

and farmers party to form United Progressive Grand Alliance. The NPC in response formed the Nigerian National Alliance with NNDP, Midwest Democratic Party (MDF), Dynamic Party and Republican Party. The campaigns for the election were characterized by violence, conflicts and hostility, UPGA campaigners and candidates including electoral officials were assaulted and kidnapped. (Nwachukwu & Osadola, 2019: 601-602) There were lots of irregularities, violence, fraud, thuggery, molestations, resignation of electoral officials and fraudulently returned unopposed candidates, which propelled the UPGA decision to boycott the elections. The boycott was effective in the East and partly in the Midwest in the West; as only a 23% voter turnout was recorded. (Nwachukwu & Osadola, 2019)

FORMS OF POLITICAL CAMPAIGN CRISES

No matter how well organised a political campaign is, there is bound to be one form of crises or the other. Some of the identified crises are:

- *Aggression*

Naturally, human beings can be aggressed at will. Dugan (2004) defined aggression as a behaviour whose intent is to harm another. Further said that any sequence of behaviour, the goal response to which is the injury of the person towards which it is directed. This can be physical or verbal. Aggression can lead to negative responses and trigger emotion thereby resulting into warfare.

- *War of words*

This could be a long hot argument between two people or a group that is characterised by offensive words. Word spoken is not forgotten easily. It spread to years and this situation usually mars relationship For instance ahead of Saturday's parliamentary rerun elections in River state, the PDP and APC are full of hypocrites (Anrefon 2015). These at times sink into one's body mere than slaughtering because word is sharper than two edged sword.

- *Rebellious silence;*

Political campaign strives can be inform of rebellious but in a silent way. The Cable (2011) reported that a video clip was released by the APC where Buhari was allegedly said that his supporters must guard and protect their votes, escort the votes to the collation centre and that they should wait till the counting was over and that anyone that stop them should be killed, whereas it was said that, the man actually said that he only meant to educate his

supported during the campaign. All these and many other instances are war of words that trigger warfare.

- *Propaganda*

Baker (2016) views propaganda as information, especially of biased or misleading nature used to promote or publicise a particular political cause or point of view. The rival groups or gangs seldom make misleading statement that can easily lead to trauma or mar character otherwise called character assassination. It could be inform of silent agitation, media propaganda.

- *Hate Speech*

This is a situation where somebody says an offensive word to incite an individual or a group or even to embarrass an individual. There are some hateful comments these days that are so harmful and these have been the issues agitating the mind of people at the moment. George (2016) maintained that hate speeches resent a major challenge to today's journalism added that socially conscious journalist are alarmed at how rapidly hate filled messages seep into and often overwhelm comment on the internet. Ibrahim (2015) also reported that indeed as the elections approach, verbal and non-verbal communications symbols of every imagination were deployed to promote self-interest and to denigrate opponents and that politicians and their agents used clearly unethical communication contents on the broadcast media and internet platforms to campaign for votes. It was in this content that hate and dangerous speech became a major problem. In this context, it was also said that, dangerous speech over the air in a diverse multicultural setting like Nigeria can be volatile and lead to violent conflict.

- *Removal of opposition billboards/posters*

This is attack and vandalisation of posters, billboards of political actors in the opposition party or even within the same party. For instance, Akinrefon (2015) reported that, the Lagos state chapters of the All Progressive Congress (APC) and the Peoples' Democratic Party (PDP) yesterday engaged in war of words over vandalisation of its posters, billboards and banners all over Lagos by thugs and hoodlums while the APC accused the PDP of sponsoring thugs to vandalise its billboards, the PDP faulted the claim saying it was untrue. Also Eribake (2014) reported that tension is Ogun over the removal of SDP billboards by

Amosun government APC. This is unfortunate and we think that it must have been politically motivated. Nigeria youth of school age have been so much involved in all these activities.

EFFECTS OF POLITICAL CAMPAIGN WAR ON OUR SOCIETY

The effects of this electoral war on the society can be very grievous. One of these is political apathy. People may likely develop phobia for politics and refuse to play active role in the electoral process because they will not see any value in it due to the violence and intimidation. This will definitely affect Nigeria democracy.

There will be early exposure of the teenage and the youth to aggression, people can easily learn from violence by their exposure and involvement in it. The youth usually learn from what they experience happening around them because violence is the proceed of aggression. Apart from this, there is likely to be ethic violence whereby and individual tries to win the support of his or her kinsmen. This can disturb the unity of the nation and lead to strife. Also there can be family disunity that is, members of the same family will not be in good term. It can as well lead to outbreak of the social system as a result of the tension created by the violence. Families can as well be forced to live apart or separately.

Another effect is that, it can lead to character assassination. This is a situation where one's reputation is damaged due to propaganda. This is a major factor that destroys the reputation of an individual. All these, can easily lead to breakdown of law and order and other anti-social behaviour. In a situation where there is breakdown of law and order peace is elusive. Ojak and Acol (2017) viewed that, violent electoral occurrences in Africa are occasioned by both strategic and incidental factors and that this trend not only poses a threat to peace and security on the continent but also risk undermining the long term sustainability of the democratisation process.

