

**THE MEDIA AND THE 2015 GENERAL ELECTIONS: A CRITICAL APPRAISAL OF
HAUSA SERVICES OF SOME SELECT RADIO STATIONS BROADCASTING OF
NIGERIA 2015 GENERAL ELECTIONS**

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ABSTRACT

This study critically examines the adequacy or otherwise of the appraisal of Hausa services of some select radio stations broadcasted the Nigeria's two thousand and fifteen general elections to the Hausa speaking audience. It begins with the reviews of the objectives of the free and fair broadcasting of the election news by the radio stations; with particular references to the 2015 general elections and examines the expectations and admiration of the audience. It also examines the commitment and steadfast of the media for responsible broadcasting of the elections activities from the distribution of elections materials to the final announcement of the results. From the responses of the audience who followed the elections 'special broadcast', it was found that the radio station were well applauded and commended for wonderful performance and delivery. Specially a state radio station's broadcast was found to have adequately reached out and monitored far and wide even beyond its boundary and served as a reliable informer of the elections round the clock for twenty four hours; while other similar stations including a federal stations go for break. It was generally found that audience reliance on the Hausa services of the radio station broadcasting of the Nigeria's 2015 general elections was consistently popular among the Hausa speaking audience finally, the role of INEC especially its 'new innovation' of the use of card readers for verification was equally commended Nationally and internationally for a job well done. Recommendation was given for further effective utilization of the media Hausa services in subsequent elections in Nigeria.

INTRODUCTION

The media have been generally accepted to have tremendous potentials to inform people about the events and issues in around their various environments. The media also have unparalleled potential for abuse by commercial interest and political partisans. The media plays a significant role in almost all aspects of our daily life. The impact of media both in content and in process on areas of society is undeniable.

The phrase “mass media” or simply media is commonly used to refer to the media industry in general (Maletzke, 1984). The term mass medium as such actually denotes a technological apparatus that is of fundamental importance within the communication process. A medium thus, is a technological transmitter of information within mass communication.

Abdulmumin (2008) indicates that the use of radio as one of the medium of broadcasting is, in various ways, advantageous and often cheap. This is due largely, to the fact that a vast area comprising large number of audience is covered land/ or reached even though the communicator and his audience are far away separated. Again, the uniqueness is that it one of the most powerful media of broadcasting; of radio it has the highest percentage of audience in terms of listening of news and feature programmes. Since some of the main objectives of broadcasting is information and communication dissemination, educationally, commercially, socially and politically to target audience; there is no doubt that of all the mass-media, radio is the most effective medium of communication, educationist, businessmen and politicians as well as state holders on politics such as Federal Electoral Commission-FEDECO, National Electoral Commission-NEC and currently Independent National Electoral Commission-INEC have over the years been exploiting the potentials of the radio to their advantage. This they do in order to get the media to report their activities especially-conduct of elections objectively.

For any meaningful conduct of election to succeed within the usual framework of free and fair elections, the media must play a crucial role in broadcasting almost all the activities of the electoral commission that is from preparation to actual conduct and final announcement of the election results. Hence, the essence of accreditation of journalists who are representatives of the various mass-media which comprise of print, broadcast media and perhaps social networks. The role of accredited journalists with particular specification on how they are expected to perform their function of objective reporting of the conduct of the election is provided in *Manual for Election Officials* (2015:P.18). Accordingly, Morden (1991:29) explains that broadcast media include basically radio and televisions, and they have advantages such as being perhaps the most powerful media channels available; and they have the highest percentage of audience in terms of listening and viewing of their news and feature programmes.

As earlier on indicated, the aim of this presentation is critical examination of adequacy or otherwise of the appraisal of Hausa services of some select radio stations which have broadcasted the Nigeria's 2015 general elections to the Hausa services are Radio Nigeria, Kaduna, Kada F.M No. 1, and the BBC Hausa. These stations are chosen because of their influence credibility and objectively. The stations also command a well discerning audience of several millions of people. The stations are again associated with standard usage of Hausa language in their broadcasting of news and feature programmes.

