacle in the fight against epidemics. Lack of access to health information due to illiteracy constitutes a major obstacle in the fight against epidemics. Posters are meant to catch attention, inform, convince, and provoke. They are often the easiest and most cost-effective way to deliver messages to large audiences. Posters need to be attractive, eye-catching, and informative. They are used for various purposes and can be used by advertisers to promote an event or a movie. Posters can also be used by non-profit organizations to create social awareness (Nishtar *et al.*, 2004; Gobind & Ukpere, 2014). They are written communication tools that are generally visible to people as they are usually illustrated with images and pictures. The most important aim of using posters is to attract the attention of everyone who is interested. For this reason, posters contain visuals such as photographs and pictures rather than writing.

According to Tutar *et al.* (2005), the visual elements in a poster should be related to the subject and support each other. Expression with pictures is at the forefront in posters (Kazancı, 1999). Posters can play a critical role in

creating an enabling and supportive environment in communities where the majority of the population is illiterate. They are also helpful in facilitating understanding. They can often be interpreted in multiple ways. The text that accompanies posters usually guide the interpretation of some of the people with limited reading skills who may by-pass the text and try to understand a message by guessing the meaning of the image in posters.

In addition, when the information in posters is not explicit enough, images may be interpreted differently even by people with high literacy skills in different domains. Posters are widely used for health promotion because they symbolize an inexpensive way of providing written information to a large proportion of the population. This educational approach can be used to encourage people to implement preventive measures, undergo screening, or adopt good treatment practices.

## **2.2. Illiteracy and the Right to Information**

It can be agreed with Bamgbose (2000) that illiteracy is a linguistic barrier to communication. Illiterate populations are denied access to information that has been packaged in the written form. Literacy is generally said to have liberating or empowering capacities in that the literates are able, on their own, to access information which they would not have accessed, or they could only have accessed it through intermediaries. Due to illiteracy, some people are unable to access written information, thus their right to access to information is not honoured.

In the Constitution of the Cameroon Government (1996), Article 37 stipulates that “every person shall have the right of access to all information held by the State or any of its organs at any level of Government in so far as such information is required for the exercise of his rights.” Health education that comes through posters, pamphlets, leaflets, and other forms contains vital information for the population. For instance, the literature may carry information about signs and symptoms of diseases, modes of disease spread, prevention and cure. Such information is important for every citizen to use in the maintenance of his or her good health. If a citizen is denied access to such vital information due to illiteracy, then that person is not able to access information that would have enabled him/her to be informed.

## **3. Literature Review Overview**

Literature on the use of posters indicates that pictures in general facilitate comprehension of information in a low-literacy population. For example, Houts, Doak, Doak, and Loscal Loscalzo (2006) examined the effects of the use of pictures on health communication messaging to patients, and concluded that adding pictures to supplement written and spoken instructions can increase attention, comprehension, recall, and adherence to

messaging. The authors reviewed the literature available in peer-reviewed health education, psychology, education, and marketing journals that compared the effects of just text (written or spoken) and text plus related pictures. They found that even though all patients were to benefit from the use of pictures, low-literacy patients were the most likely to benefit.

Similar results were found in a study conducted by Mansoor and Dowse (2003) that explored the effects of pictograms in low-literacy patients' comprehension of information on a medicine label and a patient information leaflet. The study was conducted in South Africa using an experimental design where 60 low-literacy participants were randomly assigned to the control group (text only) or the experimental group (text and pictograms) and then tested on their comprehension of material. It was found that participants in the experimental group who saw the leaflet with the pictograms demonstrated greater comprehension of the more complex information.

The study by Moll (1986) on patients' comprehension of information about osteoarthritis also showed that participants demonstrated better comprehension and recall of information when they had been exposed to educational booklets that included text and illustrations. It was found that participants that were exposed to the education booklets that had texts and illustrations versus text-only demonstrated higher scores on a questionnaire about the information that took place several weeks later. The review also provides a summary of the academic and grey literature on how low-literacy populations understand and can learn from print materials. The focus of the initial search for literature was on how illiterate women in developing countries interpret, understand, and learn from print materials. Also, during the initial stage, emphasis was placed on finding sources related to farming and agriculture. However, very few sources were found on these topics, thus, the search was expanded to look for literature in general on how print materials can assist learning and training in low-literacy populations.

