

**EFFECT OF PARTY POLITICS ON POLITICAL CAMPAIGNS IN NIGERIA
A CASE STUDY OF 2023 PRESIDENTIAL ELECTION IN EDO STATE**

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CERTIFICATION

We the undersigned, hereby certify that this work was carried out by **ESOHE OLUWAWAPELUMI CHARLES-ABU** with Matriculation number: **SSC1809574** and confirmed to be adequate in scope and value for the award of a Bachelor of Science (B.Sc) Degree in Political Science of the University of Benin, Benin City, Edo State, Nigeria.

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DEDICATION

This work is dedicated to Almighty God, for His guidance throughout my time in school, especially the period of this research work. I am grateful for His blessings and love upon my friends and family.

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ABSTRACT

This study examined the effect of party politics and the nature of political campaigns in Nigeria, with specific emphasis on the 2023 presidential election in Edo State. Proportionate stratified random sampling was used to select 135 respondents and this formed our sample size. Three hypothesis was formulated to guide the study. The data used in this study was collected from both primary and secondary sources. The primary method or sources of data collection included the use of a research instrument (the questionnaire). Some research questions were asked as guide to the respondents in order to elicit firsthand information on the subject matter. Secondary sources of data collection on the other hand, included textbooks, journal, government documents and internet materials. The study adopted the use of simple percentage, tables, descriptive content approach and Chi-Square to analyze the data collected and test hypothesis. The study revealed that there is significant relationship between language used by politicians and electoral violence, it was also revealed that political debates/interview has positive significant influence on electorates during election in Edo State. Based on the research findings, the study recommended that Political candidates and parties should strive to practice politics without bitterness by making frantic efforts to inform or persuade electorates rather than deceive them with enticing words. Political candidates and parties should adopt simple expressions to communicate their political agenda without the use of force, violence, destructive tendencies and unhealthy rivalry.

CHAPTER ONE

INTRODUCTION

1.0 Background to the Study

When party politics was introduced in Nigeria in 1922 via the Clifford Constitution, its major impediment was the restriction on political participation and representation. The political parties were limited in terms of number, only two of them: the Nigerian National Democratic Party (NNDP) and the Lagos Youth Movement (LYM that emerged in 1934), and in terms of spread of their activities. Their activities were limited to the coastal towns especially Lagos for the LYM and Lagos and Calabar for the NNDP. This is coupled with the fact that only four people were elected in the election (Omodia, 2018). Nigeria has come a long way since 1922 in terms of the number and spread of political parties. The number of political parties and their spread seems to give the impression that representation has become an important requirement for the existence of political parties. For example, one of the requirements stipulated for the registration of political parties in the political transition to the Nigerian Fourth Republic was that aspiring political associations needed to garner at least ten percent of the votes in twenty four out of the thirty six states to qualify for permanent registration (Aina, 2015).

This requirement seems to suggest that political parties were expected to really show capacity to represent the people. However, in the preparation for the 1999 elections, this requirement had to be watered down to avoid the emergence of a two party system. This is why the Alliance for Democracy was registered as the third party in 1999 (Aina,

2015). Since that time there has been an exponential growth in the number of political parties and this has given the impression that the grounds of representation have increased. The number of political parties has grown massively from 1999 to this present moment. However, instead of this meaning more representation, it has not. As the number of parties increased their relevance in terms of being channels of representation has diminished (Egwemi, 2019).

Political campaigns generally refer to the total and collective efforts of politicians to present themselves favourably to the public for acceptance and support. According to Feyipitan (2015), “the ultimate goal of almost every political campaign is to win election”. Some of the major forms of political campaigns are political rallies, political debates, political interviews and political advertisements (Opeibi, 2019). The goal of politicians, using the various forms of campaigns, is basically to offer promises to the people in order to secure votes in return. But since politics involves a raw contestation for power, political campaigns manifest the keen struggles for power by the political class, as serious issues relating to strengths and weaknesses in governance, personality qualities and deficits among others are foregrounded largely for positive self-representation and sell fish reasons (Opeibi, 2019).

1.1 Statement of the Problem

Sections 95, 96, 99, 100 - 102 of the 2010 Electoral Law provides for decent electoral campaign devoid of bad language etc. Section 95(1-8) guard against hate campaign, but this was more in the breach than obedience particularly by the PDP and LP

against the APC Presidential candidate, Bola Tinubu in the print media and the electronic particularly, the African Independent Television (AIT) and the Nigerian Television Authority (NTA). Hate speeches cannot blur the truth as those who propagate it, but the danger it carries is that it can incite insurrection, genocide and fratricidal killings. This bring out once again the utility of our system theory, the desire to manage stress to keep the system together tightly rather than to dismember in the period of stress, and to guard against the US prediction of Nigeria possible collapse in 2015. It can also boomerang like false propaganda as it worked against the PDP in its calumny against Tinubu. Hence the PDP and the LP was very vehement in the alleged ban of AIT from covering President elect earlier activities at the Defence House. The print media advert by the vice presidential candidate of the Labour party (LP), which suggested that Tinubu is old and he's not sure if he can perform in office as president was hate speech. Such advert could sow seed of ethnic disharmony anytime mostly when it was directed at persons from a given section of the country. In the same vein, it was hate speech for someone to say that because a candidate is old he has a "dead brain". INEC and security agencies did nothing. The National Broadcasting Commission (NBC) which sanctioned 35 stations in the 2011 general elections for violation the electoral Act and Section 0.2.2.4 of the Nigeria Broadcasting code (Mba, 2014) kept stoic silence in the face of observed violations in the 2015 elections. It only made a failure noise after the presidential election results had been declared, an example of weak institution personally inflicted

According to Oni (2017) asserts that no usage of language by politicians is neutral. It is of interest to note that language choices by politicians, no matter how innocuous the context may appear, tend to be politically coloured. This is why the language of political discourse that tends to try to force people to reason in a particular way is seen as propaganda (Oni, 2017). The interesting thing is that even those making use of such language may consider what they are doing as being within reason. This is why those that caused the mayhem in Nigeria thought they were defending their national interest while stirring up so much hatred against their so called enemies‘ (or rats' as they described these so called enemies) (CWN International, 2018), who are in actual fact their fellow Nigerian citizens. Before they realized what they had done, it was already too late. Many lives had been lost (United Human Rights Council, 2019).

Consequently, United Human Rights Council (2019) had severally discussed the power of political language during campaign and debates/interview, the way it results in particular social cognition. You can find his discussions of how language, the media and politics interact to create a particular way of thinking within the society. Daniel (2018) opined that the social cognition can be so insidious that it could make people act in particular ways as designed by the power holders in the society while the populace assumes they are the ones thinking in such particular manner. In short, nineteen years into Nigeria's current political dispensation, women are still clapping for men as the women's wings of political parties. However, the concern here is the way political influencers use language to dominate the thinking of the people and make them do what they want them

(the populace) to do. Recently, political parties and their candidates are becoming increasingly aware of the effectiveness of advertising and its role in getting the electorates to choose a particular candidate or party over the other by way of informing them. The use of political debates/interview during campaigns has become increasingly popular and is very important to the electoral process and voting behavior because it bridges the communication gap between political parties, political candidates and electorates. Hence, the study tends to fill the gap in literature by examine the effect of party politics on political campaigns in Nigeria, with specific emphasis on the 2023 presidential election in Edo state.

1.2 Objectives of the Study

The main objective of this study is to investigate the effect of party politics on political campaigns in Nigeria, with specific emphasis on the 2023 presidential election in Edo state. The specific objectives are;

- i. To determine the influence of party politics on political campaigns in Nigeria
- ii. To find out the kind of language usage by politicians that usually triggers off electoral violence during political campaigns in Nigerian presidential election in Edo state.
- iii. To ascertain if political debates/interview have influenced on electorates (voters) during Nigerian presidential election in Edo state.
- iv. To find out the most effective strategy employed during political campaigns in Nigerian presidential election in Edo state.

1.3 Research Questions

The study seeks to address the following research questions:

- i. To what extent has party politics impacted political campaign in Nigeria?
- ii. To what level the language used by politicians triggered electoral violence during political campaign?
- iii. To what degree has political debate/interview impacted electorates during the 2023 presidential election in Edo State?
- iv. What are the most effective strategy employed during political campaigns in Nigerian presidential election in Edo state?

1.4 Hypothesis

1. There is no significant relationship between party politics and political campaigns in Nigeria.
2. There is no significant relationship between language used by politicians and electoral violence.
3. There is no significant relationship between Political debates/interview and its impact on the electorates during election in Edo State.

1.5 Scope of the Study

This study investigates the effect of party politics and the nature of political campaigns in Nigeria, with specific emphasis on the 2023 presidential election in Edo state. The study covers the eligible electorates in Edo state, Nigeria during the presidential election.

1.6 Significance of the Study

This research work is expected to provide useful contributions to the academic work already done by researchers in the subject area and also be of immense importance to future researchers who may be interested in the subject area of party politics and political campaigns in Nigeria, with specific emphasis on the 2023 presidential election in Edo state, thereby constituting the empirical literature for future research in the subject area.

The study will also help political candidates on how to invest more on other election campaign strategies instead of investing huge funds on political Ad campaigns. It will also help the candidates to use the most effective means possible to influence voting behaviour.

The finding will help the political candidates and parties to chosen the best media to reach out to electorates and lastly, the study will inform the general public on the activities of political campaigns with specific focus on the 2023 presidential election in Nigeria.

1.7 Clarification of Key Concepts

- i. **Party Politics:** The various activities of political parties targeted at capture of state power.
- ii. **Political Campaigns:** The various activities and programmes political parties engage in during elections to convince and persuade the electorates to vote their parties into power.

iii. **Politics:** According to Harold Laswell ‘it is who gets what, when and how.