HAUSA LANGUAGE OF NATIONAL AND INTERNATIONAL MEDIA BROADCASTING

Broadcasting as a national medium in Nigeria has existed over the years. Nigeria is a diverse country with more than five hundred indigenous languages spoken by its people. However, three major languages, viz Hausa, Igbo and Yoruba are constitutionally recognized for use in national education policy, Information and Communication Technology as well as in

broadcasting which is an integral component of mass communication. Consequently therefore, there is, no such thing as a single homogeneous language of broadcasting in the country. In order to achieve its three cardinal principles functions of their establishment, which are basically in the areas of information, education and entertainment, the media most especially broadcast media- namely radio and television through their broadcasting services, reflect almost all aspects of Nigeria's diversity and incorporate all the three major languages. The result is a range of linguistic variety in the national broadcasting. Accordingly, Ladele (1999:8) says, in Nigeria, radio broadcasting is prevailing for spread of education, information and entertainment over the years. It came to Nigeria in stages, and it was commissioned in 1935.

It is interesting to note the fact that of the three major Nigerian languages chosen for use in education, communication and broadcasting, Hausa stands distinguished as most populous Nigerian language. It is endowed with the highest number of speakers and users both as native speakers and second language speakers respectively.

According to Furniss (1996:2) Hausa is spoken by more than fifty (500 million people in Nigeria, Niger, Northern Ghana and communities from Kaolack in Senegal to Khartoum in the Sudan.

Hausa is one of the major Nigerian languages, which has received significant attention from various Agencies/Boards, Agents and Scholars within and outside the Country i.e. Nigeria. The politico-administrative development of Nigeria, which occasioned the proliferation of Media establishments (mostly operating without a central language Committee or Board or Data Bank), has resulted in allegations of disorderly use of Hausa over the electronic Media,

Nigeria was a British colonial administrative structure, which was realized in 1914 by the amalgamation of the then two Protectorates — Northern and Southern into a single political entity. In 1946, three (3) Regions were created. Later in 1963, another Region was added and in 1967, the then four (4) Regions were divided into twelve (12) States. The number of States rose to nineteen (19) in 1976, to twenty-one (21) in 1987 and to thirty (30) in 1991. Few years later in 1996, six (6) States were created increasing the number of States to thirty-six (36). Out of these States, nineteen (19) including Abuja (The Federal Capital Territory) have Federal and/or State owned Radio and/or Television station(s), which broadcast News and/or feature programmes in Hausa.

Hausa is the language predominantly spoken by millions of people in Northern Nigeria and the other Countries in West African Sub-region neighbouring Country i.e. Niger Republic. Hausa speakers are also numerous in the Diaspora in Countries along the former Trans-Saharan Trade route and the Pilgrimage route. The Hausa were known to be essentially traders and religious adventurers who used to travel to Mecca for pilgrimage on foot. They settled on their way to and/or from Mecca in Countries like Cameroon, Chad, Sudan, and Libya etc. One interesting fact about the Hausa is the degree of Language Maintenance and Loyalty that made them (the Hausa) to retain not only their language but also their culture in the Diaspora where they formed communities in places referred to as Zango (temporary settlement) or Unguwar Hausawa (Hausa ward). These Hausa communities are also found in the Southern part of Nigeria, especially in urban centres in places called Sabon gari or simply Sabo which means “new settlement”. The same appellation is found in Cameroon and Chad in a corrupted form sabangali or sabon gari for the Hausa settlements. In all these communities within or outside Nigeria, the language i.e. Hausa is used as “Communal or Home language”. They (the Hausa)

frequently keep up with the Hausa programmes in BBC (Hausa service), Radio Deutsche Welle (Germany), VOA (Voice of America) and Radio Nigeria Kaduna in Nigeria, which has relatively wider signal range. The multitude of electronic Media establishments that use Hausa for News and feature programmes, indicates the fact that Hausa is not only relied upon for personal communicative needs but also as means for acquiring information. These reasons necessitate the use of Hausa over the electronic Media in Nigeria and abroad. Those who depend on Hausa for communicative and educative purposes include Native Speakers as well as the Non-Native Speakers whose number is on the increase for the past decades. (Muhammed, 2008:73).

