
**MASS LITERACY AS A MEANS OF INFORMATION
DISSEMINATION FOR POLITICAL CAMPAIGN IN NIGERIA**

Dr Francis O. OLANIYI
Department of Adult Education,
Faculty of Education,
Adekunle Ajasin University,
Akungba-Akoko, Ondo State, Nigeria.

And

Opeyemi O. Olaseni (Mrs.)
Department of Social Sciences,
Faculty of Social Sciences and Communication Studies
Rufus Giwa Polytechnic,
Owo, Ondo State, Nigeria.

ABSTRACT

The study examines mass literacy as a means of information dissemination for a political campaign in Nigeria. The descriptive research design of the survey type was used for this study. Four research questions were raised to guide the study. The population consists of all electorate in South-West Nigeria. Cluster sampling technique was used to select respondents from the selected electorates of South-West Nigeria. The respondent consists of one hundred and fifty respondents. A 20 item questionnaire was used for data collection; the data collected were analyzed using the Statistical Package for Social Sciences (SPSS). Four research questions were raised to test the study. The findings of the study revealed that Nigeria electorate understands and use political campaign through mass literacy effectively which mass literacy has practice and tools of retrieving and disseminating information, narratives, histories, performances on a political campaign, it helps the interactive form of communication that uses the Internet and different types of means to disseminate information and using mass media which includes podcasts. Based on the finding, Nigerian electorate is exposed to programmes and activities of the government, making aspirants close to the electorate, enable the electorate to make a wise choice and promoting the level of awareness of the people in political matters by using of mass literacy as a means of disseminating of information on a political campaign. This study, therefore, recommended that Government should make manifesto compulsory for every aspirant and anybody that most vote must be present to witness such and also the government should create standard mass literacy programme that will cover all political campaign programme to cover the event.

Keywords: Mass Literacy, information, dissemination, political, campaign

1.0 INTRODUCTION

Literacy is the mainstay of any nation's development hence; any nation that fails to prioritize literacy is doomed to fail. "Literacy affects labour quality and flexibility, employment, training opportunities, income from work and wider participation in civic society" (Musingafi and Chiwanza, 2012).

Mass literacy campaigns are organized, large-scale series of activities, intensely focused on the eradication of illiteracy on political campaigns in Nigeria, from among vast populations of youth and adults, within some pre-determined periods of time. Mass literacy campaigns are by no means new. The first-ever nation-wide mass literacy campaign had its official birth when V.I. Lenin signed the Decree of the Council of National Commission on the Liquidation of Illiteracy among the Populations. Other literacy campaigns have followed over the years. It is quite defensible to make the assertion that a theory of the mass literacy campaign has now emerged. The mass literacy has sought to show how the political cultures of the two countries may have led to two mass literacy campaigns with somewhat different styles and approaches to planning and implementation, and may, consequently, have determined the type and scale of success of each campaign.

Mass literacy also performs traditional functions of the media put forth by the libertarian concept and contemporary theory of the press. These functions include: servicing the political system by providing information, discussing and debating, enlightening the public so as to make it capable of self-government and safeguarding the rights of the individual by serving as a watchdog against government excesses. Increasing use of mass literacy has extended political interaction and campaign in time and space. In Nigeria, though presently popular amongst the elite, mass literacy is gaining currency in politics. Amongst the elite, mass literacy provides unhindered information with Internet users anywhere, anytime and almost simultaneously. Succinctly put, mass literacy is bridging the knowledge gap between the information-rich and the information poor through the interface of technology. Viewed from this standpoint of the knowledge gap theory, the functional appropriateness of such mass messages passed through the mass literacy must be of interest to scholars because the communicative relationship of the politicians with the electorate is altered through them.

The question then is "Is the alteration positive or negative?" Essentially, politicians and the electorate expect the communication related to be positive and of benefit to them, thus, political gladiators of all shades of opinions, ideologies, intents and goals use the literacy with the belief that political communication or campaign through them might exert pressure or influence on people's perception and behaviours. This conception of the effect of mass literacy is akin to the historical and cultural dominance of print and electronic media and the perceived hypodermic /needle effect of mass messages (Lester & Hutchins, 2009). In view of the perceived impact of the media whether from the 'maximalists' or 'minimalists' perspective, the profit-driven mentality of competition for political space and dissemination of information for a political campaign in Nigeria has given rise to both ethical and unethical political communication and contents using all available platforms of interpersonal and mass communication.

1.1 The Objective of the Study

The main purposes of this study are to investigate mass literacy as a means of information dissemination for a political campaign in South-West Nigeria. The specific objective of this study therefore include:

1. to assess South-West Nigerian electorates level of exposure to using mass literacy as a means of information dissemination for political campaign.
2. to examine South-West Nigerian electorates level of understanding and use of political campaign through mass literacy to dissemination for useful information.
3. to ascertain South-West Nigerian electorates perception of political campaign information posted on mass literacy boards.
4. to find out how political campaign information via mass literacy influences South-West Nigerian electorates choice of votes.

1.2 Research questions

The following research questions are raised to guide this study:

1. To what extent are South-West Nigerian electorates exposed to using mass literacy as a means of dissemination of information on a political campaign?
2. Do Nigeria, electorates understand and use political campaign through mass literacy?
3. How do South-West Nigerian electorates perceive these political campaign messages on mass literacy posted on notice boards?
4. How do political campaign messages on mass literacy influence South-West Nigerian electorates' choice of votes?

