

PARTY **POLITICS** AND **POLITICAL** CAMPAIGNS IN NIGERIA: A CASE **OF**
THE 2023 PRESIDENTIAL ELECTION IN ANAMBRA STATE

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**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
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BENIN, BENIN CITY.**

OCTOBER, 2025

CERTIFICATION

We, certify that this research project was carried out by **OKAGBUE PASCHAL ORAKWUE** in the Department of Political Science, Faculty of Social Sciences, SUniversity of Benin, Benin City, Nigeria. It is adequate in scope and quality in partial fulfilment of the requirements for the award of Bachelor of Science (BSc.) degree in Political Science.

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Date

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(Head of Department)

Date



DEDICATION

This project work is dedicated to God Almighty for His abundant grace in my life and for seeing me through my academic pursuit and aspirations. He has been my source of strength and on his wings only I have soared.

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ABSTRACT

This study examines the effect of party politics on political campaigns in Nigeria, with specific emphasis on the 2023 presidential election in Anambra state. 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. The study adopts a survey design and employs quantitative research methods. Primary data is collected through structured questionnaires administered. The sample size is determined using Cochran (1977) sample size determination formula, yielding approximately 390 respondents, selected through stratified random sampling to ensure proportional representation.

The data collected from the instruments were organized in tables using simple percentages. Cronbach's Alpha is employed to test the reliability of the research instrument, ensuring consistency in measuring the variables.

Findings from the study revealed that Nigerian political parties often lack clear ideologies making it difficult for voters to distinguish between them. This ambiguity fuels party defections and transactional politics. It was also revealed that politicians make provocative statements that ignite passions and hostilities among their supporters, often targeting opponents or rival groups. The study offers valuable recommendations that political candidates and party members should make frantic efforts to inform or persuade electorates for their votes rather than mislead them with enticing words or making hate speeches capable of disrupting the electoral process and causing disenchantment among the electorates, it was also recommended that political candidates and parties should communicate their political agenda without the use of force, destructive tendencies and unhealthy rivalry among one party and the other and between party members and electorates

CHAPTER ONE

INTRODUCTION

1.1 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). 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, 2020). 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, 2022).

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,

2022). 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 from three in 1999 to thirty in 2002, fifty in 2007, fifty seven in 2011, twenty six in 2015 and 29 as at today. 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 (2020), “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).

Anambra state remains an interesting state in today’s Nigeria’s democratic election. Until the 2023 general elections, Anambra was the only state in the South-East to conduct an off-cycle governorship election and is still the only state in the country that is neither governed by the All Progress Congress (APC) nor the People’s Democratic

Party (PDP). The All Progressives Grand Alliance (APGA) has successfully retained its position as the ruling party in the state by producing the Governor and majority of the State Assembly legislators. The PDP however, also positions itself as a prominent party in the state, with 6 members of the 11 House of Representatives members and 2 of the 3 Senators. While the 2017 governorship election was a major contest between the PDP and APGA, the All Progressives Grand Alliance (APGA) still retained the seat of government. The 2021 contest will, however, extend beyond the PDP and APGA, with APGA currently retaining 5 House of Representatives seats and 11 State House of Assembly seats after losing 5 members to the APC. Beyond the APC, APGA and PDP, the Young Professional Party (YPP) made its debut in the politics of the state by producing one of the 3 Senators in the 2019 general elections changing the political dynamics in the state. The Anambra election is postulated to be competitive and defined by money and political godfathers. Amidst this apparent competitiveness of elections in the state, Anambra remains one of the states with very poor voters turnout. The state has consistently recorded low voters turnout, the voters turnout in the 2019 general election was 26% and for 2023 was 26%, representing the worst in the history of general elections in Nigeria.

Without debate, these contexts have influenced the political engagements in the state as revealed by Yiaga Africa's watching the Vote (WTV) findings from the first observation period. Apart from APC, APGA, PDP and Young Professionals Party (YPP), there is little or no campaign activities by the other political parties. Political party

campaigns are dominated by elements of voter inducements and observed by the WTV Long Term Observers (LTOs). Additionally, the activities of the secessionist group (IPOB) pose a major threat to the conduct of election activities in the state with the weekly sit-at-home orders every Monday which is increasingly becoming more unpredictable.