1.8 Organization of Work

For the purpose of this study, there are five chapters in this study, the summary of which is:

Chapter one, which is the introduction into the work, the background to the study, its statement of the research problem, objectives of the study, research questions, significance of the study, scope of the study, limitations of the study and definition of the terms. The chapter one of this work is to basically put in context the background of the study.

Chapter two presents literature review; introduction, conceptual framework on the study under review, history of election in Nigeria, concept of party politics, nature of political campaigns, the challenges of General election in Nigeria, performance of general election in Nigeria and its theories underpinning.

Chapter three presents of methodology; introduction, research design, population of the study, sample and sampling technique, method of data collection, research instrument, and method data analysis.

Chapter four data presentation, analysis and interpretation of results; introduction, data presentation, data analysis and interpretation and discussion of findings. This chapter tries to show the relationship between variables under review.

Chapter five presents summary of the findings, conclusion, recommendations and suggestions for further studies, bibliography and appendix.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 Party Politics

In a liberal democracy, a political party is an association of people with similar interest(s) and common purpose. The interest(s) and purpose shown by them revolve around the objective of using the party to acquire power, share in the exercise of power or to take control of government (Yaquub, 2019). Similarly political parties are organized instrumentalities through which the citizens not only attempt to influence, but also control and determine the type and direction of public policies and programmes, including the general allocation of resources (Pakis & Inokoba, 2016). By liberal democratic standards, it shows that political parties are ‘voluntary organizations to which people voluntarily belong’ and they develop their rules and guidelines based on their philosophies. It is on this basis that Yaquub (2019) posits that Political parties are thus conceptualized not because they have been imposed or decreed into existence by a super-ordinary body of men for the use of lesser men and women, but because they emerge organically from the common history, shared values, interest and aspirations of those who are current as well as prospective members.

The essence of party politics, in the conceptualization of Yaquub, is to acquire power and to implement party politics. Yaquub’s idea of party politics was more rigorously interpreted by Okonta (2018) in the submissions that political parties not only aggregate views and interests, they are also the organizational machine for articulating

issues and ideas relevant to the development of a nation. Anything short of this, is considered by Yaqub, as a partial conceptualization of what a political party is expected to be and a subversion of the normal process of the development of political parties, especially in the liberal democratic mould. Yaqub (2019) states thus, ‘fighting election is crucial but educating, mobilizing and aggregating the demands of the electorates are equally, if not more, important functions of a political party’.

Komolafe (2020) agrees with Yaqub and Okonta that political parties do not exist just for the purpose of elections. He enumerates other functions of a political party to include education, policy formulation, advocacy, research, mobilization and contestation of ideas. According to Komolafe, in most nations, political parties exist to popularize ideas and organize issue-based campaigns, engage government in the debate of policies, promote divergent ideologies and raise issues that merit structured national debate. To provide a counterpoise to the party in power, Komolafe said opposition parties ‘form alliances and develop working relationships based on proximity of ideas’.

From the foregoing discourse, political parties provide the platform through which party politics is given practical expression. This probably explains why Olaniyi (2018) defines party politics as ‘activities of political parties in a democratic environment to seek for the control of political offices through stated norms of elections’. It exists when elective principles are present in a democratic state which recognizes and institutionalizes the legitimate choice of the citizens to elect their representatives into political offices (Azeez, 2019). Hence, the primary objective of party politics is directed

towards a single goal of accessing and controlling governmental or political power. In the submission of Okoye (2019), party politics includes ‘activities of formal structure, institution or organization which compete through electoral process to control the personnel and policies of government, with the aim of allocating the scarce resources in a state through an institutionalized means or procedure’.

There are arguments that the character of party politics in Nigeria is such that the political party in power at the Centre stifles opposition parties. In the long-drawn controversy, Ayila (2016) argued that party politics in Nigeria’s democratic practice since 1960 shows that any political party in control of the apparatus of state, principally gained and sustained by control of the economy, plants moles and disruptive elements in opposition parties to create instability and render them ineffective to compete for power. The reaction of Ogunmefun (2017) to these arguments is that, it is the responsibility of opposition parties to develop their parties and make them viable to compete for power.

2.1 Political Party

Conceptually, political parties are organizations whose members have values, ideals and aspirations in common and at least participate in the organized contest/struggles for political power. Coleman & Roseberg (2017) defined political parties as ‘associations formally organized with the explicit and declared purpose of acquiring and to some extent maintaining legal control, either singly or in coalition or electoral competition with other associations over the personnel and the policy of the government of an actual or perspective sovereign state’ (cited in Smith 2018).

This is similar to the views of Henig & Pinda (2019) who defines political parties in terms of a group of people acting together to achieve some political goals, which usually is control of government. Parties are simply organized or loosely organized groups under a recognized label with sole intent of controlling power through elections (Epstein, 2017). In addition to the above, Sartori (2016) provides one of the widely cited definitions of political parties. For him, a political party is ‘any political group identified by an official label that presents at elections, and is capable of placing through elections (free or non-free), candidates for public office.’ Catto (2017) conceives of parties in terms of their place in legislature, as membership of organization, in the electorate, in government, in bureaucracy, and parties as systems. This has further complicated the idea of having a working definition(s) for the study of political parties, especially in emerging democracies, like Nigeria. For example, party as membership of organization constitutes the ‘focal and rallying point for citizens actively interested in politics’ and ‘also a community taking care of many needs ranging from social protection to education, to leisure activities and even to personal relationships’ (Catto, 2016).

The greatest problem in defining parties is whether it should be limited to explaining purely competitive parties, as found in stable advanced democracies, or provide a broader conception that embraces single party systems and anti-systems or subversive groups in autocratic democratic regimes (Janda, 2017). This problem is further informed by the dearth of research on political parties, especially in Africa. This is

because of what Erdmann (2015) describes as sheer neglect of Western European bias of political party research and claims by Africanist scholars of ‘uniqueness of the subject.’

On this note, political parties are defined here as formally recognized organizations whose members share certain common values, ideals and aspirations about how society should be politically, socio-culturally and economically organized for the common good and aspire to translate these ideals and values through the control of government by placing their representatives in a competitive free, fair and honestly conducted elections, without harassment, intimidation and threat of violence (Kura, 2015). This definition captures the broad understanding of political parties and can be applied to the study of developing democracies. In this respect, the definition also identifies the characteristics of parties and the nature of parties in both new and old democracies. In new democracies, such as Nigeria, parties are still at their infancy stage and many were formed along ethnic, tribal or even, in some cases, religious line. In short, parties reflect the seeming socio-cultural and political cleavages in the society. Since parties as organizations are formally recognized to participate in the political process, they are to a very significant extent identified as political parties. Non-party organizations no matter the laudability their objectives and administrative articulation, would not be termed as political parties until they are officially and formally recognized as such. That is perhaps, why political associations are required to be constitutionally registered by a relevant body before they are allowed to participate in political contestations of power.

Participation in political contestations and establishing government essentialise the role of parties in democratic governance.

2.2 Political Campaigns

Political campaigns are orchestrated attempts by political organizations to garner public support through persuasive communication in order to influence public policy in their favour. This broad definition encapsulates all forms of campaigns from those of neighborhood organizations seeking to influence local politicians to the campaigns of political parties and candidates who seek election to office in order to shape policy themselves. In pluralist democracies campaigns are crucial for representation. Campaigns are a means by which groups of individuals with a common cause can communicate their stance, enable others with similar concerns to join their campaign and so campaigns give voice to those individuals and the supporters of their cause.

In all democracies, and even some single party states, campaigns take place where parties, their leaders and a range of candidates for all levels of public office compete to govern, or be part of a governing group, of their nation. These campaigns are of ultimate importance as they ultimately determine the political programme of a nation and the way that government acts towards its own citizens as well as how it behaves towards other nations.

2.3 Party Politics and Elections in Nigeria Before 1999

Nigerian parties have largely revolved around favourite sons who parade themselves as the best people to articulate ethnic positions either in alliance with others or alone in opposition. Issues and ideology have always been secondary considerations, at best, despite the tags of conservatives and progressives, socialists and feudalists, populists and elitists and the like. If the Nigerian party system as it later emerged can trace regional pivot of its component parties to the NNDP, its tendencies to respond to ethnic pressures can be similarly traced to the Nigerian Youth Movement (NYM). Originally, the Lagos Youth Movement which in 1939 became the Nigerian Youth Movement (NYM) was an open political organization. It was open in the sense that it attracted to its fold persons from the different Nigerian groups. Ernest Ikoli, an Ijaw by ethnic extraction, was a visible and active a founding member of the movement as was Samuel Akinsanya J. C. Vaughan and H. O. Davies. The initiation of Nnamdi Azikiwe into the movement broadened faster its ethnic scope (Kalu, 1964).

The aspiration aspect of the movement reflected its national membership. The Nigerian Youth Charter' erected for the movement the ideal among others of bringing together the different ethnic groups in the country in addition to raising their collective awareness. As part of the practical approach towards its objective, the movement established branches in the Eastern towns of Aba, Calabar and Port Harcourt, in the Western towns of Benin-City, Ibadan, Ijebu Ode and Warri, and in the North in Jos, Kaduna, Kano and Zaria (Azikiwe, 1957). However, the promise of the National front it

held forth was not realized. In 1941, the NYM, to intents and purposes, shed its national character. Nnamdi Azikiwe and the Ibo members of the movement together with Samuel Akinsanya and the Ijebu Yoruba left the movement. The reason for the action was that the non-Ijebu Yoruba had supported the victorious candidacy of the Ernest Ikoli, an Ijaw man, to the legislative council over that of Samuel Akinsanya. This incident marked as much the coming event of the tribalisation of the National Congress of Nigeria and the Cameroon's (NCNC) which succeeded the NYM in nationalist appeal, just as it marked the interethnic disagreements that made the Action Group (AG) that was formed later the weak party it was despite its superior organization.