2.0 LITERATURE REVIEW

2.1 Mass literacy as a means of information dissemination for political campaign

According to Fagorusi (2013) refers to mass literacy as the practice and tools of retrieving and disseminating information, narratives, histories, performances and ideas in a way that both collation and delivery, as primary acts of writing are qualified in the immediacy of virtual or mass circulation. In the same light, Fagorusi (2013) describes the mass literacy as "the interactive form of communication that uses the Internet and different types of means to disseminate information". Thus, the mass literacy using mass media which includes podcasts, Rocs feeds, social networks, text messaging, blogs, websites, wikis, virtual worlds and other social forms. Telephone and the Internet have made social media such as twitter, video, my space, sharing sites, Aigg, flick, LinkedIn, face-book and skype possible for global use either in the realm of business, politics, education or international relations. The course of globalization has been furthered by the mass literacy which has made connectivity worldwide realizable. The mass literacy has also brought about the flatness of the world with the understanding that from one end of the world, one can see the other and communicate. This has further given credit to McLuhan's (2014) global village postulate. The mass literacy has been made possible and elastic due to the invention of the computer, the installation of satellite in space, the digital world and new knowledge in telephony and big board.

Thus, mass literacy is optimized interaction in the exchange of information, ideas, news, feelings and opinions. They are devices used to overcome constraints of space and time in enhancing social interaction. However, Ojebuyi (2012) rightly posits that “the emergence of the mass literacy does not suggest the disappearance of the traditional ones, rather the convergence of the old and the mass literacy has created a complementary phenomenon where the strength of one genre takes care of the flaws of the other”. The new media and traditional media are converging as conventional media organizations create their own websites and also collect information from other sites. Understandably, the interaction between two mass communication forms will produce a powerful vehicle for mobilization and this is why traditional media also embrace new media contents.

As a form of political communication, Nimmo and Combs (2000) note that candidates for political offices routinely employ a variety of spot advertising, minidocumentaries, lengthy biographical sketches, televised town meetings, call-in radio shows, pops-up in brochure, newspaper advertising, yard signs, lapel, buttoner and bumper stickers to reach their audiences. He goes on to state that considerable money and artistic talent go into the packaging in convincing voters that each candidate is a man or woman of all seasons capable of anything, the times, situations and constituents’ demand. Candidates are projected in the media as fresh and innovative through appropriate labelling like a new democrat, new era, change, transformation, soft-talking technocrat, ideologist, a man without a shoe, charismatic leader, unelectable proponent, unbeatable enigma, etc. In politics, the protagonist presents the candidate as a hero, wise man, statesman while he presents the antagonist as a villain, old, foolish and unpatriotic person (Stock Exchange, 2018).

Political campaign, thus, becomes a creative and imaginative enterprise that sizes up the situation, names their structure, and names them in a way that contains an attitude towards them. Garuba (2007) seeks to apply the concept and methods of modern information technology as well as physiology of the nervous system to an analysis of the political system. Garuba is reputed to have particularly introduced the techniques of cybernetics to the sphere of political analysis as the study of the operation of control and communication systems; it deals both with biological system and man-made machinery. Garuba says Deutsch’s work is concerned less with the bones or muscles of the body-politics than with its nerves its channels of communications and decision. According to him, the flow of information, content and carriers are as important as the receiver of the information. The impact of this process brings about change and it is the information which triggers the change in the political space. However, the channels of getting this information are equally as important as the message in reaching the target audiences and having the desired impact. The election is a constitutionally mandated process of selecting, voting and mandating the people who will hold either legislative or executive position and steer the affairs of a state for a period of time. It is a process of bestowing power on candidates who have sought people’s mandate to rule them. Thus, election helps in enthroning legitimacy on a government for a period of time in the political life of a state through popular participation. It is equally a system of renewing contract between the government and the governed by eliciting commitment of the people to the political system.

It was noted that “election in democracies provide the most important and widespread manifestation of political participation”. An election can be likened to seasonal rituals that

seek periodically to renew leadership and ensure continuity of government. Election contests are regularly scheduled events between peoples or groups, and they are governed by a set of rules. In Nigeria, the rules are set out in the 1999 Constitution as amended and different Electoral Acts passed by the National Assembly. Independent National Electoral Commission (INEC) is the umpire while Electoral tribunals and the law courts are the interpreters of the rules in case of a dispute. Election contests are full of drama much of which stems from the spontaneity of the action and uncertainty of the outcome (Nimmo & Combs, 2000). The dramatic elements are stretched by both the traditional and the new media through hyping and virtualization. Borrowing from the games theory analogy, Combs, 2000) describes an election as “a game, well defined with an explicit and efficient set of rules; the information of which is available to the players as specified at every point, and the scoring system is complete”. He further describes each player in the game of election as a rational entity who has at his disposal sets of resources, with the help of which he combats the forces against which he is in competition or conflict. Electioneering is the process of asking for people’s votes prior to an election. It involves managing political parties, electoral umpires, the electorate and the candidates. It is a process of communicating, responding and determining the political future of states.

Political Campaign forms part of the electioneering process. It is an opportunity for candidates to sell themselves to the electorate using both interpersonal and mediated communication systems. Electoral campaigns offer platforms for political policy articulation and debates that enable the electorate to decide (it is hoped) objective information, which economic and political policies they want the government to adopt (Kearney, 2013).