Arising from the foregoing, it is imperative to recognize the fact that Hausa Language' enjoys the highest patronages as the most widely used language in regional and national broadcasting. The use of Hausa as one of the languages of mass media broadcasting is one of the significant factors responsible for the prevalence of Hausa in both national and international literacy and globalization of information and communication dissemination. Accordingly, it is probably difficult to dispute the fact that Hausa Language, is one of the few African languages which is fast assuming an international status for, aside from being the most widely studied language nationally and internationally, it is vividly one of the languages of international broadcasting in many radio stations of various countries of the world, from Africa, to America, Asia and Europe. (Abdulmumin, 2015:10)

International radio stations such as the British broadcasting corporation BBC London has (BBC Hausa), Radio Deutsche Welle Germany — (DW Hausa), voice of America — Washington DC (VOA Hausa), Radio — China, Radio Tehran International — Iran and recently — Radio France International — (RFI) are all maintaining Hausa services for broadcasting their

international news and other feature programmes for their African Hausa speaking target audience; who are ardent listeners of their programmes.

It is important to recognize here that some of the international radio stations such as the BBC Hausa, DW, Hausa, RFI Hausa having been satisfied with the patronage they are enjoying from their African Hausa speaking audience and given the importance of Hausa language in communicating messages to Hausa native speakers and non-native speakers got more committed to reach out to millions of their audience by increasing the hours of their programmes in Hausa. For instance, during the Nigeria's 2015 general election, the BBC Hausa service has increased their special programme for elections to one hour.

It should be noted here that some of the international radios that broadcast in Hausa language like the BBC Hausa service and the DW Hausa, have been broadcasting for over half a century now. This obviously shows that they have been broadcasting in Hausa before the establishment of the largest and most widely national radio station in Hausaland i.e The Federal Radio Corporation of Nigeria (FRCN) alias Radio Nigeria Kaduna, established in 1962. The Hausa services of the FRCN Kaduna, is equally broadcasting in Hausa for over fifty years now.

In term of listenership and/or audience of the Hausa services of the national and international radio stations, both Radio Nigeria Kaduna Hausa service and the BBC Hausa services each has several millions of listeners respectively. While the Radio Nigeria Kaduna Hausa service according to a (1991) survey has over forty millions (40) listeners; however, in a report of 2014, recent estimated figures of the Radio Nigeria Kaduna Hausa service listeners had risen to seventy millions (70,000,000). (Abdulmumin, 2014:17)

The BEC Hausa service according to a survey conducted by the BBC World service in as part of the year 2012, during its 80 years anniversary celebration reports that the BBC Hausa service has twenty three millions (23) listeners. This shows that the BBC Hausa service has the highest number of listeners among the other African Languages used for broadcasting in the BBC World service. (Garba, 2013:163).

Of course, for the avoidance of doubt and further reading on the use of Hausa language in the mass media, such as the electronic and print media, there were, and still are, numerous works to refer to. For comprehensive lists and identification of both the local, national, continental and international media where Hausa is used for international broadcast reference could be made, for instance, to the works of: Yahaya (1988), Mohammed (2008), Guabi (2006), Yakasai (2011), Ibrahim (1994), Garba (2013) and Abdulmumin (2014) etc.

BROADCASTING THE NIGERIA'S 2015 ELECTIONS IN THE SELECTED RADIO STATIONS

Some of the data for the present study would be drawn from broadcasting of the Hausa services from the three radio stations namely: Federal Radio Corporation of Nigeria (FRCN) alias Radio Nigeria Kaduna, Kaduna State Media Corporation (KSMC) especially Kada F.M. one and then British Broadcasting Corporation – BBC Hausa service.

Radio Nigeria Kaduna

The origin of the Radio Nigeria Kaduna could be traced from the genesis for the corporation of the Northern Broadcasting Company BCNN, which over the years metamorphosis and now becomes Radio Nigeria Kaduna. It was formally established and commissioned 15th March 1962 in Kaduna. The historical evolution, development and metamorphosis of Radio Nigeria Kaduna have been well documented. See, for instance, the Anniversary Magazines,

(1992) of the radio station as well as Kuka (1993), Funtua (1997) Shehu (1997,2007) and Abdulmumin (2008) among others.

According to Newsletter of FRCN (2007:4) the Funtua is Nigeria's premier Radio Broadcaster. With four National Stations and an operations centre on short and Medium Wave Bands and Thirty-Two (32) FM Stations nationwide, plus the new Web Broadcast, it is Africa's largest Radio Network. Its Network signals, including those of its state stations which broadcast in both English and 15 local languages, are estimated to reach 120 million listeners daily.