The ethnic sentiment undermined internal democratic values of these parties. The NCNC (1946-1966) was formally inaugurated on 26 August 1946 in Lagos. Some members of the Nigerian Union of Students had prevailed upon Herbert Macaulay and Nnamdi Azikiwe to rise to the leadership demand of the dispersed nationalist energies in the country to weld the heterogeneous masses of Nigeria in one solid block (Coleman, 1963). The nationalist reach of the NCNC was shown in its imaginative spatial links, its comprehensive of its leadership core, the universal causes it espoused, and in its somewhat mass character. Herbert Macaulay, the founder of the NNDP, was elected the president of the party in 1946 and the link with the generation that most members of the NYM fell in was established through Nnamdi Azikiwe who became the General Secretary of the party. The organizational affiliates of the party link it with an assortment

that include literacy groups, social clubs, tribal associations, trade association, trade unions and athletic clubs in an imaginative mobilization scheme (Coleman, 1963).

The limited electoral successes of the AG in the West as in all of Nigeria – it lost to the NCNC in its regional base in the 1954 election – compared with the strength of the NCNC and the NPC in their respective regional bases may be attributed to its excessive cultural emphasis in a region that was not culturally monolithic and in a country where the region was neither the largest numerically nor the entire people culturally indifferent (Remi and Ojukwu, 2013).

In 1951, the NPC proclaimed itself a formal political party and true to its descriptive reference, its objectives were northern. It is important to observe that the exclusive regional, emphasis of the NPC was a reaction to the Southern factor within the North as well. In 1948, Sir Abubakar T. Balewa, founder – member of the NPC as well as its most articulated spokesman, destined eleven years later to become the country's first Prime Minister, could still reason that: “Many Nigerian deceive themselves by thinking that Nigeria is one this pretence of unity is artificial the Southern tribes ... now pouring into the North do not mix with Northern look upon them as invaders” (Whitaker, 1970). This aptly captures the picture of how the party structurally and practically circumscribed the principles of openness and equity and as such, hamstrung intra-party democracy from blossoming. Leadership is central to organizations. This is particularly true of political parties where the orientation and behaviour of leaders determine what the

party will do. In underdeveloped societies such as Nigeria, where the masses are predominantly illiterate, the elites seem to have greater freedom in what they do, and are not necessarily responsive to popular feelings and aspirations. Politics in such societies is seen more as an elite game and a luxury to the masses. In short, the generality of the population are pawns in the elite game of politics. In such societies, if the elites can unite, they can inspire their followers to the same purpose. If they fail to unite, they can become the Centres for sectional affiliation. This was the Nigerian experience up to 1964 (Remi and Ojukwu, 2013).

Before 1959, the three major political leaders remained as regional premiers, leaving national politics to their lieutenants. Perhaps the main reason for this disposition was because internal self-government was granted to the regions while the central administration was still under the control of colonial officials. The effect of this behaviour pattern was that the Centre was placed in the inferior position to the regions in terms of perception of effective power. The regions were seen as the real bases of power. Since the premiers depended on regional support for the exercise of power, they had to defend regional interests.

The three major parties at the time of independence in 1960 were each identified with a region in terms of support base. Despite pretensions, none of them was a national organization in the real sense of the term. Competition for power at the Centre took the form of a contest among the regions with its gross disregard for the tenets of intra-party democracy in their modus operandi. In the 1959 election, none of the parties was able to

secure a majority of seats to govern by itself (Remi and Ojukwu, 2013). After protracted negotiations, the NPC and the NCNC agreed to form a coalition government. Alhaji Tafawa Balewa of the NPC became the federal Prime Minister while Dr. Nnamdi Azikiwe of the NCNC became Governor-General. Though, the task of this study may not necessitate a detailed account of the events that unfolded, the failure of the political actors to abide by the tenets of democracy and by implication, intra-party democracy must be noted. After the Western Regional Elections of 1965, the country descended into chaos. A day after the commonwealth Conference ended on 15 January 1966, a military coup occurred and ended the first Republic (Remi and Ojukwu, 2013).

Structurally, it is obvious that the Nigerian party system violated conditions for political stability in the three-pronged party formation and the exclusiveness of their membership. As a consequence, there were no organizations with criss-crossing membership that could have acted as catalysts for national unity. With the three major parties entrenched in a region, Nigeria had what Etzioni (1965) has called a three-elite unit where each participant is constantly confronted with the possibility that the two (or more) others will form a coalition against him. This probability became a reality in 1959 when the NPC and the NCNC ganged up against the AG, and in 1964, when the NCNC and the AG grouped against the NPC. Such a setting has not always been conducive to national unity and integration. The rigid posture of the ruling party and its dictatorial tendencies alienated the Eastern, Western and Mid-Western Regions.

The federal government became more a northern government (Remi and Ojukwu, 2013). Likewise, in other regions, each party attempted to isolate its rivals from fair competition. Each region was in fact a one-party regime. The climate in Nigeria was one of mistrust which only the arrival of the soldiers helped to clear. Nigerian political parties failed to build bridges across ethnic and linguistic lines and instead reinforced existing societal cleavages. They could not perform the integrative functions which political parties must perform if the federal experiments are to succeed. Understandably, therefore, the system collapsed, giving way to a long period of military rule. When the ban on partisan politics was lifted, associations sought registration as political parties. At the end, five political parties out of fifty political associations that applied for registration were given the nod to function as parties (Remi and Ojukwu, 2013).

These parties were the Great Nigeria People's Party (GNPP), the National Party of Nigeria (NPN), The Nigeria People's Party (NPP), People's Redemption Party (PRP), and the Unity Party of Nigeria (UPN). From a plethora of analytical perceptions, it was generally accepted that with the exception of the GNPP all the other parties were to a certain extent, reincarnations of political parties of the moribund first republic (Yaqub, 2002). Politics was therefore practiced not in tandem with the principles of internal democracy and universal standards but hinged principally on clientelism and prebendalism (Joseph, 1987). Consequently, the scope of electoral support par se may not necessarily bring about political stability and national integration. The experiences of

the 1962 Action group crises as well as the examples in other states in the second republic are quite illuminating in this regards (Ollawa, 1989).

Apart from the break-up of the NPN – NPP accord, bitter splits occurred in the GNPP, NPP and PRP between 1980 and 1982 which seriously affected the stability of the party leadership and its support bases as well as the transactional relationships between individual legislators and their parties. Certainly much of the tension between the NPN and the alliance of the so-called progressive parties – UPN, NPP, and factions of PRP and GNPP which also spilled over into the operations of the National Assembly as evidenced by the unnecessary delays in the passage of important legislation including the revenue allocation bill, and the annual budgets, can be traced to the peculiarity of Nigerian party politics (Ollawa, 1989). The paradox of party politics in the second republic is that intuitional attempt to evolve a party system which would promote stable contest between parties presumably characterized by different programmes manifested in issue-oriented ideologies, which would work towards the integration of the people with the governing of the society, what emerged in practice was transactional politics based on opportunistic and informal networks of politicking replete with intra-party factionalism that constantly led to shifting of alliances, a situation which unavoidably supplanted the formal structures of party organization. Preparatory to the 1983 elections, almost all the political parties circumvented internal democratic norms in nominating their flag-bearers (Remi and Ojukwu, 2013). Even though Shagari did not exhibit readiness to re-contest early enough, ostensibly due to the zoning arrangement in NPN which fell into Zone ‘B’, a

situation which made Chief M.K.O. Abiola to indicate interest to contest, early in 1982, Umaru Dikko, undoubtedly the most influential, confident of President Shagari, put the re-nomination machine of Shagari into motion (Remi and Ojukwu, 2013). By May, it was possible for the national executive committee to favour the re-nomination of Shagari for a second term. In June 1982 the party planned a special convention to choose a presidential candidate. When nomination closed at 12:30pm on 5 June 1982, Shagari was the only candidate who had filed nomination papers. Umaru Dikko, alias “Mr. Fix it” was the main architect of this victory”. Dikko, using a Hausa proverb warned interested candidates before the convention that ‘a rich man should be content to remain a king’s friend, rather than try to become the king himself. The day he tries to do so, that day people will show him his limits (the New Nigerian 12, June 1982, p.3). To that extent therefore, Chief M.K.O Abiola was frustrated in his ambition in flagrant abuse of normal provisions for the emergence of party flag-bearers and in outright disregard for the doctrines of intra-party democracy. It is instructive to note that for the other political parties, the question of a presidential candidate was not a problem as only one candidate was in the running. On 9 December 1982, the national president of the UPN, Chief Obafemi Awolowo was unanimously nominated as the party’s candidate at its fifth yearly congress in Lagos. He was also recommended to the summit of the PPA meeting later that month, for adoption as the presidential candidate of the alliance. Nnamdi Azikiwe was chosen as the NPP presidential candidate at the party’s fourth national convention in Port-Harcourt on 18 December 1982. It is imperative to state that for the NPN and more

so for the UPN serious attempts were made to seek the views of the members of the party in each state, senatorial district, and constituency on the candidate with the largest following for the various positions.

This use or abuse of primaries caused serious cleavages in these parties in many areas and in particular in states where the party was in control of state administration. In some cases, the political parties were unable to heal the wound. The mutilation of Nigeria's body politic is undoubtedly the proximate cause of the collapse of the second republic on 31 December, 1983 (Innocent, 2012).