2.2 Digital Media in Political Campaigning

Scholars of political communication have shown significant interest in the effect of new digital media tools on political campaigning since the mid-1990s when internet use started to gain traction in Nigeria. Like earlier technologies, especially radio and television, initial discussions of the role of the internet were laced with hyperbolic descriptions of a digital revolution that was going to radically transform people’s experience of politics and their relationships with political leaders and the state. Scholars like Manuel Castells argued that digital media were fundamentally transforming politics by flattening the communication power relations between political actors and empowering individual actors to be more consequential in national discourse and policymaking (Castells, 2012). Yet at the turn of the century, only a few years after internet use became commonly used, some scholars had begun to question the revolutionary credentials of digital media in politics (Margolis & Resnick, 2000).

The debate over the role digital media play in political communication has evolved since 2000 and can be categorized into two main opposing views: normalization and equalization. The normalization thesis is often traced to the seminal work of Margolis & Resnick (2000) who argued that digital media, in this case, the internet, do not radically transform politics but their uses follow existing patterns of political relations in Nigeria. Their argument has been supported by a strong body of different types of evidence.

A subsection of this scholarship of particular relevance for understanding the election in Nigeria concerns itself with the specific digital media practices of political campaigns that reveal campaign goals and strategies, and not necessarily whether they succeed or not. As Eli and Arne, (2015) note, the differences in access to technology is becoming insignificant for a country with two almost equally matched parties like Nigeria (two equally strong parties contested the Nigeria election). This approach is even more important for a social context that is barely studied and of which little is known about how politicians deploy digital media for political marketing purposes. Very little has been written about the use of digital media for political campaigning in Nigeria or Sub-Saharan Africa as a whole.

2.3 Mediatization of Politics in Nigeria

Influence of the mass media and mass literacy on society and culture is tremendous and it is all-pervasive. This is because contemporary society is permeated by the media at every facet. This influence results from modernity and globalization of the mass media. Thus, politics, workplace interactions, family relations, religious activities, legal institutions tasks and legislative procedures are performed through both face-face interaction and mass literacy. Even now the mass literacy is crucial to all these activities of man. The consequences of gradual and increasing adaptation of central societal institutions and culture to suit media packaging of information are weighty and enormous.

The mass literacy help in disseminating political information to the mass audience thus generating debate. However, it could be argued that during the electioneering period, it is no longer mediatization of politics but the politicization of the media. In the same vein, political messages now dominate the newly. The website, blogs and social media platforms are used strategically to narrate politicians' curriculum vitae, present political ideology, and list achievements, enumerate their agenda, canvass for votes and at times disparage opposition. Soriano and Sreekumar (2012) believe that mass literacy are not homogenous in terms of configuration because users create multiple, divergent representation across online space. Thus, media interface are used to articulate a wide spectrum of conflicting social and political claims as a strategy of negotiation with multiple agencies including the state, national and international government, grassroots' activists, political supporters, co-travellers in politics and fund providers. McQuail, (2005).

2.4 The Mass literacy in Effective Electioneering Campaign

The foreknowledge of Nigeria's unhealthy political culture should form the springboard for media action. Its present status as an elite media, that is, the preserve of the powerful and the harbingers of government, does not augur well for the media, government and society. Agba (2007) argues that literacy should go back to the concept of journalism in the public interest to be able to discharge its proper role in times of election. In this regard, the very first task of mass literacy is how to make politicians respect people's right to candid electioneering. In this regard, news should not mean alienating the audience and keeping the electorates groping in the dark. According to Nwaozuzu (2017), electioneering campaign reportage should seek out relevant truths for the people who cannot witness or comprehend the events that affect them. Cohen (2007) collaborates the above viewpoint and clearly defines its implications for good political culture. According to him, news has gotten so complex that mere reportage is not

good any more. What is required is for the journalist to add analysis to campaign news. This implies that the mass literacy must interpret campaigns in the light of the electoral needs of the people, that is, implications and actions to people and to the realization of a vibrant political system. This simply means directing the goals of electioneering campaign to the desired goal of responsible democratic principles that recognize the sovereignty of the people's votes.

The mass literacy, Agba points out, should aim towards getting all political actors to truly believe in one Nigeria, to accept the rules which are made to guide the conduct of elections. These form the purview of literacy self-examination. Agba (2007) acknowledges the fact that electioneering campaign for political power in Nigeria has become part of the problem of national cohesion and integration. It has, therefore, become "part of a profound socio-political rot". Electioneering campaign has become part and parcel of national development, in that most often, it has become "intriguing and intricate and bloody", as ethnic rivalry and struggles to get a big chunk of the national cake is a recurrent political experience". It is also an acknowledged fact that mass literacy has a very important role to play in channelling electioneering campaign to serve the goal of national development. This is because the mass literacy is described as "a pivot of social interaction, seeking to use the power of mass information to solve the problem of national cohesion and integration, which are both critical to the growth of healthy electioneering campaign" (Agba, 2007). But to achieve the above objective, the mass literacy in Nigeria needs to solve its internal problem of cohesion and integration; "for there are as many literacy classes as there are many political interests. There are, therefore, external and internal obstacles in the realization of the positive role of the media in the electioneering campaign. In all, it is argued that the media require a political ideology that guarantees freedom of speech and access to information. This is particularly true as noted by Kalu (2005), that we can depend on free speech and democratic ideas only if we accept that free flow of information is necessary for the propagation of political freedom especially during the election. This argument hinges on the fact that without a free press, the reporter becomes a public servant, a stooge of the powerful and a robot who acts out the scripts of callous.