This has a potential effect on the conduct of successful elections in the state and is a major threat to voter turnout in a state with a history of low voter turnout. Yiaga Africa's Pre-Election Observation (PREO) report captures activities of the key election stakeholders: INEC, Political parties, Civil Society Organizations (CSOs), and the National Orientation Agency (NOA), government response to COVID-19 as well indicators of electoral violence. The next section contains the key findings of the first observation period (between August 26 and September 9, 2021). Yiaga Africa's WTV LTOs will remain deployed in the 21 LGAs till November 5, 2021. Reports of the observation findings will be shared on a bi-weekly basis and a weekly basis in some cases.

1.2 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 against the APC Presidential candidate, Bola Ahmed Tinubu in the print media and the electronic particularly, the African Independent Television (AIT) and the Nigerian Television

Authority (NTA) (Adele, 2024). 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.

It can also boomerang like false propaganda as it worked against the PDP in its calumny against Tinubu. Hence the PDP was very vehement in the alleged ban of AIT from covering President Tinubu earlier activities at the Defence House. The print media advert by one of the spokes men of the PDP suggested that Tinubu was sick and could die in office if elected as President like some former Nigerian heads of state whose pictures were depicted, was hate speech (Adeyi, 2016). 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, 2024) 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 (2019) 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, 2019). The interesting thing is that even those making use of such language may consider what they are doing as being within reason.

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 (2020) 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 Anambra state.

1.3 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 Anambra state. The specific objectives are;

- i. To determine the influence of party politics on political campaigns in Nigeria presidential election in Anambra State
- 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 Anambra State.
- iii. To ascertain if political debates/interview have influenced on electorates (voters) during Nigerian presidential election in Anambra State.
- iv. To find out the most effective strategy employed during political campaigns in Nigerian presidential election in Anambra State.

1.4 Research Questions

The study seeks to address the following research questions:

- v. What influence does party politics have on political campaigns in Nigeria presidential election in Anambra State?
- i. What kind of language use by politicians that usually triggers off electoral violence during political campaigns in Nigerian presidential election in Anambra State?

- ii. To what extent does political debates/interview influence on electorates during Nigerian presidential election in Anambra State?
- iii. What is the most effective strategy employed during political campaigns in Nigerian presidential election in Anambra 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 Anambra state. The study covers the eligible electorates in Anambra 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 Anambra 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, references and appendix.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Party Concept and Origins

The answer on the definition of a party depends on whether one offers a structural or functional definition of the notion of a political party, and how such a definition is linked to or influenced by the development of democracy. In the west a political party has generally been defined more in functional than in structural terms, with two core elements, namely that a political party helps to (a) structure electoral choice and (b) conduct the business of government, under a party label or banner (Aina, 2022). A party needs not perform both functions but generally all parties tend to perform both functions, more or less. In short, the core functions of a political party, not its organizational structures, are what typically distinguish a political party as a conceptual category from other organizations. It also follows from the functional definition that the significance of political parties for liberal democracy is that under conditions of competitive party and electoral politics, a political party (i) presents the electorate with a choice of candidates and programmes from which to choose; and in doing so (ii) helps to decide which party or coalition of parties should govern for a fixed number of years. In other words, this functional definition of the party is predicated on the assumption of the competitiveness of the electoral process (Doorenspleet, 2023).

Thus, in a liberal democratic system, the party provides the medium through which the accountability of the executive and the legislators to the electorate is exercised through periodic elections under a multiparty electoral politics. This is of course the theory. The reality is and can be much different, because of the constricting effect on the choice of the electorate of (i) contradictions such as oligarchic and undemocratic tendencies in political party organization; and (ii) market imperfections and structural distortions in the economic organization of the liberal democratic state (Egwemi, 2019).