Taking the argument further and offering explanation to the events that culminated in the termination of the third republic, Simbine (2013:2-3) affirmed that:

During the aborted Third republic, two political parties were registered and allowed to operate namely, the National Republican Convention (NRC) and Social Democratic Party (SDP). Thereafter, under the Abacha transition programme, eighteen political associations applied for registration as political parties, out of which five were registered, viz: The Congress for National Consensus (CNC), the Democratic Party of Nigeria (DPN), the Grassroots Democratic Movement (GDM), the National Centre Party of Nigeria (NCPN) and the United Nigeria Congress Party (UNCP). The apparent bankruptcy and lack of distinctive ideology made former Attorney-General and Minister of Justice, Bola Ige, to describe the parties as "five fingers of a leprous hand" (Aduku and Umoru, 2014).

2.4 The Role of Political Parties in National Development

Political parties have a lot of roles which they play in a political system. These roles are beneficial to both the political party and the country in general. Contributing to national development requires the input of all and sundry, groups and individuals.

Political parties contribute to national development through the aggregation of political interests of their members and producing viable candidates to stand for elections. Their party manifestos act as blueprint for the party's principles and programs when they win elections. Owusu-Amoah (2012) writing on the importance of political party manifestos for national development, argued that manifestoes are major tool in party campaigns since they outline the vision of a political party and serves as an important benchmark for measuring the performance of a government and ensuring that it becomes accountable to the electorate based on the promises outlined in the manifesto. Thus, as political parties spell out their programmes for development as embedded in their manifestos it would be appropriate for national visions and aspirations to take centre stage when such parties eventually capture power and govern the state. In order words political parties contribute to national development through their manifestoes and programmes when they get into power.

Furthermore, Jinadu (2011) noted that a political party has generally been defined more in functional than in structural terms, with two core elements and these two elements make up the major functions which parties play. These include that a political party helps to (a) structure electoral choice and (b) conduct the business of government, under a party label or banner. Jinadu (2011) listed the secondary functions or responsibilities of political parties in Nigeria to include:

- (i) recruitment or reproduction of the political class;
- (ii) membership recruitment;
- (iii) patronage disbursement;
- (iv) organization--party bureaucracy;
- (v) involvement in policy

formulation; (vi) voter education and mobilization; and (vii) protecting and defending the country's constitution.

Thus, by performing these functions in the political system in Nigeria, they also promote the overall national development of the country.

Moreover, political parties play the role of acting as building blocks of democratic stability. Through their representatives who caught across different levels of government, political parties act as a uniting factor coordinating the activities of these representatives and ensuring that they act for the interest of all in the state. The import of all these is that sustainable democracy cannot exist without the existence of viable political parties which is in the interest of the entire nation. Again, in opposition political parties provide a platform for strengthening the ruling party and ensuring that it governs for the interest of all in the state through constructive criticisms. Since the ruling party is aware that it can lose the next elections if it fails to govern for the interest of all, it cannot but listen to the voice of the opposition. This in turn contributes to national development.

2.5 Political Parties and Campaign Strategies

According to Brashaw (2004), a campaign strategy is a proposed pathway to victory, driven by the understanding of who will vote for the candidate and why they will do so. Kriesi et al (2009:345) believe that the campaigning of the political actors is embedded in a specific political context, which determines to a large extent the configuration of actors who participate in the campaign, their action repertoire as well as their chances of success. They further maintain that, in the course of the campaign, the

actors involved form coalitions, who then craft and communicate their messages (appeals) with the purpose of activating, mobilizing and persuading the public. Their ultimate goal is to not only get the attention of the media and the general public, but to mobilize their support for their own cause Kriesi et al (2009:246). Kriesi (2005) argues that a campaign can be characterized by its intensity and its direction. The intensity of the campaign depends on the extent of elites' interest. If there is an elite consensus with respect to a given position or if the election is not contested, there will be no campaign of any significance at all (Kriesi, 2005). Campaigning in the democratization process is believed to have gone through an evolutionary process of gradual modernization. Karlsen (2010: 2) argues 'that political campaigning in democratic countries in general are identified in three periods of campaigning: a *newspaper* stage, (pre-modern campaign), a *television* stage (modern campaign), and a *digital* stage (post-modern campaign)'. There is a prediction that campaigning in democratic societies will end up in the third stage, characterized by extensive use of the new information and communication technologies (ICTs). The most important factors dividing the three periods are the two principal technical changes in media technology, namely the development of television in the early 60s, and the new information and communication technologies in the early 90s. Hence, media technology enjoys a prominent position as a force of change (Karlsen, 2010:.2). Furthermore, Kriesi et al (2009:347) pointed out three considerations necessary while making campaign strategy decisions. These include: timing, targeting and choosing the

appropriate communication channels. Bradshaw (2004) further posited four key propositions for developing a successful campaign strategy.

1. The electorate can be divided into three groups: the candidate's base, the opponent's base, and the undecided voters.
2. Past election results and survey research make it possible to determine which people fall into each of the above mentioned groups.
3. It isn't possible, nor is it necessary, to get everyone's vote to win an election.
4. Once a strategy has been identified, campaigns should direct resources to key groups of potential voters and nowhere else, in order not to waste time or money.

According to Arulchelvan (2014), apart from the traditional methods of campaigning, a major part of an election campaign is done through electronic media such as SMS, Blogs, E-mails, SEO and SMO projects, Banner Advertisements, Phone Calls, Mailers, Brochures/Flyers and different Websites. With the outbreak of new technologies, election candidates now employ new ways to reach out to their followers and prospective voters.

Thus, political party campaigns take different formats while several strategies have also been adopted to ensure the target electorates are reached. However, these strategies have involved both strategies that have helped in deepening democracy and those that have aided the distortion of democracy especially in Africa.

2.6 Party Politics and Elections in Nigeria, 1999 – 2023

As the contesting political actors, Nigeria's many political parties are central to the prospects of future electoral and political violence. As noted earlier, at present there

appear to be greater risks of intraparty conflict than the interparty tensions that characterized the 2015 elections. Political party primary and nomination processes may therefore be particularly contested. Violence has, in fact, already occurred during the primary season (for example, in Ekiti State, during primaries held in June 2018). Many respondents are concerned about parties, and particularly the ruling APC, ineffectively resolving internal rivalries and contests, potentially leaving the parties open to fragmentation, defections to other parties, and violence as both candidates and party officials struggle for positions. There is much uncertainty about how these disputes will be resolved. One respondent from Adamawa State noted that parties were “supposed to have resolved these conflicts much earlier than now.” And while the APC has initiated several reconciliation efforts, both party members and other Nigerians are not optimistic that these processes will succeed. As one respondent from Lagos observed, “There are no major conflict resolution mechanisms amongst political parties. Reconciliatory committees exist in the parties, but they are hardly able to reconcile aggrieved members.” Others pointed to a limited culture of internal party democracy as being a destabilizing factor, exacerbated by the rematch of old allies and adversaries across the country for example, the current governor of Kano State, Abdullahi Umar Ganduje, and his predecessor as governor, current senator Rabiu Kwankwaso both members of the APC, and once allies. There is a risk of over securitization of the coming elections, where stability and security become all-important, to the detriment of political freedoms. Both men have gone to great lengths to influence party structures in their favor. Although

INEC has the responsibility to monitor party primaries and may impose sanctions on parties that violate regulations, in practice INEC is sensitive to involvement in internal party processes, which often lack transparency. This means many disputes end up as protracted legal battles. Since the primary responsibility of INEC is to organize the election, its role as a political party regulator may be an undue burden. Although it is too late for 2019, future consideration should be given to creating a separate, empowered body for political party regulation. The Inter-Party Advisory Council (IPAC), supported by INEC, is the standing mechanism to resolve interparty disputes and to implement the political parties' code of conduct. However, IPAC is widely seen as a collection of smaller, minor parties. Several IPAC state chairpersons noted that the council's ability to resolve disputes was limited because the APC rarely participated. As the biggest, best-funded party, the ruling party has a special responsibility to make interparty mechanisms work; IPAC's effectiveness would increase if the APC was more willing to participate.

The controversial and sudden death of General Sanni Abacha (the then head of state) signaled the commencement of the fourth republic. Upon his sudden death, General Abdulsalami Abubakar, as it was alleged, who was to have been retired by General Abacha, along with other senior military officers on June 8, 1998 (Iroanusi, 2000), emerged as the new Head of State on June 9, 1998, he was essentially preoccupied with organizing another transition to civil rule while attempting to re-enact a collaborative foreign policy with countries that had regarded Nigeria as a pariah state (Fawole, 1999 and Adebajo, 2006).

In stating the premises upon which he arrived at a conclusion for dissolving all the five political parties, former Head of state, General Abdulsalami Abubakar stated that, ‘in particular, democratization was marred by maneuvering and manipulation of political institutions, structures and actors. In the end, we have only succeeded in creating a defective foundation on which a solid democratic structure can neither be constructed nor sustained (Gen. Abubakar, 1998)’. Thus, he doubted that the parties could be the strong pillars and instruments through which democracy can be cultivated and entrenched, maintaining that these qualities were certainly lacking in the Nigerian political space (Simbine, 2013:3-4). Abdulsalami’s transition programme essentially threw up three major political parties: Alliance for Democracy (AD), All Peoples Party (APP) and the People Democratic Party (PDP) (Momoh2013:11).

In the march towards the Fourth republic, the Independent National Electoral Commission (INEC) initially granted provisional registration to nine (9) political parties in 1998 (Simbine, 2013:4). The 1999 elections ushered in the Fourth Republic. Three political parties contested the elections. These were the People Democratic Party (PDP), the All Peoples Party (APP) and the Alliance for Democracy (AD). The political parties that had sought to engage the emerging democratic order were 24 (Abdu, 2002: 94). However, only three were registered by the Independent National Electoral Commission to assume the status of political parties. This was with the condition that after the local government elections of that year, those that had 10% votes and above in at least 24

states of the Federation would qualify to contest the subsequent State and Federal elections (Simbine, 2013:4).