2.5 The Role of Mass literacy in the Nigerian Electoral Process

The mass literacy fails to become worthy representatives of the people. Apart from the issue of critical self-examination of the role of the literacy at elections, the literacy also shares in the responsibility of channelling the electoral process towards the desirable goal of national development and integration. For instance, Kalu (2005), points out that "the ordinary expectation is that mass literacy will focus on serious matters that portend serious consequences for the people and their political choices". For Akpan, (2001) the media must clarify issues during campaigns, bring aspirants close to the electorate, and teach the differences between party and candidate to enable the electorate to make a wise choice. If this is not done "political reporting will lose much of its lustre if it does not deal adequately with such issues as national problems, policy guidelines, party programme and government performance".

The mass literacy should enable the electorate to analyze campaign messages of politicians. Literacy focus should be to set the correct political agenda for the audience and not allowing

the politicians to do so Ciroma, (2005) Journalistic writing, commentaries, editorials, articles, reviews, columns, broadcast discussion, should raise and answer the pertinent question that helps to elucidate confusing issues, particularly those relating to policies and leadership. Agba argues that questions like these and more could suggest workable techniques that can help Nigerians deal decisively with problems of corruption, ethics, lack of accountability and weak checks and balances in government. As pointed out earlier, the political trend in Nigeria with regard to the electoral process demands specialist political reporters. This should cover critical areas as knowledge of legal issues in campaign reporting, investigation and balanced judgment that allows the establishment of gathered facts. It is on this note of expertise that general reporting can be said to have become increasingly handicapped.

As Louis (1999) puts it, thorough voters' guidance should be the heart of campaign reporting by mass literacy. To achieve this objective, the reporter must do with absolute detachment. He should instead carry the critical and objective analysis of candidates with the aim of educating the electorate. In this capacity of impartiality, the campaign reporter acts as a catalyst between the candidates and the electorate. Becker, (2002) gives an articulate summary of the functions of the mass literacy in electioneering campaign as follows" reporting and interpreting events, defining issues, portraying personalities, investigating support" There is a very serious angle to the public enlightenment dimension of the role of the mass literacy in the electoral process. As Agba, (2007) observes, people are eager to join the plethora of electoral malpractices without realizing that it is they who will be victims of bad government resulting from involvement in electoral fraud. Agba, (2007) argues that 43% of our population is still illiterate, a rather large group which requires the special attention of the media. For this group, it is necessary that every electoral information is repeatedly disseminated and in the local languages too.

This is why mass literacy must go beyond the mere dissemination of information and engage in political education. For example, it is necessary to educate the non-voting population on why they cannot vote instead of scaring them with numerous penalties for breaching the electoral law. As for the voting population, voter education programmes must be user friendly, especially for the disadvantaged groups like the non-literate and physically incapacitated. The programmes of voters' education must offer opportunities for all issues at stake in election to be highlighted and explained. These include basic issues such as who can vote or contest an election, date of the election and where to vote. Iredia (2007), opines that electoral commission does not have the capability to undertake voter education. According to him, there is a big difference between voter education and the image-making ventures which many information departments of electoral commissions undertake. "The powerful channels, the most potent strategies and the technical format for effective public enlightenment belong to the media".

The mass literacy role in an election also extends to monitoring of the electoral process. To this extent, the media's emphasis should no longer be limited on when and how the leaders voted or were registered. How the entire process fared would serve a greater public interest. For instance, were the arrangements for each exercise adequate? Were people registered or able to vote? For example, Nigerians have till date not known how the Electoral Commission in 1991 in respect of the delimitation of electoral constituencies arrived at 5, 575 wards for the country. This has led to the fear in certain circles that there is what is known as

Gerrymandering in Nigeria's electoral process, a feature in which a favoured candidate has more election centres in his areas of strength while very few centres are allocated to areas where his opponent has his main supporters.

2.6 Literacy conceptualized

The term literacy has been conceptualized by many schools of thought. It is "the state or condition of being literate" New International Webster's Comprehensive Dictionary of the English Language, (2010). UNESCO (2003) defined a literate person as "someone who can with understanding both read and write a short simple statement on his/her everyday life." Learning which is necessary for an individual to attain a certain level of literacy is endless; otherwise, a relapse may occur. Therefore "literacy involves a continuum of learning in enabling individuals to achieve their goals, to develop their knowledge and potential, and to participate fully in their community and wider society" (UNESCO, 2003).

Graff (2008), "literacy is commonly considered the ability to read and write at a designated level of proficiency." According to UNESCO (2003), illiteracy/literacy are in many occasions used to explain issues relating to: Traditional mass literacy, functional literacy, Semi-literacy (those who leave school after a short time), instrumental illiteracy (adults who have never attended schools), Linguistic illiteracy (immigrants not literate in the host country language), new literates (those who have just obtained a reading skill), information illiteracy, which is a recent concept describing those unable to use the information offered in a technological society (OCHA, 2018).

In this modern society, basic literacy is considered inadequate for an individual to function effectively and efficiently, hence, the need to attain a high level of literacy referred to as „functional literacy“. Taking this into consideration, while the term „literacy“ is discussed, its functional consequence, applicability, or impact is considered as well. In view of this, Murphy (2006) declared: ... the single most important consideration in defining literacy is its functional significance. The ability merely to read and write at low levels of proficiency does not qualify a person effectively to meet the practical needs of daily life. Within increasing complexity of modern societies, the individual must be able to read simple instructions, write a legible letter, and engage intelligently in contractual relationships.