A useful framework for analyzing the historical sociology of Nigerian political parties is provided by the following “developmental circumstances,” which molded the character of the country’s political parties (i) the colonial experience, particularly the anti-colonial movement and enlargement of the suffrage; (ii) changes in a country’s social structure, reflected in the rise of an educated elite, and the challenge they posed to traditional chieftaincy authority, and the emergence of the military as a ruling class ; and (iii) federalism (Feyipitan, 2019).

2.1.1 Outline of the Historical Sociology of Party in Nigeria

Constitutional reform and the meaning of party in Nigeria: Because of the centrifugal consequences of the ethno-regionalization and the personalization of party politics, particularly between 1951 and 1965, Nigeria has moved, since the constitutional and political reforms of 1975-1979, from a functional definition of a political party to a legal- constitutional one, which primarily defines party more in terms of structure than of

functions (Abutudu, 2024), with emphasis on structural requirements for political party registration as (i) national outlook and spread; (ii) internal organization or democracy, and (iii) recognition and registration by an electoral body. But as Nigeria's experience since 1979 has shown, there are limitations to the social engineering assumptions of the structural definition of party (Abutudu, 2024).

2.1.2 Developmental circumstances of party in Nigeria

The colonial experience: The foundational “developmental circumstance” of party in Nigeria is colonial rule and the opposition to it by the country's nationalist movement, which transmuted into political associations to contest for legislative elections as the country progressed between 1922 and 1960 from non-representative government (legislative council), through representative government and responsible government to independence, under competitive party and electoral politics. Ngou (2019) estimates that including the three [major] political parties, a total of fifteen others contested the ‘critical’ election of 1959. However, the more prominent of the parties in this emergent multiparty system between 1922 and 1960 were the Nigerian National Democratic Party (1923), the People's Union (1923), Union of Young Nigerians (1923), the Nigerian Youth Movement (1937), the National Council of Nigeria and the Cameroons (1944), the Northern Elements Progressive Association (1945), the Northern Elements Progressive Union (1950), the Action Group (1951), the Northern Peoples' Congress (1951), the United National Independence Party (1953), the United Middle Belt Congress (1955),

formed through the merger between the Middle Belt League (1950) and the Middle Belt People's Party (1953), Bornu Youth Movement (1956), the Dynamic Party (1955), and the National Democratic Party of Nigeria and the Cameroons (1958). [Azikiwe, 1961:301-334, Hodgkin, 1961:195-197]

Impact of social structure: Another critical “developmental circumstance,” of the party in Nigeria is the country's social structure, which can be disaggregated variously into class, religion, language, ethno-communal, rural/urban divide, ideology, and educational levels. But the emergent political parties from the mid-1920s reflected the dominance of the nationalist movements by a combination of petit-bourgeois middle class and proletarian strata of the country's social structure (Adele, 2021). Yet the logic of competitive party and electoral politics and the unfolding ethno-federal political structure in the country meant that the emergent political parties had to cultivate the support of traditional rulers and traditional institutions, as part of their electoral strategy. This comes out clearly in the close, sometimes symbiotic relationship between ethno-cultural associations or organizations and a number of political parties, which, like the Action Group and the Northern Peoples' Congress grew out of or became the political wings of these cultural organizations (Adeyi, 2016).

Although class and ideological divisions seemed not to have been significantly salient elements of the social structure of Nigeria, there is a sense in which the emergent party system in the 1950s and 1960s reflected class and ideological differences. While

most of the Nigerian parties during this period were what might be characterized as elite parties, with the exception of the Northern Elements Progressive Union (NEPU), a rough distinction can be drawn between conservative parties like the Northern Peoples' Congress (NPC) and centrist ones like the National Council of Nigeria and the Cameroons (NCNC) and the Action Group (A.G.), based on their manifestoes and programmes (Aduku & Umoru, 2024).

That class and ideological cleavages were insignificantly salient, in spite of the sometime close alliance of some of the parties, like the NCNC, with the leadership of the trade union movement, might not be unrelated to the pervasive salience of ethnicity, which cuts across class and other social divisions in the country. Ethnicity, federalism and party: Ethnicity, therefore, is a major element of the country's social structure, which has had a profound impact on the origins and developmental trajectory of political parties in Nigeria, and on the practice of federalism in the country (Aina, 2023).