It is common knowledge that media as 'watch dog of the society' are supposed to be the 'watch' on any event that could make 'news' for the consumption or attention of their audience. Needless to say, Nigeria's 2015 general election is not only 'news' but a sensitive one that has attracted the attention of not only domestic media who could easily claim bonafide responsibility in broadcasting it to the citizens, but also international media who have always look forward to events in Nigeria for broadcasting; such events for news are always attractive and popular. This probably because Nigeria is a diverse complex society.

One of the national radio stations which enjoys an unprecedented patronage by the Hausa speaking audience in Nigeria, is Radio Nigeria Kaduna Hausa service. For apart from being the largest radio, its Network signals is estimated to reach several million listeners daily. The influence of Radio Nigeria Kaduna service could not be overemphasized. Shehu (2009:1) succinctly summarizes it as follows:

Without the Hausa service, Radio Nigeria Kaduna can be dismissed as utterly irrelevant and therefore inconsequential in any meaningful enlightenment, propaganda or commercial media activity especially in northern Nigeria. Several research findings, e.g Funtua (1997) Shehu (1997), indicate that despite the increasing challenge of foreign radio broadcasts in Hausa, which

clearly received in the West African sub-region, the Hausa service of Radio Nigeria Kaduna remains unbeatable in terms of influence and credibility.

Arising from the foregoing, it can be deduced that Radio Nigeria Kaduna has automatically carried curious listening anxieties of its million listeners to its 'special programme' of broadcasting the Nigeria's general elections. Of course, there is no doubts several listeners have kept up with the Hausa service of Radio Nigeria Kaduna for every up to date off information on the conduct of the election.

The fact that Radio Nigeria Kaduna is a national Radio established to serve the interest of the country, the Hausa service of the station, has several correspondents, who are Hausa speaking in almost all the 36 states capital of the country; including the Federal Capital Abuja. These correspondents are usually sensitized to further rededicate themselves in the discharge of their duties of objective reporting of the events in their various areas of assignment; most especially when there is any special event like Nigeria's 2015 general election.

Therefore during their reporting of the conduct of the general elections from their various stations, they were so objective in getting the news they send for broadcasting to the Hausa speaking audience; they always carry along the 'new' from the source or the party that make the news. This could be described as obtaining the news from "horse mouth". Thus, they normally aired the voices of the actors or the 'new maker', such as the local government Electoral Officers, Presiding Officers, Political Party agents and any relevant stakeholders in the conduct of the elections.

Again, in sending their reports which are being broadcast live to the Hausa speaking audience, the reporters are strictly not allowed to do what is called "*Ci wa mutum albasa*" literary: "eat onion for someone" i.e (hold breath for someone). Any attempt by a report to hold

breath for an news maker, he will usually be cautioned and required by the coordinator to link up with the voice of the news maker if available or whenever is available, so as to give the audience news from its source. This was vividly actualized during the broadcasting of the election results; where reporters were strictly band from announcing the results until after the responsible electoral officer-such as Presiding Officer, Local Government returning officer and state returning officer as the case may be respectively.

BBC Hausa service is the only one out of many other international radio stations that has been selected for this study. It is chosen for a number of factors- some of which are: BBC Hausa service has been broadcasting to the Hausa speaking of about sixty (60) years now the broadcasts news and feature programmes to Hausa speaking audience three times daily. Morning broadcast is from 6:30am to 7:00pm; Afternoon programme is from 3:00pm to 3:30pm and then, Night broadcast at 8:30pm to 9:00pm. It is interesting to note that out of these three broadcast, the morning broadcast at 6:30am, is the most listened to programme.

Over the years BBC Hausa service has developed and still, maintain a strong influence on Hausa speaking audience in Hausaland and beyond. Accordingly, Abubakar (2015:viii) reports that:

BBC Hausa has a story influence on society, built from unrivalled heritage in the region, especially northern Nigeria. Reception of the Hausa service was improved with the installation of new and more powerful shortwave transmitters nearer to the target area, in Ascension Island in the Atlantic Ocean in 1966.