This level of competence is referred to as functional literacy and the failure to achieve it is functional illiteracy. functional literacy, according to UNESCO (2003) suggests the literacy level an individual should attain so as to operate effectively in a complex industrialized society. Moreover, mathematical or numerical skill is considered an important skill a literate individual should possess. However, Murphy (2006) regretted that "almost all definitions of functional literacy have concentrated on the ability to read and write, ignoring another important aspect of mathematical ability". Possession of mathematical literacy provides an individual with the knowledge of personal financial management and the ability to engage positively in business-oriented activities.

2.7 A milestone in the Use of Social Media as a Political Platform in Nigeria

The emergence of social media has changed the way in which political communication takes place in most countries of the world, including Nigeria. Political institutions such as politicians, political parties, foundations, institutions, and political think tanks are using social media, Facebook and Twitter, as a new way of communicating with voters. Individuals and politicians alike are able to voice their opinions, engage with their network, and connect with other like-minded individuals (Kearney, 2013). However, the active participation of social media users has been documented as an increasingly important element in political communication, especially during political elections (Eli & Arne, 2015).

Users are able to connect directly to politicians and campaigns and engage in political activities in new ways. By simply pressing the like button on Facebook or by following someone on Twitter, users have the ability to connect in new ways. Thus, the option for users to share, like, or retweet political messages instantaneously has opened up a new avenue for politicians to reach out to voters. Politicians in their bid to use social media for elections were mindful of the developments and the new vista of consciousness in the practice of citizen journalism in Nigeria. In the last decade, the rise of Facebook, YouTube, MySpace, Blogs and other social networking sites has witnessed citizen journalists armed with a video camera and beginning to show up everywhere. Following this, politicians wanted to check the negative publicity that may come from any of the networks by reaching out to sites and blogs that can affect their prospects (Eledan, 2011).

Whereas dependence on the traditional media for political campaigns will certainly be noticeable and cannot be completely discarded, modern trends of the New Media seem to be eroding the gains of the traditional media. As the new media gradually reshapes the advance phase of political strategists and marketing experts are quick to wonder whether newspapers, TV, Radio and other traditional media forms still command the degree of relevance that made them indispensable in the years past for developing a credible form of political communication. Nigeria with a population put at over 150 million and about 60 million active young voters, near 43 million internet users and approaching 80 million mobile connections, political campaign managers are sure to have tested their abilities in finding new media methods to get their political message out faster, easier, cheaper and stronger (Eledan, 2011).

The new media is useful not only for mobilizing voters but also in integrating all other facets of campaigns, including rally, organizing and delivering campaign messages to potential voters on a consistent basis, at relatively low or no cost to them. However, Facebook, Twitter and other social networks reinforce political messages and build online and offline support that will help drive interesting debates about any politicians and the party. The new media according to Flew (2008) was also to a large extent useful to the electoral umpire - INEC, numerous international and local observers, the traditional media operators and ordinary people who monitored the election and in checking electoral fraud. It also provides easy access to needed evidence by the Tribunals. The participatory nature of social media encourages contributions from everybody, provides an opportunity for feedback from every interested person, it blurs the line between the media and the audience, changing the shape from media.

2.8 The role of social media in mobilization for electoral participation

The new media technologies have arguably enhanced the communication process in a wide range of human endeavours and the political environment no doubt is experiencing a great deal of the impact of new media phenomenon (Nwabueze and Ezebuonyi, 2012). However, the growing recognition and utilization of social media and their application in the political process underscore the role which social media have assumed in the world today.

3.0 RESEARCH METHOD

Population

The population of this study comprises of all electorates in South-West Nigeria.

Sample

Since the large population of the electorate in South West, Nigeria. It was not possible to study the entire population because of time and financial constraints in South-West Nigeria. The researchers, therefore, determined the sample size from selected States by cluster sampling method to use 150 respondents from South-West Nigeria.

Instrument

The instrument consists of a structured question developed by the researchers. Respondents responded to the question stated in a four-point Likert scale ranging from Strongly Agree = 4, Agree = 3, Disagree = 2 and Strongly Disagree = 1.

Data collection

The research instrument was administered among the respondents selected for this study and the researchers administered them with the assistance of two other research assistants.

Data Analysis

Data was collected and analyzed using descriptive statistics and the results presented in tables and frequency counts were also used for the analysis of this study.

4.0 RESULTS AND DISCUSSION

Research Question 1: To what extent are South-West Nigerian electorates expose of using mass literacy as a means of disseminating of information on a political campaign?