This was after supposedly surmounting the constitutional huddles of showing that they were not sectional, ethnic, or religious party and that their membership and support bases were sufficiently reflective of the diversity of the country. The empirical test of this national spread requirement was the nationwide local council elections conducted in 1998. Actually, the AD did not exactly pass the test “but was nevertheless registered. The government felt this was the only way that the South West which had sustained the pro-democracy agitation since 1993, would participate in the transition programme, thereby lending it credibility” (Agbaje, et al 2007: 84).

A major feature of the Fourth Republic is the proliferation of political parties, that primarily do not seek to contest elections, but which are in more ways limited and self-serving in roles and interests. Though the number of political parties was 30 in 2002, 33 in early 2006 and 50 in 2007, only 16 fielded candidates in the 2003 General Elections while only 26 contested the 2007 General Elections. Even the parties that contested the elections were merely “temporal machines for electoral contests” (TMG, 2003:18).

Thus the major parties, Peoples Democratic Party (PDP), Alliance for Democracy (AD), Action Congress of Nigeria (ACN), and All Nigeria Peoples Party (ANPP) have been plagued by deep internal crises, disorder, recurring tensions and turmoil manifested in factional fighting, expulsions and counter-expulsions, multiple executives and dual offices. There is a high level of money politics, political vagrancy, indiscipline and in-

cohesion (Omotola 2009:612). Some months into the Fourth republic, with Obasanjo as President, politicians began to clamour for the registration of more parties. The federal government initially refused to register more politiparties, a development that forced the unregistered associations to seek redress in court (Simbine, 2013:4).

With Court judgment in their favour, it appeared that a floodgate was opened for parties to seek and get registered. Thus, while about 30 political parties contested during the 2003 elections, the number grew to 63 as the 2011 elections drew near. As of April 2013, only 25 political parties are recognized by the election management body (Simbine, 2013:4). With the registration of the new political parties; All Progressives' Congress (APC) which is a product of a Merger from the three main opposition parties: Action Congress of Nigeria, All Nigerian people's party, Congress for progressive Change and factions of two other parties) People's Democratic Movement (PDM), Independent Democrat (ID) the number of the political parties still stand at 25 (*Aduku and Umoru, 2014*).

What became the three dominant parties in 1998 Viz Alliance for Democracy (AD), Peoples Democratic Party (PDP) and All Peoples Party (APP) later (ANPP) had huge military presence both in their formation and membership, particularly the latter two parties. As such, from the outset the behaviour of the political parties was heavily influenced by a culture of militarism while some of the parties where preponderantly constituted by *militicians*. In addition, they lacked ideological rooting. However, the

Fourth Republic has been characterized by numerous internal crises, godfather politics and fractionalization within political parties (Momoh, 2013:13).

At the 1999 Presidential election, Chief Olusegun Obasanjo of PDP had contested against a coalition of two other parties (APP and AD) which had brought forward Chief Olu Falae as presidential candidate (Momoh, 2013:13). The election was however not free and fair while traces of ethnic politics still manifested in the creation of political parties as AD had its main followership in the south west. But while the 1999 elections were not free nor fair, the 2003 General Elections were characterized by fraud, miscounting, rigging, and malfeasance. In addition, the election was not issue-oriented, the political parties lacked well-thought out programmes and manifestos, the executive lord over the other two arms through actual disrespect of ruling or threat of impeachment and blackmail, (Momoh, 2006: 71-73).

The 2007 General elections could best be described as *electoral Tsunami* or what have been euphemistically referred to as Direct Capture (DC), within the overall strategic framework of Primitive Accumulation of Votes (PAV). In early stages of PAV political parties rigged elections and although the state was generally not neutral, its institutions were used (instrumentalised) for the purpose of achieving PAV “In other words, state institutions were first captured by private interests, particularly political parties, and then deployed for PAV” (Ibeanu, 2009: 15).

Political parties in Nigeria are not keen about deepening democracy; rather they are more preoccupied with the crude capture of power. They have abandoned their

traditional role of membership recruitment and mobilization, and political education (Momoh, 2013:27). With the emergence of godfathers, owners and joiners, political nomads and the use of uncivil means to win elections, Nigerian political parties have continued to contribute to de-democratization. The central challenge of party system dwells on party processes, inter-party relationship, violence, and other ecological factors (Momoh, 2013:27).

In contra- distinction, Jinadu (2013:6) rising to the defence of political parties in Nigeria especially in the fourth republic contend that:

This is not to say that all has been bad or that all has not been well since May 1999. It is only to point to creeping and indeed deepening contradictions, which require urgent policy action. The action is urgent, if the considerable and obvious progress the country has made towards deepening democratic transition since 1999 in the following areas is not to turn into a fleeting mirage: (i) continuing commitment to federalism; (ii) the political succession, in line with constitutional fixed term limits and/or through democratic elections, at the federal and state level, even if still problematic and controversial in several respects; (iii) the ebb and flow in the watchdog role of the legislature and judiciary especially at the federal level, under the separation of powers; (iv) the apparent subordination of the military to civilian control; (v) the vibrancy of the civil society as democratic sentinel; and (vi) the limited, though not inconsequential, success of democracy-promoting institutions, such as the independent national electoral commission, the national human rights commission and the economic and financial crimes commission (Aduku and Umoru, 2014).

2.7 Theoretical Framework

In order to have a better understanding party politics and the nature of political campaigns in Nigeria, we need to look for a theory or theories to analyse the “how”. For the purpose of this research, structural-functionalism would be used to explain the “how”.

The Structural-Functional Analysis originated in the biological and mechanical sciences. In the social sciences, it was first used in Anthropology. Later on it was developed and refined as a mode of sociological analysis, predominantly by Talcott Parsons and Marion Levy. It has been under the influence of the sociologists, particularly these two, that the Structural-Functional Approach has come to be developed by political scientists, particularly by Gabriel A. Almond and his associates. In 1960 Almond and Coleman, in their work ‘The Politics of Developing Areas, used this approach for the study of non-Western political systems. Six years later, Almond and Bingham Powell published their work ‘Comparative Politics: A Development Approach’. In this, they came out with the Structural-Functional Approach designed to study and classify political systems in terms of the levels of their political development.

The Structural-functional approach revolves mainly around two concepts: Structure and Functions. This approach ‘is a means of explaining which political structures perform which basic functions in the political system and it is a tool of investigation’. In the words of Samuel H. Beer and Adam B. Ulam, “The survival and maintenance of a social system require that society must be having a well-functioning

economic system, a legal system, a system of values and so on. The Structural-Functional Approach seeks to study politics as a system of interactions, i.e., Political System. It analyses Political System as a set of structures performing functions. It seeks to identify and analyze the structures which constitute the political system and perform several functions both internally and vis-a-vis other societies. Charles Worth explains the crux of this approach in a very simple way. He writes, “The structural part of the approach refers to any human organization that can do things and have an effect on human beings and other human organizations, viz., a family, a public corporation, a court, a bureau, or a legislative body. The structural-functionalism theory can be likened to the systems theory propounded by David Easton (1965) which in a way mimics functioning of the human body. For instance, if you take the human body as a complex whole, you have various parts which include the brain, kidney, liver, heart etc. The functioning of all these parts keeps the human body alive. The parts are interdependent on each other. When one part is affected, all other parts would be affected as well as the human body as a whole.

Factoring the above into our research work on how party politics have influence political campaigns in Nigeria, Consequently, United Human Rights Council (2015) had severally discussed the power of political language during campaign and debates/interview, the way it results in particular social cognition. You can find his discussions of how language, the media and politics interact to create a particular way of thinking within the society. Daniel (2008) opined that the social cognition can be so insidious that it could

make people act in particular ways as designed by the power holders in the society while the populace assumes they are the ones thinking in such particular manner. In short, nineteen years into Nigeria's current political dispensation, women are still clapping for men as the women's wings of political parties. However, the concern here is the way political influencers use language to dominate the thinking of the people and make them do what they want them (the populace) to do. Recently, political parties and their candidates are becoming increasingly aware of the effectiveness of advertising and its role in getting the electorates to choose a particular candidate or party over the other by way of informing them. The use of political campaigns has become increasingly popular and is very important to the electoral process and voting behavior because it bridges the communication gap between political parties, political candidates and electorates

CHAPTER THREE

METHODOLOGY

3.0 Introduction

In this chapter, we discussed the methods and procedures that were employed in providing answers to the research questions as well as addressing the research objectives and hypotheses stated earlier in this study. The chapter contains the detailed of the research design, area of the study, population of the study, sample and sampling technique, research instrument, method of data collection, method of data analysis and decision rule, empirical study will be adopted.

3.1 Research Design

Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions (Adegoke, 2013). It forms the blueprint or model that guides the researcher at the various phases of the research. Research design helps researchers to understand what to look for, how to look for it and how to analyze the quantitative or qualitative representation of the observation. This work adopts a survey research design; which implies that a set of questions would be presented to a large number of people in order to find out their view and opinions on party politics and political campaigns in Nigeria.

3.2 Population of the Study

The population of this study is Edo State with a population of 3,233,366 as according to population project 2022.

3.3 Sample Size and Sampling Technique

The stratified random sampling technique was used to select a sample of 135 respondents from Egor Local Government Area which was chosen from the eighteen local government area of Edo State.