While research available on this study was limited, some key themes could be drawn from the available literature. Overall, findings from the literature suggest that in general, pictures can help those with low-literacy better understand messaging and instructions. However, picture-based materials may be interpreted differently by users and should not be presented as the only mode of instruction. Rather, spoken instructions should be presented along with the related picture-based materials. In terms of the best understood formats, pictures (e.g., cartoons) that are simple and do not consist of a lot of details can better facilitate comprehension than complex drawings or elaborate photos.

Gobind and Ukpere (2014) maintain that posters have the ability to present information through art and text. Often categorized as small media, the impact that posters generate cannot be mistaken. Literature has afforded

examples of studies where posters have proven effective in disseminating information. Posters in public spaces (pillars, parking lots, restrooms, hospital waiting areas, metro/bus stations, outside cinema multiplexes, etc.) in their opinion are subject to numerous external influences such as the type of environment, lighting conditions, weather conditions, competition with other close by visual media, and partial concealment by persons or objects.

Chopra and Kakar (2014) also note that poster presentation falls under the category of small media, and is an effective mode of propaganda communication which involves both intellect and creativity. Posters provide an effective mode of delivering a message, and are the commonest and most rapid way to disseminate information.

#### 4. Methodology

##### 4.1. Description of Participants

Since the study was focused on those who were involved in the literacy activities, the questionnaires were designed only for this particular category of the population. Thus, the selection of the participants was based on the assumption that they were literate either in their respective languages or French. Data for this work was obtained from questionnaires administered to a sample of 120 participants in the target communities out of which 103 effectively responded. They are subdivided as follows: 39 responded from Mofu-Gudur, 33 from Ouldeme, and 31 from Vame. They were selected based on their different literacy levels in the respective communities. The respondents were from different indigenous language backgrounds and t divisions of the Far North Region. The following table presents the respondents in the different communities.

**Table 1.** The Number of Respondents from the Target Language

Language community	Count	Percent
Mofu Gudur	39	37.9
Vame	33	32.0
Ouldeme	31	30.1
Total	103	100.0

This table shows that 39 (37.9%) of the respondents were from Mofu Gudur, 33 (32%) from Vame, while 31 (30.1%) were from Ouldeme. Given that participants from Mofu-Gudur were more involved in literacy activities, they were also slightly more than those of Vame and Ouldeme. In addition to the total number of respondents from the three communities, it was observed that women were more motivated and involved in the programme than men as shown in Table 2 below.

**Table 2.** Distribution of respondents according to Sex

Sex	Count	Percent
Male	36	35
Female	67	65
Total	103	100

As shown in the table above, a total of 103 participants effectively filled the questionnaires out of which 36 (35%) were males while 67 (65%) were females.

#### 4.2. The Survey Items

To address the study’s objective, the target participants were surveyed by the use of a questionnaire that intended to find out among other things if they understood health-related information better with the use of image-based posters in the MT than image-based posters in French.

#### 4.3 Data Analysis

The data collected from the questionnaire items was analyzed using descriptive statistics. Results are presented below with the use of tables and the interpretation of the results are provided for each table.

Although the participants were largely literate in their respective indigenous languages because of their participation in literacy classes, some were relatively literate in French. In this vein, one of the questions sought to determine if the subjects were capable of reading and understanding French language correctly, and their responses are presented in the following table.

**Table 3.** Respondents Capacity to Read and Understand French Correctly

	Count	Percent
Yes	28	27.2
No	75	72.8
Total	103	100

Table 3 shows that only 28 (27.2%) of the respondents could read and understand French correctly while 75 (72.8%) could not. These results clearly reveal the fact that most of the participants were relatively literate in their MTs or averagely knowledgeable in French. The table below presents participants’ ability to associate posters with text in French.