Table 1: Respondents view on the South West Nigerian electorates expose of using mass literacy as a means of disseminating of information on political campaign

STATEMENT	RESPONSES
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	SA	A	D	SD	Total
it enables people to be adequately informed about programmes and activities of the government	130 86.7%	15 10.0%	5 3.3%	-	150 100.0
Facebook can be used by mass literacy to disseminate political information	108 72.0%	12 8.0%	30 20.0%	-	150 100.0
media literacy are used to clarify issues during campaigns, brings aspirants close to the electorate	99 66.0%	19 12.3%	32 21.3%	-	150 100.0
mass literacy teaches the differences between party and candidate to enable the electorate make a wise choice	92 61.3%	14 9.3%	44 29.3%	-	150 100.0
radio through various programmes is promoting the level of awareness of the people in political matters	45 30.0%	32 21.3%	73 48.8%	-	150 100.0

Source: Researchers Survey, 2019

The Table 1 above revealed the Nigerian electorate expose of using mass literacy as a means of disseminating of information on a political campaign, It was hereby noted that 86.3% of the respondents agreed that it enables people to be adequately informed about programmes and activities of the government, while 3.3% of the respondents disagreed. Also it was noted that 72.0% of the questioned respondents strongly agree with the statement that Facebook can be used by mass literacy to disseminate political information, while 20.0% did not agree to the statement. In a similar trend, 66.0% of the respondents supported the statement that media literacy are used to clarify issues during campaigns and also brings aspirants close to the electorate, while 21.3% said otherwise. Also, majority 61.3% were in support of the statement that the mass literacy teaches the differences between party and candidate on enabling the electorate to make a wise choice, while 9.3% negated the statement. Lastly, it was Further indicated in the above table was the distribution showing that majority 30.0 % of the respondents supported the statement that radio through various programmes is promoting the level of awareness of the people in political matters, while 21.3% did not agree to the statement that the radio through various programs can promote the level of awareness in people for political matters.

Confirming the result of 30.0% of the total responses of a candidate who strongly agreed that Nigerian electorate can be exposed of using of mass literacy as a means of disseminating of information on a political campaign, This result shows that Nigerian electorate is exposed to programmes and activities of the government, making aspirants close to the electorate, enable

the electorate to make a wise choice and promoting the level of awareness of the people in political matters by using of mass literacy as a means of disseminating of information on a political campaign.

Research Question 2: Do South-West Nigeria electorates understand and use political campaign through mass literacy?

Table 3: Respondents view on the South West Nigeria electorates understanding and use political campaign through mass literacy

STATEMENT	RESPONSES				
	SA	A	D	SD	Total
Mass literacy as the practice and tools of retrieving and disseminating information, narratives, histories, performances on political campaign	57 38.0%	22 14.7%	64 42.7%	6 4.0%	150 100.0
The interactive form of communication that uses the Internet and different types of means to disseminate information	38 25.3%	13 8.7%	99 66.0%	-	150 100.0
The mass literacy using mass media which includes pod casts, Rocs feeds, social networks, text messaging, blogs, websites, wikis, virtual worlds and other social forms	58 38.7%	24 16.0%	68 45.3%	-	150 100.0
The mass literacy has also brought about flatness of the world with the understanding that from one end of the world, one can see the other and communicate	60 40.0%	15 10.0%	75 50.0%	-	150 100.0
Mass literacy is optimize interaction in the exchange of information, ideas, news, feelings and opinions	48 32.0%	4 4.7%	95 63.3%	-	150 100.0

Source: Researchers Survey, 2019

The Table 2 above reveals that the Nigeria electorates understand and use political campaign through mass literacy it hereby noted that table above shows the result on research question two which stated mass literacy as the practice and tools of retrieving and disseminating information, narrative, histories, performance on a political campaign, The result revealed that 38.0% of the respondents are of the opinion that mass literacy as the practice and tools of retrieving and disseminating information on the political campaign while 42.7% are of a contrary opinion. It is also discovered from the table that 25.3% are of the view the interactive form of communicating that uses the internet and different types of means to disseminate information. While 66.0% are of the contrary view of the respondents and also 38.7% agreed that the mass literacy using mass media which includes podcasts, rocs feeds social network, text messaging, blogs, websites, Wikis, virtual worlds and other social forms while 45.3% of the respondents are against the view. More so 40.0% of the respondent are opined that the mass literacy using mass media which includes podcasts, rocs feeds social network, text messaging, blogs, websites. wikis, virtual worlds and other social forms and 50.0% were against the statement and lastly, from the table, 32.0% were of the view that mass literacy is optimized interaction in the exchange of information, idea, news, fallings and opinion 63.3% have a contrary opinion.

The result revealed that Nigeria electorates understand and use political campaign through mass literacy effectively which mass literacy has practice and tools of retrieving and disseminating information, narratives, histories, performances on a political campaign, it helps interactive form of communication that uses the Internet and different types of means to disseminate information and using mass media which includes podcasts, Rocs feeds, social networks, text messaging, blogs, websites, wikis, virtual worlds and other social forms, it has brought about the flatness of the world with the understanding that from one end of the world, one can see the other and communicate and finally optimize interaction in the exchange of information, ideas, news, feelings and opinions.

Research Question 3: How do South-West Nigerian electorates perceive these political campaign messages on mass literacy posted on notice boards?