3.4 Research Instruments

The data for this research work was collected from primary sources. The research instrument used was a questionnaire. Section A, explains the socio-demographic variables. Section B will make use of likert-scale and rank order scale to measure the independent and dependent variables of this study.

3.5 Method of Data Collection

The data analyzed in this study were collected through two source namely primary and secondary source. Primary source were collected through questionnaire and in-depth interview, while secondary source were collected from books, journals and articles.

3.6 Methods of Data Analysis

The research data collected was analyzed using descriptive statistics on the hypotheses and objectives formulated. To further make it analytical, data gathered were

grouped so as to enable a diagrammatical representation using the Chi-square graph, descriptive statistics will include frequency tables, which was formed with the need to test for relationship between independent variable and the dependent variables. The information obtained from respondents inform of the questionnaire was analyzed using Chi-square denoted by the Greek letter X^2 . It is used in testing hypotheses convening the difference between sets of observed frequencies of sample and a corresponding set of expected frequencies. The formula is given as:

$$X^2 = \frac{(fo - fe)^2}{fe}$$

Where:

X^2 = chi-square

Fo = observed frequency derived from the response to questions in the questionnaire.

Fe = expected frequency of an event under the null hypothesis. It is derived by

$$\frac{RT \times CT}{GT}$$

Where:

RT Row Total

CT Column Total

GT Grand Total

$fo - fe$ = the absolute value of the difference between the frequencies (i.e. the derivation). The derivation squared and weighted. In obtaining that table of the chi-square

the degree of freedom and the level of significance are consider very important. The component of chi-square which are free to vary randomly and independently, the total have been specified are referred to as the degree of freedom (df)

This is calculated by

$$Df=(r-1) (c-1)$$

Where;

R= number of row in the table

C=number of columns in the table

Decision Rule

If the theoretical value of chi-square (X^2) is greater than the computed value of chi-square (X^2) we accept the null hypothesis (H_0). But if the theoretical value of the chi-square (X^2) is less the computed value of chi-square (X^2) we accept the alternative hypothesis

CHAPTER FOUR

DATA PRESENTATION, ANALYSES AND EMPIRICAL RESULTS

4.0 Introduction

This chapter discusses the presentation, analysis and interpretations of the various data collected for this study. Consequently, it entails the application of both mathematics and statistical techniques to provide the basis for the testing of the research hypotheses listed in chapter one. Hence, it is a vital part of this study since it forms the basis for conclusion and recommendations at the end of the research.

4.1 Data Presentation and Analytical Techniques

Tables and percentages were used in this chapter; the use of table is most appropriate means of interpreting information for easy understanding. In analyzing the data, judgment shall be based on the number of favourable or unfavourable responses received on each statement in the questionnaire. Generally, the favourable responses are, “strongly agree” and “agree” while the unfavourable responses are “strongly disagree” and “disagree”. The results of the data collected are analyzed below based on each research questions, and out of the one hundred and thirty five (135) questionnaire administered, one hundred and seventeen (117) questionnaire were well completed and valid for analysis of this study. Ninety five (95) questionnaires retrieved.

Demography information Analysis

Table 4.1: Frequencies and percentages relating to sex, age, marital status, educational qualifications, job cadre and number of year experience of respondents

Age distribution of respondents	Frequency	Percentage
Below 20 years	6	5%
21-30 years	53	45%
31-40 years	27	23%
41-50 years	17	15%
51 and Above	14	12%
Total	117	100%
Sex distribution of respondents	Frequency	Percentage
Male	54	46%
Female	63	54%
Total	117	100
Marital Status	Frequency	Percentage
Single	42	36%
Married	75	64%
Total	117	100%
Educational Qualification	Frequency	Percentage
SSCE	24	21%
ND/NCE	16	14%
HND/B.Sc	58	50%
PhD	0	0%
Others	19	16%
Total	117	100

Source: Field Survey, 2023

Interpretation;

From table above, 5 percent of the total respondents is between the age brackets of below 20 years, 45 percent of the total respondents are between the age brackets of 21-30, 23 percent of the total respondents are between the age brackets of 31-40, 15 percent of the total respondents are between the age brackets of 41-50, while 12 percent of the total respondent is between the age brackets of 51 and above. Furthermore, 46 percent of

the total respondents are male, while 54 percent of the total respondents are female. It was also indicates that 36 percent of the respondents are single, 64 percent of the respondents are married, Lastly, the table further shows that 21 percent of the total respondents have SSCE, 14 percent of the total respondents have ND/NCE, 50 percent of the total respondents have HND/BSc, 0 percent of the respondents are PhD while 16 percent of the total respondents have other certification.

Research Question one: The influence of party politics on political campaigns in Nigeria

Question 1: Party politics generally refer to the total and collective efforts of politicians to present themselves favourably to the public for acceptance and support.

Response	Frequency	Percentage (%)
Yes	80	55
No	37	45
Total	117	100

Source: Field Survey, 2023

Table 4.2 reveals that 80% of the total respondents positively agreed that party politics generally refers to the total and collective efforts of politicians to present themselves favourably to the public for acceptance and support, why 45% from the respondents says no.

Question 2: Party politics manifest the keen struggles for power by the political class, as serious issues relating to strengths and weaknesses in governance.

Response	Frequency	Percentage (%)
Yes	90	80
No	27	20
Total	117	100

Source: Field Survey, 2023

This table reveals 80% of the respondents said yes to the above question, while 20% said no.

Question 3: political parties and their candidates are becoming increasingly aware of the effectiveness of political campaigns

Response	Frequency	Percentage (%)
Yes	98	90
No	19	10
Total	117	100

Source: Field Survey, 2023

The above table reveals that 90% of the respondents agreed that political parties and their candidates are becoming increasingly aware of the effectiveness of political campaigns, while 10% response was no.

Question 4: The primary objectives of party politics is directed towards a single goal of wrestling for governmental or political power.

Response	Frequency	Percentage (%)
Yes	80	55
No	37	45
Total	117	100

Source: Field Survey, 2023

This table reveals that 55% of the respondents said that the primary objectives of party politics is directed towards a single goal of wrestling for governmental or political power, while 45% said no.

Question 5: Party politics are activities of political parties in a democratic environment to seek for the control of political offices through stated norms of elections.

Response	Frequency	Percentage (%)
Yes	77	70
No	40	30
Total	117	100

Source: Field Survey, 2023

From the table above, it reveals that majority of the respondents said party politics are activities of political parties in a democratic environment to seek for the control of political offices through stated norms of elections, while 30% said no to it.

Research Question two: The kind of language usage by politicians that usually triggers off electoral violence during political campaigns in Nigerian presidential election in Edo State.

Question 6: Electoral law provide for decent electoral campaign devoid of bad language.

Response	Frequency	Percentage (%)
Yes	87	70
No	30	30
Total	117	100

Source: Field Survey, 2023

The above table indicates 70% of the respondents with the frequency of 87 said the electoral law provide for decent electoral campaign devoid of bad language while 30% with the frequency of 30 said no.

Question 7: Hate speeches cannot blur the truth as those who propagate it

Response	Frequency	Percentage (%)
Yes	20	10
No	97	90
Total	117	100

Source: Field Survey, 2023

The above table indicated that 90% of the respondents said hate speeches cannot blur the truth as those who propagate it while 10% of the respondents with the frequency of 20 said hate speeches can blur the truth as those who propagate it.

Question 8: The language of political discourse that tends to try to force people to reason in a particular way is seen as propaganda.

Response	Frequency	Percentage (%)
Yes	62	70
No	55	30
Total	117	100

Source: Field Survey, 2023

This table indicates that majority of the respondents supported the fact that language of political discourse that tends to try to force people to reason in a particular way is seen as propaganda, while the rest did not support.

Question 9: Politicians languages use during election are integral part of the process of institutionalizing democracy.

Response	Frequency	Percentage (%)
Yes	62	60
No	55	40
Total	117	100

Source: Field Survey, 2023

This table with 60% respondents are of support that politicians languages use during elections are integral part of the process of institutionalizing democracy, while 40% are of not the view.

Question 10: It is obvious that the language used by politicians trigger electoral violence during political campaigns.

Response	Frequency	Percentage (%)
Yes	98	95
No	19	5
Total	117	100

Source: Field Survey, 2023

It is obvious that the language used by politicians trigger electoral violence during political campaigns with the highest number of respondents saying yes, while 5% said no.

Research question 3: political debates/interview have influenced on electorates (voters) during Nigeria presidential election in Edo state.

Question 11: Nigerian politicians are afraid of interview/debates due to their incompetency.

Response	Frequency	Percentage (%)
Yes	77	70
No	40	30
Total	117	100

Source: Field Survey, 2023

This table indicates with the highest frequency of 77 supported that Nigerian politicians are afraid of interview/debates due to their incompetency, while 30% of the respondents are not of the view.

Question 12: Political debates/interview is a key in democracy and is a way of getting the electorates to choose a particular candidate or party over the other by way of informing them.

Response	Frequency	Percentage (%)
Yes	75	70
No	42	30
Total	117	100

Source: Field Survey, 2023

This table indicates that 70% of the respondents said yes to the question above, while 30% of the respondents said no.

Question 13: Political debates plagued by deep internal crises, disorder, recurring tensions and turmoil manifested in factional fighting, expulsions and counter-expulsions, multiple executives and dual offices.

Response	Frequency	Percentage (%)
Yes	85	80
No	32	20
Total	117	100

Source: Field Survey, 2023

This table indicates that 80% of the respondents said yes to the question above, while 20% said no.

Question 14: There is a high level of money politics, political vagrancy, indiscipline and in-cohesion in political debates.

Response	Frequency	Percentage (%)
Yes	77	70
No	40	30
Total	117	100

Source: Field Survey, 2023

The above table shows that there is a high level of money politics. Political vagrancy, indiscipline and in-cohesion in political debates

Question 15: The major challenge of political debates dwells on party processes, inter-party relationship and violence.