Again, BBC Hausa service has been credited to have sustained a long time interest in political developments in Nigeria and especially in northern region where Hausa is predominantly spoken. Abubakar (2015:viii) explains:

Over the years, it (BBC Hausa service) has played an important role for the Northern region which includes following closely the constitutional and party political developments that led to the restoration of civilian rule in Nigeria in 1979 and its subsequent collapse in 1984.

In terms of audience population, BBC Hausa service is ahead of any of any other international radio station broadcasting in Hausa for the specific attention of the Hausa speaking target audience. Some of the latest information on the BBC Hausa service audience, is given by Abubakar (2015:viii) as follows:

Audiences for BBC Hausa service have for a long time been rather largest, and have increased recently, largely as a result of political circumstances in Nigeria. Meanwhile, according to the latest information from the BBC world service now has about 19.4 million weekly listeners (the largest service in terms of the number of listeners worldwide)...

The role of BB Hausa service in the political developments of the northern Nigeria particularly and the entire country could not be overemphasized. The influence of the BBC Hausa service on its Hausa speaking audience has risen to the level that the Hausa service of the BBC is seen and taken as part of the part of the Nigeria's national radio.

Another radio station selected for this study is Kada F.M one, this is a station which is recently established in order to further boost the broadcasting services of the Kaduna State Media Corporation (KSMC). It is interesting to note that the Hausa service of this station has been very effective in terms of entertaining its listeners most especially the Hausa speaking audience. The station came into being probably following reorganization and restructuring and refurbishing of the Kaduna State Media Corporation; which was carried by the immediate past administration of P.D.P led by government of Mukhtar Ramalan Yero. This could be critically seen as a belated attempt to persuade the attention of the state citizens to support the continuity of their government in 2015 elections.

The Kada FM one Hausa service broadcasting of the Nigeria's general elections was interesting and wonderful for a number of factors from the onset as a state owned medium, it could presumably be expected to have been prepared to serve the interests of the government that has established it and blow its trumpet to the ears of their audience. But instead, the radio came up with an objective programme of broadcasting the 2015 election activities from voting to the announcement of results wonderfully.

The phone –call programme of the radio station was attractive, effective and competitive among their audience. The coordinator allowed callers to express their views on the activities of the INEC as well as speculations on the possible outcome of the election results without any bias or favour against a caller.

The remarkable performance of Kada FM No 1 in broadcasting the Nigeria's 2015 election could be rated as the most efficient and effective. This is simply because it went on for twenty hours daily since INEC commenced the announcement of the election results. When others Hausa services of the radio stations including the Radio Nigeria Kaduna and BBC Hausa service went for break or adjourned the broadcasting, Kada FM No. 1 was already broadcasting with one staff taking over from the other including one of their most senior staff.

Hausa speaking audience who monitored the broadcast of the station for the 24 hours were full of appreciating the services rendered by the station to its audience. Audience from various states of Nigeria who spent sleepless night following the broadcast of the especially Presidential and National Assembly election results were many.

The level of satisfaction which the Hausa audience of the station have derived from the broadcasting of the Nigeria's 2015 election results, had indeed undoubtedly rated the Kada FM

No. 1 among the powerful and most listened to radio station especially during the Nigeria's 2015 elections. This presentation could not hesitate to consider the role of the Kada FM service as exceptionally more satisfactory.

MEMORABLE EVENTS OF THE NIGERIA'S 2015 ELECTION

An interesting memorable episode of broadcasting of the Nigeria's 2015 general elections, is how the radio stations, and especially the BBC Hausa service maintained frequent contact with the Public Relation Department of the INEC in order to verify or obtain reliable information where there exists any speculation(s) on issues concerning the conduct of the election. This they did very often so that the spokesman of the department has become a regular guest and/or a source of reference to the BBC Hausa service on credible information in respect to the 2015 elections matters. For instance, there has been a lot of controversy over a popular and catching campaign slogan by the APC Presidential candidate Muhammadu Buhari which he chanted during his campaign speeches. It reads:

“A saka, a Tsare, a Raka a Jira, a Ji Sakamako”.