Table 3: Respondents view on the Nigeria electorates perceive these political campaign messages on mass literacy posted on notice board

STATEMENT	RESPONSES				
	SA	A	D	SD	Total
Interpersonal/Face-to-Face Communication	83 55.3%	31 21.7%	36 24.0%		150 100.0

Users are able to connect directly to politicians and campaigns and engage in political activities in new ways	68 45.3%	26 17.3	46 30.7	10 6.7%	150 100.0
The rise of Facebook, YouTube, MySpace, Blogs and other social networking sites has witnessed citizen journalists armed with video camera and beginning to show up everywhere	76 50.7%	69 46.0%	5 3.3%		150 100.0
Traditional media for political campaigns will certainly be noticeable and cannot be completely discarded, modern trends	46 3.7%	45 30.0%	57 38.0%		150 100.0
Mass literacy gradually reshapes the advance phase of political strategists and marketing experts are quick to wonder whether newspapers, TV, Radio	41 27.3%	50 33.3%	59 39.3%		150 100.0

Source: Researchers Survey, 2019

Table 3 above reveals that the Nigeria electorate perceives these political campaign messages on mass literacy posted on notice board. From the table 4 above shows result on research question three which stated that Nigeria electorates perceive these political campaign messages on mass literacy posted on notice board. The result revealed that 55.3% of the respondents are of the opinion that Interpersonal/face-to-face communication is necessary while 24.0% are of a contrary opinion. It is also discovered from the table that 45.3% are of the view that User is able to connect directly to politicians and campaigns and engage in political activities in new ways while 6.7% are of a contrary view. While 50.7% of the respondents agreed that the rise of Facebook, YouTube, my space, blogs and other social networking sites has witnessed citizen journalist armed with a video camera and beginning to show up everywhere while 3.3% of the respondents are against the view. More so 30.7% of the respondent are of the opinion that Traditional media for the political campaign will certainly be noticeable and cannot be completely discharged, modern trends and 38.0% were against the statement and lastly, from the table, 27.3% were of the view that mass literacy gradually reshapes the advances phase of political strategies and making experts' are quick to wonder whether newspaper TV, radio while 39.3% have a contrary opinion.

The result revealed that Interpersonal/Face-to-Face Communication, connect directly to politicians and campaigns and engage in political activities in new ways, Facebook,

YouTube, MySpace, Blogs and other social networking sites have witnessed citizen journalists armed with a video camera and beginning to show up everywhere, traditional media and political strategists and marketing experts are quick to wonder whether newspapers, TV, Radio are the means in which Nigeria electorates perceive political campaign messages on mass literacy.

Research Question 4: How do political campaign messages on mass literacy influence South-West Nigerian electorate’s choice of votes?

Table 4: Respondents view on the political campaign message on mass literacy influence South-West Nigeria electorates choice of votes

STATEMENT	RESPONSES			
	SA	A	D	SD
The political agenda posted on social media influence electorate choice of votes	92 61.3%	6 4.0%	52 34.7%	
Electioneering campaign reportage should seek out relevant truths for the people who cannot witness or comprehend the event that affect them	50 33.3%	36 24.0%	60 40.0%	4 2.7%
Directing the goals of electioneering campaign to the desirable democratic principle that recognises the sovereignty of the peoples vote	60 40.0%	29 19.3%	59 39.3%	2 1.3%
Electioneering campaign for political power in Nigeria has become part if the problem of national cohesion and integration	15 10.0%	46 30.7%	79 52.7%	10 6.7%
it is also an acknowledge fact that the mass literacy has a very important role channelling electioneering campaign to serve the goal of national development	61 40.7%	41 27.3%	48 32.0%	

Source: Researchers Survey, 2019

Table 4 above shows How do political campaign messages on mass literacy influence Nigerian electorates choice of votes the table five above shows result on research question four which stated The political agenda posted on social media influence electorate choice of votes, The result revealed that 61.3% of the respondents are of the opinion that the political agenda posted on social media influence electorate choice of votes while 34.7% are of a

contrary opinion. It is also discovered from the table that 33.3% are of the view that Electioneering campaign reportage should seek out relevant truths for the people who cannot witness or comprehend the event that affects them while 2.7% are of a contrary view. And 40.0% of the respondents agreed that directing the goals of electioneering campaign to the desirable democratic principle that recognizes the sovereignty of the people's vote while 1.3% of the respondents are against the view. More so 10.0% of the respondent are opined that Electioneering campaign for political power in Nigeria has become part if the problem of national cohesion and integration and 6.7% were against the statement and lastly from the table, 40.7% were of the view that it is also an acknowledged fact that the mass literacy has a very important role channelling electioneering campaign to serve the goal of national development while 32.0% have a contrary opinion.

It was discovered from the table that political agenda posted on social media influence electorate choice of votes, Electioneering campaign reportage should seek out relevant truths for the people who cannot witness or comprehend, Directing the goals of electioneering campaign to the desirable democratic principle that recognises the sovereignty of the people's vote, Electioneering campaign for political power and it is also an acknowledged fact that the mass literacy has a very important role channelling electioneering campaign to serve the goal of national development.

5.0 DISCUSSION OF FINDINGS

Table 1 presented result on research questions one which based on to what extent are Nigerian electorate expose of using of mass literacy as a means of disseminating of information on a political campaign, The result revealed that Nigerian electorate are exposed to programmes and activities of the government, making aspirants close to the electorate, enable the electorate make a wise choice and promoting the level of awareness of the people in political matters by using of mass literacy as a means of disseminating of information on a political campaign. This is line Fagorusi (2013) describes the mass literacy as “the interactive form of communication that uses the Internet and different types of means to disseminate information”. Thus, the mass literacy using mass media which includes podcasts, Rocs feeds, social networks, text messaging, blogs, websites, wikis, virtual worlds and other social forms. Telephone and the Internet have made social media such as twitter, video, my space, sharing sites, Aigg, flick, LinkedIn, face-book and skype possible for global use either in the realm of business, politics, education or international relations. It is similar to McLuhan's (2014) global village postulate. The mass literacy has been made possible and elastic due to the invention of the computer, the installation of satellite in space, the digital world and new knowledge in telephony and big board.