Response	Frequency	Percentage (%)
Yes	95	75
No	22	25
Total	117	100

Source: Field Survey, 2023

This table indicates that central challenge of political debates dwells on party processes, inter-party relationship and violence

Research question 4: the most effective strategy employed during political campaigns in Nigerian presidential election in Edo State.

Question 16: Political campaigns in Nigeria direct resources to key groups of potential voters and nowhere else, in order not to waste time or money.

Response	Frequency	Percentage (%)
Yes	99	85
No	18	15
Total	117	100

Source: Field Survey, 2023

This table indicates that 85% of the respondents said yes to the above question, while 15% did not support that political campaigns in Nigeria direct resources to key groups of potential voters and nowhere else, in order not to waste time or money.

Question 17: The campaigning of the political actors is embedded in a specific political context, which determines to a large extent the configuration of actors who participate in the campaign, their action repertoire as well as their chances of success.

Response	Frequency	Percentage (%)
Yes	75	85
No	42	15
Total	117	100

Source: Field Survey, 2023

This table indicates that 85% of the respondents supported the above question, while 15% are of not the view.

Question 17: The following considerations are necessary while making campaign strategy decisions: timing, targeting and choosing the appropriate communication channels.

Response	Frequency	Percentage (%)
Yes	62	53
No	55	47
Total	117	100

Source: Field Survey, 2023

This table indicated that 53% of the respondents are of the view that the following considerations are necessary while making campaign strategy decisions: timing, targeting and choosing the appropriate communication channels, while 47% said no.

Question 18: political campaigns in Nigeria have contributed to the success of democratization.

Response	Frequency	Percentage (%)
Yes	36	47
No	81	53
Total	117	100

Source: Field Survey, 2023

The above table indicated that 53% of the respondents said political campaigns in Nigeria have not contributed to the success of democratization, while 47% supported the view that political campaigns in Nigeria have contributed to the success of democratization.

Test of Hypotheses

Hypothesis One

H₁: There is significant influences of party politics on political campaigns in Nigeria.

H₀: There is no significant relationship between party politics and political campaigns in Nigeria.

Chi-square test (X^2) was used to test hypothesis 1 at 5% (0.5) level of significance. In this study “strongly agree” “agree” represents favourable responses from the respondents while “disagree” “strongly disagree” represent unfavourable responses from the respondents. The hypothesis was tested using question 1, 3 and 4

Contingency Table

Options	Question 1	Question 3	Question 4	Total
Favourable Responses	111	113	108	332
Unfavourable Responses	6	4	9	19
Total	117	117	117	351

Source: Field Survey 2023

Computation of expected frequency (E)

$$E = \frac{RT \times CT}{GT}$$

Where

RT - row total

CT - column total

GT - Grand total

$$(i) \frac{332 \times 117}{351} = 111 \quad (ii) \frac{332 \times 117}{351} = 111 \quad (iii) \frac{332 \times 117}{351} = 111$$

$$(iv) \frac{19 \times 117}{351} = 6 \quad (v) \frac{19 \times 117}{351} = 6 \quad (vi) \frac{19 \times 117}{351} = 6$$

Table 4.3.2 Chi-Square (X^2)

Question 1	Fo	Fe	Fo-Fe	(Fo-Fe)²	$\frac{(Fo-Fe)^2}{Fe}$
Favourable Responses	111	111	0	0	0.0
Unfavourable Responses	6	6	0	0	0.00
Question 3					
Favourable Responses	113	111	2	4	0.04
Unfavourable Responses	4	6	-2	4	0.60
Question 4					
Favourable Responses	108	111	-3	9	0.08
Unfavourable Responses	9	6	3	9	1.50
Total					$X^2=2.22$

Source: Field Work 2023

$$X_{cal}^2 = 2.22$$

$$df (R-1) (C-1) (3-1) (5-1) = 8$$

The value of chi-square (X^2) at 4 degree of freedom at 5% level of significance is 15.51.

Decision of the Hypothesis one

From the above computation, it can be observed that the calculated value of X^2 (2.22) which is less than the table value X_{tab}^2 (15.51). Hence, we accept the null hypothesis and reject the alternative hypothesis. Thus, the study concludes that there are no significant influences of party politics on political campaigns in Nigeria.

Hypothesis Two

H₁: There is significant relationship between language used by politicians and electoral violence.

H₀: There is no significant relationship between language used by politicians and electoral violence.

Contingency Table

Options	Question 6	Question 7	Question 9	Total
Favourable Responses	114	72	19	205
Unfavourable Responses	3	45	98	146
Total	117	117	117	351

Source: Field Survey 2023

Computation of expected frequency (E)

(i) $\frac{205 \times 117}{351} = 68$ (ii) $\frac{205 \times 117}{351} = 68$ (iii) $\frac{205 \times 117}{351} = 68$

(iv) $\frac{146 \times 117}{351} = 49$ (v) $\frac{146 \times 117}{351} = 49$ (vi) $\frac{146 \times 117}{351} = 49$

Table 4.3.2 Chi-Square (X²)

Question 6	F _o	F _e	F _o -F _e	(F _o -F _e) ²	$\frac{(F_o - F_e)^2}{F_e}$
Favourable Responses	114	68	46	2116	31.12
Unfavourable Responses	3	49	-46	2116	43.18
Question 7					
Favourable Responses	72	68	4	16	0.23
Unfavourable Responses	45	49	-4	16	0.33
Question 9					
Favourable Responses	19	68	-49	2401	35.31
Unfavourable Responses	98	49	49	2401	49.00
Total					X²=159.17

Source: Field Work 2023

$X_{cal}^2 = 159.17$

df (R-1) (C-1) (3-1) (5-1) = 8

The value of chi-square (X²) at 4 degree of freedom at 5% level of significance is 15.51.

Decision of the Hypothesis Two

From the above computation, it can be observed that the calculated value of X^2 (159.17) which is greater than the table value X_{tab}^2 (15.51). Hence, we reject the null hypothesis and accept the alternative hypothesis. Thus, the study concludes that there is significant relationship between language used by politicians and electoral violence.

Hypothesis Three

H₁: Political debates/interview has significant influences on electorates during election in Edo State

H₀: Political debates/interview has no significant influences on electorates during election in Edo State

Contingency Table

Options	Question 12	Question 13	Question 15	Total
Favourable Responses	113	52	72	237
Unfavourable Responses	4	65	45	114
Total	117	117	117	351

Source: Field Survey 2023

Computation of expected frequency (E)

$$(i) \frac{237 \times 117}{351} = 79 \quad (ii) \frac{237 \times 117}{351} = 79 \quad (iii) \frac{237 \times 117}{351} = 79$$

$$(iv) \frac{114 \times 117}{351} = 38 \quad (v) \frac{114 \times 117}{351} = 38 \quad (vi) \frac{114 \times 117}{351} = 38$$

Table 4.3.2 Chi-Square (X^2)

Question 12	Fo	Fe	Fo-Fe	(Fo-Fe)²	$\frac{(Fo-Fe)^2}{Fe}$
Favourable Responses	113	79	34	1156	14.63
Unfavourable Responses	4	38	-34	1156	30.42
Question 13					
Favourable Responses	52	79	-27	729	9.23
Unfavourable Responses	65	38	27	729	19.18
Question 15					
Favourable Responses	72	79	-7	49	0.62
Unfavourable Responses	45	38	7	49	1.29
Total					$X^2=75.37$

Source: Field Work 2023

$$X_{cal}^2 = 75.37$$

$$df (R-1) (C-1) (3-1) (5-1) = 8$$

The value of chi-square (X^2) at 4 degree of freedom at 5% level of significance is 15.51.

Decision of the Hypothesis three

From the above computation, it can be observed that the calculated value of X^2 (75.37) which is greater than the table value X_{tab}^2 (15.51). Hence, we reject the null hypothesis and accept the alternative hypothesis. Thus, the study concludes that political debates/interview has positive significant influences on electorates during election in Edo State.

Discussion of Findings

The study focuses on the effect of party politics and the nature of political campaigns in Nigeria, with specific emphasis on the 2023 presidential election in Edo state. For the purpose of this study, four (4) research questions were raised and appropriate answers were provided by the respondents through administration of questionnaire.

At first, the study revealed that there are significant influences of party politics on political campaigns in Nigeria. Party politics exist when elective ideals are present in a democratic system and the views, opinions or political philosophies are debated with the consciousness of promoting and protecting the interest of the party in power. More so, party politics are activities of formal structure, institution and organization which compete through electoral mechanism to influence the people policies and programmes as well as allocation of public wealth through a stipulated and articulated procedure (Okoye, 1982). Though, party politics is ordinarily directed towards ensuring Checks and balances in governance, strengthening the democratic institution and serve as feedback mechanism, however, its activities have been extremely abused through political rivalry, ethno-religious sentiment and making it undemocratic (Philip, Samson & Ogwu, 2014).