**Table 4.** Respondents’ Capacity to Associate Posters with Text in French

		Count	Percent
Valid	Yes	33	32.0
	No	70	68.0
	Total	103	100.0

As presented in Table 4 above, less than half 33 (32 %) of the respondents could associate posters with text in French, while the majority 70 (68%) were unable to carry out this exercise. Thus, the higher percentage of the respondents who could not associate posters with text in French is a clear indication of their level of illiteracy. In terms of reading to understand a text written with images in the MT, the following results were obtained from the analysis as shown in Table 5.

**Table 5.** Respondents' Ability to Read and Understand a Text Written with Images in the MT

Valid		Count	Percent
	Yes	70	68.0
No	33	32.0	
Total	103	100.0	

This table shows that 70 (68 %) of the respondents could read and understand a text written in the MT against 33 (32 %) who could not. These results confirm those from Table 4 above, where only a few respondents could associate posters with a text in French while more were unable to carry out such an exercise. The following table shows the respondents' ability to understand information in the MT when it is associated with indigenous images.

**Table 6.** Respondents' Ability to Understand Information in the MT when it is Associated with Indigenous Images

Valid		Count	Percent
	Yes	85	82.5
No	18	17.5	
Total	103	100.0	

Table 6 indicate that 85 (82.5 %) of the respondents could understand information in their respective MTs when it is associated with indigenous images or text while 18 (17.5 %) could not. These results indicate that most of the respondents would prefer information in their MT for better comprehension. As a result, the majority will be comfortable with MT-related information to make informed choices. With regards to the existence of texts with posters either in the MT or French for health information dissemination, the analysis are presented below.

**Table 7.** Respondents' Acceptance of the Existence of Posters in the MT and French with Texts for Health Information Dissemination

Valid		Count	Percent
	Yes	92	89.3
No	11	10.7	
Total	103	100.0	

The results in the table above indicate that the majority 92 (89.3%) of the participants acknowledged the existence of posters in the MT for health

information dissemination while 11 (10.7%) did not accept. Data was also analyzed on respondents' choice of domains where information on posters is associated either with text in the MT or French, and the results are presented below.

**Table 8.** Respondents' Choice of the Domains where Information on Posters is Associated with Text either in the MT or French

		Count	Percent
Valid	Health	10	9.7
	Agriculture	9	8.7
	Livestock	10	9.7
	Others	52	50.5
	All (Health, agriculture, livestock)	22	21.4
	Total	103	100.0

It is clear from this table that health, agriculture, and livestock are domains in which information on posters is associated with images either in the MT or French. With regards to the proposed domains, 10 (9.7%) of the respondents chose health, 9 (8.7%) selected agriculture, 10 (9.7%) indicated livestock, 52 (50.5%) chose others, while 22 (21.4%) thought that it was on the proposed domains of health, agriculture, and livestock. One of the questions sought to find out if the respondents could read posters with text in their MT and the results are presented in Table 9.

**Table 9.** The Existence of Posters and Respondents' Reading Ability

		Count	Percent
Valid	Yes	78	75.7
	No	25	24.3
	Total	103	100.0

As analyzed in the table above, 78 (75.7%) of the respondents acknowledged the existence of posters in the respective communities and their ability to read them while 25 (24.3%) did not accept. This category might have been those who were illiterate in their MT. As some of the respondents claimed that they read posters, it was important to find out their frequency in reading them.

**Table 10.** Respondents' Frequency in Reading Posters

		Count	Percent
Valid	Very often	11	10.7
	Often	26	25.2
	Rarely	66	64.1
	Total	103	100.0

Table 10 above indicates that 11 (10.7%) of the respondents read posters very often, 26 (25.2%) read them often, while the majority 66 (64.1%) read posters rarely. This implies that literacy activities were going on in the respective communities albeit timidly. The question on respondents' ability to associate posters with text in order to improve on their understanding is analyzed in the following table.

