

Culturally, Historically Communicating the Yoruba's Traditional Concept of Military Heroism: Ààre Ònà Kakanfò KOME – An International Journal of Pure Communication Inquiry Volume 1 Issue 2 pp. 81-97. © The Author(s) 2013 Reprints and Permission: kome@komejournal.com Published by the Hungarian Communication Studies Assoiciation

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Abstract: This article uses Fischer's narrative paradigm to analyze the traditional war leaders of the Yoruba in the south-west of Nigeria. The paradigm resonates with Kenneth Burke's dramatistic pentad, which stress symbolic actions. The article defines the title, highlights its origin, presents the characteristics of an Ààr<u>e</u> Ònà Kakanfò and tells a brief history of each holder of the title. The purpose of presenting all these is to argue that through the history and tradition of Ààr<u>e</u> Ònà Kakanfò of the Yoruba land, Yoruba concept of military heroism is constructed and communicated. Also, this article shows how the public react to the character of the Ààr<u>e</u> Ònà Kakanfò. In addition, it examines the relevance of the title in the contemporary Nigerian politics.

Keywords: war, bellicose, brave, courageous, tactics, trouble, culture, tradition, fear, politics, paraphernalia, title, holder(s), history