Meaning: cast, defend your vote, track and wait for the result”

According to Shehu (2011:29) the expression is, coined and repeatedly chanted by undoubtedly the most popular but paradoxically most defeated opposition icon, General Muhammadu Buhari; *a saka, a raka, a tsare, a jira* is probably the most emotive and effective slogan in contemporary political discourse in Nigeria. In essence, the slogan simply demands the electorate to dutifully and patiently cast their votes no matter how difficult or long it takes; track the ballot boxes to the collation centres, ensure that the votes are correctly counted and truly presented as a result of the voting exercise.

Arising from the foregoing, it should be remembered as it would go down in our memory that the Buhari's slogan has served as a very good safeguard against rigging, which largely and effectively worked the miracles that defeated incumbent governors of Kano in 2003 and Bauchi in 2007 gubernatorial elections respectively.

It is again, imperative to note here that "history has repeated itself" in the Nigeria's 2015 Election, where the slogan of *a saka, a raka, a tsare a jira*, has effectively served the purpose for which it was meant; this time around in favour of the Muhammadu Buhari who as a presidential candidate of the opposition party – Alliance of Progressive Congress (APC) defeated the incumbent President Goodluck Jonathan of the Peoples' Democratic Party – PDP in the Presidential election held on Saturday 28th March, 2015.

It should be recognized again, that during the Presidential campaign for the Nigeria's 2015 election, Muhammadu Buhari, has not only chanted and repeated the slogan of *a saka a raka, a tsare a jira*, but rather he further coined another political slogan which reads:

"za a yi kare jinni biri jinni a zabe mai zuwa"

Convenient and acceptable translation of this political expression should be: "There will be a 'tug-of-war' in the next election."

But unfortunately, the statement suffered from so many wrong translation, misinterpretation or sentimental translation and/or interpretation in the hands of some media practitioners in both print and electronic media. Some of these media carried captions such as: "There will be bloodshed in Nigeria", Nigeria will go to war if APC fails in 2015" etc. The government of the day had to respond by calling on the then General Muhammadu Buhari to guard against his political utterances which could throw the country into political crisis.

(Abdulmumin, 2014:4). It is important to note here that the professional roles Played by the Hausa services of the radio stations under their study, have greatly, conveniently and effectively saved the situation. Some of the strategies they employed are professional application of standard Hausa language of translation/ interpretation and Hausa Language of broadcasting.

Another memorable event is supply or flow of information from INEC to the electorate through Hausa services of the radio stations. This was more pronounced with regard to the INEC innovation of the use of permanent voters cards-PVCs and card readers machine. The introduction of these two strategic methods has greatly assisted in probably eradicating the usual election rigging and manipulation of the election results.

Several Hausa speaking voters who participated in the various Hausa services of the radio stations-phone call programmes monitored have commended the INEC for this wonderful innovation of the conduct of the Nigeria's 2015 election. Commendations and appreciations were also sent from Hausa speaking audience in neighboring countries like Niger Republic, Ghana, etc. in short many Hausa speaking audience in Diaspora have commended Nigerians, and especially INEC for the conduct of free and fair elections in the year 2015.

Another memorable event in the conduct of Nigeria's 2015 election is how the scarcity of batteries used for powering transistor portable radio was seriously experienced in Kano city. It is incredible to imagine a city like Kano which is most populous Hausa speaking city in Nigeria, that it was rocked with scarcity of radio batteries by the audience of the Hausa services of the radio stations, who were eagerly following the announcement of the presidential and National Assembly elections results by INEC. It may be a surprise, since it has been a normal practice to short market place and restrict movement of people during elections in Nigeria. Therefore, petty

traders and retailers could not satisfy the demand of the people in the metropolis. According, Mukhtar and Musa (2015: IV) report how scarcity of radio batteries hits Kano:

Scarcity of transistor radio batteries yesterday (Sunday 29, March 2015) rocked Kano state metropolis as hundreds of residents hang around to listen to the outcome of last Saturday (28/3/2015) presidential election. Since last Sunday when INEC commences the announcement of the result of the presidential and National Assembly, demand for the batteries soared in state.

This is really a remarkable event that will be remembered in the history of the conduct of Nigeria's 2015 election; as it has never happened in previous elections in the country.