**Table 11.** Respondents' Ability to Associate Posters with Text to Improve Understanding of the Subject Matter

		Count	Percent
Valid	Yes	97	94.2
	No	6	5.8
	Total	103	100.0

As presented in this table, the majority of the participants 97 (94.2%) associated posters with text to improve their understanding of the subject matter, while 6 (5.8%) could not carry out such an exercise. The participants also responded to the proposed domains where posters were used as presented below.

**Table 12.** Domains where Posters with Text on the MT or French could be used for Awareness-Raising Campaigns

		Count	Percent
Valid	Yes	99	96.1
	No	4	3.9
	Total	103	100.0

Table 12 shows that the majority 99 (96.1%) of the respondents thought that posters with text in the MT or French were used while very few 4 (3.9%) did not think that they could be used for awareness-raising campaigns.

**Table 13.** Respondents' Language Preference on Health Posters with Text during Awareness-Campaigns

		Count	Percent
Valid	Yes	103	100.0

This table indicates that all 103 (100%) respondents' preferred language choice for health posters with text during awareness campaigns should be the MT. The implication here is that 4 (3.9%) of those who chose the French language in Table 12 above still had a close attachment to their respective MTs with regards to the use of posters. One of the major questions sought to find out whether participants would prefer health sensitization posters associated with texts in the MT or in French, and the results are presented below.

**Table 14.** Respondents’ Language Preference on Health Sensitization Posters

		Count	Percent
Valid	Mother Tongue associated with images	96	93.2
	French associated with images	3	2.9
	Mother Tongue without images	4	3.9
	Total	103	100.0

This table indicates that the majority 96 (93.2%) of the respondents’ preferred language for health sensitization posters associated with images was the MT, 3 (2.9%) preferred posters in French associated with images, while 4 (3.9%) preferred posters in the MT without images. The participants also provided the reasons for posters with texts and images as presented in Table 15.

**Table 15.** Reasons for Respondents’ Choice of Health Sensitization Posters Associated with Text and Images

		Count	Percent
Valid	Text an Text and images facilitate understanding.	83	80.6
	T Text and images enhance the understanding of those who are illiterates.	7	6.8
	They clarify information for those literate only in the MT.	4	3.9
	Text and images simplify information for those who do not know French.	6	5.8
	They promote the use of MT and facilitate comprehension.	3	2.9
	Total	103	100.0

Table 15 provides some of the reasons for respondents’ choice of health sensitization posters associated with text and images. From the analysis, the majority 83 (80.6%) indicated that they facilitated their understanding, 7 (6.8%) were of the opinion that they enhanced the understanding of illiterates, 4 (3.9 %) thought that they clarified information for those who were literate only in the MT, 6 (5.8%) acknowledged that they simplified information for those who did not know French, and 3 (2.9 %) pointed out that they promoted the use MT and facilitated comprehension.

## 5. Findings and Discussion

The analysis of data generally revealed that the majority of the participants 70 (68 %) could read and understand information written in the MT against 33 (32 %) for the French language. The results also showed that the majority of the respondents 97 (94.2%) associated posters with text to improve their understanding of the subject matter. From these results, it is clear that associating posters with texts effectively enhances respondents’

understanding of health-related information in their respective indigenous languages. This implies that the more posters are designed with texts in the MT, the easier the information is likely to be disseminated and understood by the rural population since they are highly illiterate.

The study has also revealed that posters increase respondents' understanding in the MT and enhance effective dissemination of health-awareness information. This is based on the analysis of data which show that such posters help respondents with low literacy skills to understand the intended messages clearly. This implies that effective use of posters builds on the use of the MT. Thus, posters in association with text will be understood more easily when they are accompanied by a clear message in the MT.

Concerning respondents' language preferences in posters, the results of data also revealed that all 103 (100%) of them preferred posters with text in the MT during awareness-raising campaigns. The majority 96 (93.2%) of the respondents acknowledged their preference for health sensitization posters associated with text in the MT against 3 (2.9%) those whose preference was French. The analysis of results also revealed that most of the respondents 83 (80.6%) preferred posters with text or images in the MT because they enhanced their understanding. From these results, it can be established that the percentages of those who understood image-based posters in the MT were significantly higher than those who understood image-based posters in French.