It was also revealed if there is significant relationship between language used by politicians and electoral violence. This result support the study of Remi and Ojukwu (2013) political campaign language is often characterized and shaped by rhetoric,

persuasion, propaganda, metaphor, euphemism, parallelism, jingles and slogans. This background lends credence to the need for clear expression of political messages without any form of ambiguity. The speaker, who may be a presidential, gubernatorial or senatorial candidate should ensure a display of interest in the assumed or perceived need(s) of the people, while expressing clear understanding of those needs and making required or concerted efforts to satisfy those needs. According to Brashaw (2004), a campaign strategy is a proposed pathway to victory, driven by the understanding of who will vote for the candidate and why they will do so. Kriesi et al (2009) believe that the campaigning of the political actors is embedded in a specific political context, which determines to a large extent the configuration of actors who participate in the campaign, their action repertoire as well as their chances of success. They further maintain that, in the course of the campaign, the actors involved form coalitions, who then craft and communicate their messages (appeals) with the purpose of activating, mobilizing and persuading the public. Their ultimate goal is to not only get the attention of the media and the general public, but to mobilize their support for their own cause. Kriesi (2005) argues that a campaign can be characterized by its intensity and its direction. The intensity of the campaign depends on the extent of elites' interest. If there is an elite consensus with respect to a given position or if the election is not contested, there will be no campaign of any significance at all (Kriesi, 2005).

Findings also revealed that political debates/interview has positive significant influences on electorates during election in Edo State. This finding is in agreement with

the study conducted by Simbine (2005) posited that parties and their manifestoes need to espouse the ideology on which they plan to run the government in order to give the electorates a clear picture of where the country is heading to and to decide whether or not to work in that direction. Lamidi and Bello (2013) absence of ideology in parties will therefore make it difficult for political parties to harmonize members view on political issues.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Summary

This study titled “party politics and the nature of political campaigns in Nigeria, using the 2023 presidential election in Edo State as case study” this research work was structured into five chapters to effectively carry out this research. The study raised four objectives that guided the study. Based on these, objectives and research questions were formulated, the significance of the study was highlighted, and scope and delimitations were also discussed. Chapter two reviewed literature related to the research topic. The review critically examined and analyzed the views of some psychologists, and other concerned scholars on the concepts. The theoretical frame work for this study was the structural-functional theory. In chapter three the design and methodology of the study were discussed. The research design was a survey design, the population of the study comprised of all the resident of Edo State. A total of 117 electorate were sampled using simple random sampling procedure. The instruments used for data collection was the questionnaire. The returned questionnaire and were analyzed using simple percentage table for the demographic response. Chapter four presented the analysis of the data collected which were analyzed through the use of descriptive and inferential statistics. Based on the discussion, the following finding were made

1. It reveals that there is significant relationship between language used by politicians and electoral violence, it proceed to say political campaign language is

often characterized and shaped by rhetoric, persuasion, propaganda, metaphor, euphemism, parallelism, jingle and slogans. The speaker, who may be a presidential, gubernatorial or senatorial candidate should ensure a display of interest in the assumed or perceived need (s) of the people, while expressing clear understanding of those needs and making required or concerted efforts to satisfy those needs.

2. Findings also reveals that political debates/interview has positive significant influence on electorates during election in Edo State.

5.1 Conclusion

Politics remain a human activity which involves interactions and inter-relationships amongst free and equal citizens. It must aim at improving the conditions of man for the satisfaction of human needs or demands for higher standard of living in the society. This is quite significant to give meaning to life and to affirm the uniqueness of individuals. Political campaigns can also be viewed as the mobilization of forces either by an organization or individuals to influence others in order to effect an identified and desired political change. It shows people and particularly, political candidates' ability to sensitize the political community in relation to making the community see them as potentials and better representatives of the people. At any rate, every campaign is unique, and the ultimate goal of almost every political campaign is to win election. Although there is no single 'best' campaign strategy but the right strategy may differ from one candidate to another and for each election (Lynn, 2009).

What seems to be very important in any political campaign is the ‘message’ that is sent to the electorates. A campaign message is an important and potent tool that politicians use to express views and feelings to the public with the intention of reshaping and redirecting the electorates’ opinions to align with theirs. The message should be a simple statement that can be repeated severally throughout the campaign period to persuade the target audience or influence voters’ act in the candidates’ favour. The campaign message ought to contain the salient ingredients that the candidate wishes to share with the voters and these must be repeated often in order to create a lasting impression on the voters.

Drawing from the evidence from the study, the nexus between party politics, political campaigns and electoral successes/failures of political parties and the credibility of elections is strong. The lack of popular participation as the 2023 presidential election reveals tends to leave party politics in the hands of a domineering few, especially the privileged political elite. This partly explains the problem of god fatherism in politics in Nigeria and the absence of internal democracy in most of the political parties. The outcome of the election also reveals the poor effects of resort to hate campaigns and other issues by political parties. A policy and programme based campaign by parties have the capacity to attract more supporters and enhance the electoral success of political parties than campaigns that are hate based and parochial in nature. The election also witnessed unprecedented social media coverage ever in the history of elections in Nigeria.

Moreover, the political debates/interview inundated with not just political advertisements but also news analysis, news features, news stories, editorials, opinion articles, predictions among other media genre to the extent that on daily basis before and during the election, the social media became the mass educator (Ibraheem, Odozi Ogwezzy-Ndisika and Tejumaiye, 2015). It is important to note that all these issues were core to examining the discourse on the 2019 presidential election in Nigeria and the basis for understanding the nature of party politics underpinning the election.

5.2 Recommendations

In the light of the findings and conclusion from this paper the researches recommends the following:

1. Political candidates and parties should strive to practice politics without bitterness by making frantic efforts to inform or persuade electorates rather than deceive them with enticing words. Political candidates and parties should adopt simple expressions to communicate their political agenda without the use of force, violence, destructive tendencies and unhealthy rivalry.
2. There is the need for inter-party dialogue that institutionalize and routines confidence and consensus-building feature of the electoral governance process and party politics in Nigeria. This forms the basis for a new political and legal culture, which anchors party politics on the demands and dictates of constitutional government: ethics, accountability, transparency, tolerance of diversity, inclusiveness, and the rule of law. All political parties should be made to develop

a well designed and meaningful party manifestoes and strictly campaign on the bases of the manifestoes by INEC. By so doing, the parties outside government can criticize the policy of ruling party base on their programme and not sentiments and parochialism.

3. Critical attention needs to be paid to the political parties as institutions that play diverse but central roles in democratic consolidation. The parties need to be re-engineered from mere institutions for acquiring political power to effective institutions that are capable of structuring, mediating and reconciling societal interests and conflicts. This means that issues of organizational capacity, effective leadership, internal democracy, discipline, institutionalization and personalization, ideological platforms of mobilization and linkage to civil society and the masses have to be tackled. All political parties should practice internal democracy to make them strong, effective and efficient through consistent observance of principles of transparency, accountability, consultation and consensus building in policies and decision making.

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APPENDIX
QUESTIONNAIRE

Department of Political Science,
Faculty of Social Sciences,
University of Benin, Benin City,
Edo State.

29th July, 2023

Dear Respondents,

ADMINISTRATION OF QUESTIONNAIRE

I am an undergraduate student of the above named institution currently undertaking research on **the effect of Party Politics on Political Campaigns in Nigeria**. The study is a prerequisite for the partial fulfillment for the award of Bachelor of Science (B.Sc) in Political Science. I therefore crave your indulgence to assist to fill the questionnaire. Any information given will be treated with utmost confidentiality. Your response is highly appreciated.

Yours faithfully,

Charles-Abu Esohe

Oluwawapelumi

(Researcher)

INSTRUCTION

Kindly tick () on that which agrees with your opinion.

Section A (Bio- Data)

1. Age: Below 20 (), 21-30 (), 31-40 (), 41-50 (), 51 and above ().
2. Sex: Male (), Female ().
3. Marital Status: Single (), Married ()
4. Educational Qualification: SSCE (), NCE/OND (), HND/B.Sc (), PhD (),
Others ().

Section B

SA= Strongly Agree, A= Agree, D = Disagree, SA= Strongly disagree

S/N	The influence of party politics on political campaigns in Nigeria	SA	A	D	SD
1	Party politics generally refer to the total and collective efforts of politicians to present themselves favourably to the public for acceptance and support				
2	Party politics manifest the keen struggles for power by the political class, as serious issues relating to strengths and weaknesses in governance,				
3	Political parties and their candidates are becoming increasingly aware of the effectiveness of political campaigns				
4	The primary objective of party politics is directed toward a single goal of wrestling for governmental or political power				
5	Party politics are activities of political parties in a democratic environment to seek for the control of political offices through stated norms of elections				
	The kind of language usage by politicians that usually triggers off electoral violence during political campaigns in Nigerian presidential election in Edo state.				
6	Electoral Law provides for decent electoral campaign devoid of bad languages				
7	Hate speeches cannot blur the truth as those who propagate it				
8	The language of political discourse that tends to try to force people to reason in a particular way is seen as propaganda				
9	Politicians languages use during election are integral part of the process of institutionalizing democracy.				
10	It is obvious that the language used by politicians trigger electoral violence during political campaigns.				

	Political debates/interview have influenced on electorates (voters) during Nigerian presidential election in Edo state				
11	Nigerian politicians are afraid of interview/debates due to their incompetency				
12	Political debates/interview is a key in democracy and its way in getting the electorates to choose a particular candidate or party over the other by way of informing them.				
13	Political debates plagued by deep internal crises, disorder, recurring tensions and turmoil manifested in factional fighting, expulsions and counter-expulsions, multiple executives and dual offices				
14	There is a high level of money politics, political vagrancy, indiscipline and in-cohesion in political debates				
15	The central challenge of political debates dwells on party processes, inter-party relationship and violence				
	The most effective strategy employed during political campaigns in Nigerian presidential election in Edo state.				
16	Political campaigns in Nigeria direct resources to key groups of potential voters and nowhere else, in order not to waste time or money.				
17	The campaigning of the political actors is embedded in a specific political context, which determines to a large extent the configuration of actors who participate in the campaign, their action repertoire as well as their chances of success.				
18	The following considerations are necessary while making campaign strategy decisions: timing, targeting and choosing the appropriate communication channels				
19	Political campaigns in Nigeria have contributed to the success of democratization.				