CULTURAL LITERACY PEDAGOGY IN CURBING THE POLITICAL CAMPAIGN WARFARE

One legacy that parents can leave behind for their children is education. Education is a powerful value which exalts a nation. In the National Policy of Education (2004) the Federal government stressed that Nigeria's philosophy of education therefore is based on the development of individual into a sound and effective citizen. The full integration of the individual into the community and that, for this philosophy to be in harmony with the Nigeria as national goals, education must be geared towards self-realisation, better human

relationship, individual and national efficiency, effective citizenship, national consciousness, national unity as well as cultural, economic, political, scientific and technological progress (Odinye 2018). It is on this note that the quality of instruction in schools is towards achieving inculcation of certain values which include; respect for the worth and dignity of individual (NPE 2004). In order to achieve this, the federal government recommends the teaching of mother tongue as an effective means of achieving this.

According to Awoniyi (1978) mother tongue is the language which a group of people that are considered to be inhabitants of an area acquired in their early years and which becomes their natural instrument of thought and communication. It is a language which is naturally spoken by a group of people known as a community which can also influence their culture. It can be viewed as the language that one learns in his immediate speech community and uses as the first means of communication. Olagoke (2004) stressed that the proper development of a child is closely band with the continued use of the language he or she has spoken from the birth. Odinye (2018) explained that the language of any society makes for understanding and co-operation and through it, the people live together peacefully and harmoniously.

The teaching of mother tongue is not limited alone to the development and proficiency in the use of grammar; it also entails the use of the literature and culture with which the children will acquire critical thinking. In Wikihow (2018), the thought we have can impact our daily life including our emotions and behaviour. The moment an individual thought pattern is improved. Allen (2006) equally stressed that the use of mother tongue makes it possible for the learner to freely think and express his thoughts in more meaningful and creative manner. It is a way of making the children to be acquainted with their culture thereby acquiring cultural literacy.

Bruner (1966) explained that culture shapes mind, it provides us with tool kit by which we construct not only our world but the very conceptions of ourselves and our power with which we acquire the skill of communication. Our world can be understood from the perspective of language, tradition, behaviour, belief and value which can be passed through communication. Individuals are bound to belong to cultural groups where the way of life is taught and imbibe. As such, cultural experiences and values shape individual perception of life. Bruner (1966) stressed that the mind reaches its full potentials only through participation in culture and life and livelihood depends on culture.

Hirsch (1988) explained that literacy requires the early and continued transmission of specific information. Cultural literacy is the ability to understand and participate fluently in a given culture; a consistent exposure to and anticipation in one's culture. (Wikipedia) Rebekah (2013) opined that, cultural literacy requires interaction with a culture and reflection of it. Likewise, Hirsch (1988) stressed that to be culturally literate is to possess the basic information needed to thrive in the modern world. It is a very useful way to integrate the child with the knowledge and understanding of their language and culture in order to value and appreciate them. An educated person in cultural literacy is expected to be courteous and have moral ethical values. Apart from this, the teaching of cultural literacy also reflects social and cultural habit which has a great impact on the students.

Njoroge and Gathigia (2018) stated that the usage of Africa languages in education and teaching is a prudent way to achieve intellectual, independence. The language will instil value into the children and turn them to shun violence, curb frustration, teach them to have regards for life, it will also teach them good governance. Also Yousef (2016) opined that by teaching children their native tongue, a sense of identity and belongings is being instilled simultaneously, teaching them to accept and be proud of their heritage language and upbringing. Yousef (2016) further stressed that, it assists in overcoming socio-economic circumstances and to excel. It is a good avenue for children to find personnel, connect with their learning (Yousef 2016).

The Nigerian language policy emphasises the teaching of the mother tongue as a means of preserving the culture of the people. This in the view of Odinye (2018) is a means of promoting inter-ethnic understanding and integration to foster cultural unity thereby facilitating good communication among Nigerians from all the geopolitical areas. Lefsholo (2017) opined that the teaching of mother tongue can assist in achieving ethnic integration and full partnership to create a nation in harmony with itself.

In the teaching of mother tongue, the child learns social behaviour, social integration and problem solving. They are exposed to creating intimacy and good rapport among their mates. They are also exposed to understanding the dignity of labour, the teaching of politeness and tolerance, campaign for peace and co-existence. These entire blends together to make holistic education. An individual will have better approaches to happenings in the society rather than being an instrument of propaganda and unfounded statement.

The children are easily tied up with their culture and how to use the culture to reach and enrich the society making them to be attached to a source. When the children are attached to a source, they learn an intelligent way of communicating and not of war, they have the feeling of having a home, a home to protect, a society to preserve and an individual to respect not to destroy. They learn to interact with people of diverse culture in order to build a virile country.

CONCLUSION

A well informed child is a well cultured child. It is our culture that builds and trains us to be integrated into the world. Globally, there is a belief that the use of one's indigenous language help in the acquisition of cognitive development, social and behavioural growth which can assist in integrating the child into the society. This will refine the electoral process of Nigeria. As a matter of fact when children are properly groomed, it will bring about a genuine and vibrant step in achieving a more refined electoral campaign. It will also reduce violence in politics if not stopping it completely.



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