This analysis clearly provides evidence to the fact that the more life-saving information is communicated in the language mastered by the target population, the greater the level of comprehension by the population. Indeed, it can be stated that the majority of respondents who could understand health sensitization messages on posters were those who were literate in the MT and not in French. The results of this study are therefore a clear indication of the centrality of the MT, not only in information dissemination in all forms, but particularly in the domain of health since every community needs a healthy population for its rounded development. The respondents' preference was certainly based on their inability to read or access information exclusively in French. Thus, the use of health sensitization posters either in the MT or both in the MT and French play an important role in awareness-raising about diseases and pandemic prevention as well as other health related issues in local communities. The use of such posters also help in achieving success in the increase of knowledge, change of attitudes and behavior when they are culturally appropriate with adaptable images.

This study has revealed that the effectiveness of health communication can be significantly increased by including text in the design of posters in health education materials in rural communities. Moreover, many existing posters with health education materials could be improved by the judicious addition of indigenous images with the MT.

The findings are in agreement with Gignon (2012), Ward (1994), and Kerr (2000) who established that despite the limitations of posters as a means of health education, previous studies have reported that posters displayed in hospitals, waiting rooms, and emergency departments are effective vehicles for health education on several topics such as anti smoking campaigns, family planning, AIDS prevention, and promotion of physical activity”.

The results are also backed up by Delp and Jones (1996) who suggest that the addition of pictures will have a greater effect on the behavior of people with low literacy skills than on people with high literacy skills. People who have difficulty reading may be more influenced by materials with pictures because they are accustomed to making inferences from pictures, and because they are unable and/or uncomfortable reading words.

### **Conclusion and Recommendations**

Although posters may be superficial in graphical design and physical appearance, they can be well exploited in the promotion and success of knowledge transfer from foreign to local languages.

It is pertinent to adopt and use effective health literacy practices across all verbal and written communication. To make it easier for local consumers to access and understand health information, the health specialists, professionals, and practitioners should develop and implement best practices for providing written and verbal health information in the MT. Such health information is supposed to be made relevant and accessible to all, particularly by communicating or translating them into the MT in order to avoid the exclusion of the illiterates.

Moreover, health-related information should provide users with the necessary materials to understand the health care issues for better understanding and appropriate response.

There is also a need to use image-based health posters, flyers, and brochures among others in all health information dissemination in rural communities. Since information dissemination is critically important to the cultivation of an informed society, all avenues, both modern and traditional, should be explored to make information available to the illiterate population of every community in their MT. Journalists need to be trained on how to broadcast in local languages in order to communicate and transmit information in all domains, particularly on health issues both at the community and regional stations.

The overall findings indicate that in general, posters in the MT help those with low-literacy to better understand health sensitization information. This is crucial considering the fact that ignorance, disease, and poverty can be considered as silent killers in rural areas because most of the populations are not informed particularly on vital aspects about their lives in general and

health in particular. When posters' design is clear, simple, and straightforward in the MT, there is likelihood for more exploitation than those produced in colonial languages. When they are carefully designed or translated from an imported to an indigenous language, they contribute largely in sensitizing the population as the intended information is communicated easily to the target population without any barrier. Posters will continue to be an important medium to combat not only different health-related and sensitization messages vital to the illiterates, but also other basic elements of life to the common man. They are an economical and effective mode of sensitizing the population against infectious diseases in the society. Locally produced posters that are culturally relevant should be produced because they are easier for the local population to read, understand, and accurately interpret the information. However, image-based posters may be interpreted differently by users and should not be presented as the only mode of information and communication. Given that most people are still not sufficiently informed about the ravaging effect of the ongoing COVID-19 virus in rural areas, picture-based posters and materials as well as community-based spoken communication should be used increasingly for their sensitization. Posters offer a cheap alternative approach to the sensitization of the illiterate population on health issues and also constitute one of the most effective strategies for the revitalization of the selected languages.

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