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## **Framing of COVID-19 Pandemic in Selected Yoruba Language Media Outlets**

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**KEYWORDS** Audience Perceptions. Communication Strategies. Crisis Communication. Health Crisis. Media Analysis. Public Health Messaging

**ABSTRACT** This study investigates how selected Yoruba language media outlets framed the COVID-19 pandemic and the impact of these on the Yoruba-speaking audience in Nigeria. Using framing theory, the study identified and categorised dominant frames, analysed their tones and assessed their influence on audience perceptions. A content analysis of 29 news stories from Abawole- BBC Yoruba, Asejere, and Alaroye, spanning December 2021 to December 2023, revealed that the health and safety frame was the most significant (41.4%), followed by the economic impact frame (30%) and the social consequence frame (20%). Tone analysis showed a prevalence of negative tones (50%), over neutral (30%) and positive tones (20%). The findings underscore the importance of cultural and linguistic considerations in public health communication, advocating for culturally relevant strategies in future health crises and suggesting further research on longitudinal media framing and audience responses.