Research two which stated that Do Nigeria, electorates understand and use political campaign through mass literacy, the result stated that Nigeria electorate understands and use political campaign through mass literacy effectively which mass literacy has practice and tools of retrieving and disseminating information, narratives, histories, performances on a political campaign, it helps interactive form of communication that uses the Internet and different types of means to disseminate information and using mass media which includes podcasts, Rocs feeds, social networks, text messaging, blogs, websites, wikis, virtual worlds and other social forms, it has brought about the flatness of the world with the understanding that from

one end of the world, one can see the other and communicate and finally optimize interaction in the exchange of information, ideas, news, feelings and opinions. This collaborates with Soriano and Sreekumar (2012) believe that mass literacy are not homogenous in terms of configuration because users create multiple, divergent representation across online space. Thus, media interface are used to articulate a wide spectrum of conflicting social and political claims as a strategy of negotiation with multiple agencies including the state, national and international government, grassroots' activists, political supporters, co-travellers in politics and fund providers.

Research question stated that how do Nigerian electorates perceive these political campaign messages on mass literacy posted on notice boards. The result indicated that Interpersonal/Face-to-Face Communication, connect directly to politicians and campaigns and engage in political activities in new ways, Facebook, YouTube, MySpace, Blogs and other social networking sites have witnessed citizen journalists armed with a video camera and beginning to show up everywhere, traditional media and political strategists and marketing experts are quick to wonder whether newspapers, TV, Radio are the means in which Nigeria electorates perceive political campaign messages on mass literacy. Cohen (2007) collaborates the above viewpoint and clearly defines its implications for good political culture. According to him, news has gotten so complex that mere reportage is not good any more. What is required is for the journalist to add analysis to campaign news. This implies that the mass literacy must interpret campaigns in the light of the electoral needs of the people, that is, implications and actions to people and to the realization of a vibrant political system. This simply means directing the goals of electioneering campaign to the desired goal of responsible democratic principles that recognize the sovereignty of the people's votes.

Research question 4 stated that how to do political campaign messages on mass literacy influence Nigerian electorates choice of votes. This is in line with Louis (1999) who reviewed that thorough voters' guidance should be the heart of campaign reporting by the mass literacy. To achieve this objective, the reporter must do with absolute detachment. He should instead carry the critical and objective analysis of candidates with the aim of educating the electorate. In this capacity of impartiality, the campaign reporter acts as a catalyst between the candidates and the electorate. Becker, (2002) gives an articulate summary of the functions of the mass literacy in electioneering campaign as follows" reporting and interpreting events, defining issues, portraying personalities, investigating support" There is a very serious angle to the public enlightenment dimension of the role of the mass literacy in the electoral process. Also, the result Flew (2008) was also to a large extent useful to the electoral umpire - INEC, numerous international and local observers, the traditional media operators and ordinary people who monitored the election and in checking electoral fraud. It also provides easy access to needed evidence by the Tribunals. The participatory nature of social media encourages contributions from everybody, provides an opportunity for feedback from every interested person, it blurs the line between the media and the audience, changing the shape from media.

6.0 RECOMMENDATIONS

Based on the findings of this research, the following recommendations are made:

- The government should make manifesto compulsory for every aspirant and anybody that most vote must be present to witness such.
- The government should create a standard mass literacy programme that will cover all political campaign programme to cover the event.
- The government should finance all mass media programme for the period of a political campaign to enable citizen to have a total view of their country political act
- Mass media personnel should make available well-equipped instrument to capture political campaign.

7.0 CONCLUSION

The study concludes that the foregoing discourse has established the potential of social media platforms for the consolidation of democracy in Nigeria. The study established the fact that in spite of the challenges of social media, it represents a veritable avenue for political change by socializing citizens into the political beliefs required for democratic citizenship, and thereby promote sustainable democracy. It argued that the widespread use of the Internet for social networking, blogging, video-sharing and tweeting has a functional relationship with participatory democracy.

We are also in total agreement with Kearney (2013) that social media platforms are the newest lenses through which we are experiencing the products of journalism. They facilitate online communities created by readers, listeners and viewers to discuss issues, have their voices heard, and get feedback in record time. The fact that social media is a supportive avenue for sharing views and opinions and discussing political life in the country implies that the social media can play an important role in deepening democracy if conscientiously and patriotically utilized for that purpose.

However, in practical terms, there is a need to translate the “ratings” on social media to concrete impactful actions that could checkmate anti-democratic tendencies. This may not belong in coming given the rapidly evolving synergy between right campaigners/activists, journalists and the expanding tribe of social media enthusiasts. Not only will Nigerians be influenced by media outlets that report the news, but by each other while conversing on the current political climate through social networking sites and forums. No doubt some of those with politically motivated ambitions will develop a platform such as a blog or a page on a social networking site for delivering their political message and agenda to people. This study has established that social media due to their interactive nature have introduced a paradigm shift in the electioneering process in Nigeria. They have also brought a new wave of influence on the mindsets of the teaming electorate in Nigeria. On the other hand, the non-regulation of the operations of social media and citizen media has made some miscreants exploit them to perpetrate campaigns of hate and gossip politics. However, a populist leader who can rally pro-democracy groups, embrace and coordinate genuine social media operations to put the government on its toes is needed to safeguard and consolidate Nigeria’s fledgeling democracy

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