Again, an interesting memorable event of the Nigeria 2015 election came as a drama of confusion which was dramatized by Godsdai Orubebe. He is a former minister of Niger Delta in the last administration. He was reported vividly to have stormed the presidential collation center in Abuja purposely to disrupt the proceedings of the presidential election results collation,

The theme of the Orubebe's drama could be seen as an 'Accusation' of bias against his party-PDP and tribalistic in handling the process of results collation. The suspect is no other person but the INEC chairman Prof. Attahuru Jega. At the end of the drama, the INEC chairman denied the allegations of being bias against the P.D.P.

What was most interesting in the drama, was how the Hausa service of the radio stations reported the episode. They objectively reported how the drama started and ended. They also reported how maturely the INEC chairman performed or acted his own role on behalf of his commission and his staff who played the role of other actors! Similarly, they reported the professionalism of the various security operative staff that have handled the stage and the actors conveniently efficiently and effectively to the admiration of the spectators.

THE ROLE OF INDEPENDENT ELECTORAL COMMISSION-INEC

Needless to reiterate, the independent electoral commission INEC is solely in-charge of the conduct of Nigeria's 2015 elections the role the commission played were so many, so significant and wonderful. Mention will be made on only a few of them as follows.

The accreditation of the media representatives or journalists by INEC is a commendable exercise which has been carefully documented in the manual for election officials has played significant role guiding the control of interaction with INEC staff and the journalists. Consequent of this therefore broadcasting the conduct of the Nigeria's 2015 election could be said to have been transparently objective.

The innovation introduction of the permanent voter's cards and the application of the cards reader have made an indelible mark in the conduct of Nigeria's 2015 elections. The import of this strategy and how it generated commendations to INEC is wonderful. For instance Jega (2015:3) explains:

It (INEC) introduction permanent voter's cards each with an embedded electronic chip. It also introduced the smart card reader to identify genuine PVCs and also record the number of properly accredited voters. This removed the single biggest loophole in Nigeria's elections i.e stuffing of ballot boxes with the help of election officials and security agents.

The introduction of the PVCs and card reader made Nigeria's 2015b elections easily the most credible ever despite the hitches encountered with registers and with card readers. This was a significant departure from previous eras when INEC or other commission such as FEDECO, NEC etc. Where alleged to have collaborated with the ruling party to write doctored election results.

The Hausa service of the radio stations have equally lauded the impact of the PVCs and card reader in their Hausa broadcasting of the Nigeria's election. This presentation, therefore shares the view that PVCs and card readers together are bound to a lasting, revolutionary impact on the psychology of both voter's and politicians in Nigeria.

CONCLUSION

In peroration, the forgoing discussion, is an attempt that critically depicted the adequacy or otherwise the appraisal of the Hausa service of some select radio station which broadcasted the Nigeria's 2015 election to the Hausa speaking audience. The presentation has equally depicted the Hausa language as a critical factor in the political and information communication dissemination. As a medium of both national and international broadcasting, Hausa language has been keenly or grudgingly accepted and used in political discourses.

The Hausa service of the radio stations in Radio Nigeria, Kaduna, BBC Hausa service and Kada FM No.1. Kaduna use Hausa as a lingua franca of their Hausa speaking audience to mobilize and indoctrinate their audience with Nigerian political discourses, sentiment and culture wherever they may be in Nigeria or in Diaspora. In the Hausa service of the radio stations broadcasting voices from the Hausa speaking heartland have become common place and most predominantly heard in the political discourses of the Nigeria's political field.

The implication of this scenario is the services of these media could serve as contributing factors for political candidates to become popular and possibly to emerge victorious during elections. The impact of this hypothesis might have manifested itself in the Nigeria's elections

RECOMMENDATIONS

In view of the laudable roles and functions of the mass media especially with regards to the publicity of the activities of the independent National Electoral Commission- INEC; this presentation provide the following recommendations specifically on how to further the existing partnership with the Hausa services of the radio stations.

1. The mutual corporation between INEC Public Relation Department and the Hausa services of the Radio station both within and outside the country should further the strengthened, for among other benefits as sensitizing the millions of Hausa speaking electorate on election issues.
2. INEC should not relent its efforts in tracing the staff of its Public Relations Department including the Adhoc staff on how to interact with media representatives or journalists who are usually accredited to cover the conduct of elections.
3. INEC should employ the services of professional resource persons on the use of Hausa language in the Media to provide professional training of its staff through such forum as workshops on Media Forum etc.

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