The intersection of ethnicity, federalism and party politics illustrates another aspect of the "developmental circumstance" of political parties in Nigeria. Indeed this intersection accounts, by and large, for the substantial ethnic origin or power base of not only the three major parties the AG, the NCNC and the NPC but also a number of parties like the Bornu Youth Movement (UMBC), United Middle Belt Congress (UMBC), and the United National Independence Party (UNIP). The impact of the process of the ethno-regionalization of Nigerian politics set in motion by the 1946, 1951 and 1954

Constitutions no doubt encouraged and contributed to the emergence of ethnic based parties in the country (Agbaje, Akande & Ojo 2017).

This ethno-regionalist orientation of the parties, reflected in the fact that the national leaders of all the 3 major parties preferred to stay in the regions, becoming regional premiers, impacted in turn on the country's federal system: between 1954 and 1960: its emphasis on regional autonomy resulted in strong unit level or regional governments (Agbaje, Akande & Ojo 2017), with the consequential weakening of the central government. As Watts [1966:340] puts it, "the main effect of the party system [between 1954 and 1959] was to provide three powerful organizations intent on maintaining regional rights."

Yet by 1960, there was going on a simultaneous process of the regionalization and federalization of party politics and of the party system in the country. Although the major parties retained their regional strength, competitive logic of federal party electoral politics forced these parties to become national and to look for alliances, particularly among minority ethnic group-based parties, outside of their regional base in order to strengthen their national electoral vote. The result of this federalization of the party system was a de facto two-party system, cutting across ethno-communal lines, at the federal level, and a single-dominant party system, reflecting majority ethnic group solidarity, at the regional or unit level, with the notable exception of the West, where the NCNC was strong.

It is the contradictions unleashed from 1962 onwards by this federalization of the party system the declaration of emergency rule in the Western Region in 1962, the creation of the Mid-West Region in 1963, the 1962-63 census controversy, the party realignment before the 1964 regional elections and the 1965 federal elections (Azeez, 2019), involving the alliance between the NCNC and the A.G, on the one hand, and the NPC and the rump of the NCNC and AG in the new NNDP, on the other hand that contributed significantly to the political and constitutional crisis and the civil unrest of October-December 1965, which precipitated the fall of the First Republic in January 1966.

Impact of military rule on party: It is in order to de-emphasize the dysfunctional or centrifugal salience of ethnicity in party politics, based on the experience of the First Republic, that military-brokered transitions in the country in 1975-1979 and 1985-1999 tried to proscribe or discourage the formation of ethnic-based parties (Azeez, 2019). The proscription has involved the attempt to engineer political parties with national outlook through a number of structural or organizational requirements, which political associations seeking recognition and registration as political parties would have to satisfy, and to create the environment conducive to free and fair elections and to the reduction of electoral violence that engulfed the country between 1962 and 1965 (Bello, 2018).

Other structural reforms of the post-military party system were intended to (i) facilitate internal democracy within the political parties, through requirements like party

conventions and party nomination primaries, and the establishment of a party bureaucracy, involving a distinction between career politicians and party technocrats; (ii) engendering a new political culture through encouraging and nurturing the emergence of a “new-breed” of politicians, with a more positive and system-supporting orientation to politics; and (iii) emphasize issues-based or ideological differentiae, to distinguish one party from the other, and to de-emphasize the personalization of party politics (Daniel, 2018).

The objectives of these reforms of the party system, brokered under military-initiated democratic transitions in the country have not (i) resolved the problem of the political mobilization of ethnicity as a salient factor in Nigeria’s competitive party and electoral politics, although they may have domesticated it within the parties; (ii) brought about internal democracy within the parties; (iii) reduced election-related violence; (iv) created an atmosphere conducive to inter-party dialogue and credible competitive party and electoral governance. However, if the 1975-1979 did not completely remove the old divide in party politics, as was clear in the composition of the major political parties that emerged as clones of the parties during the ancien regime, the post-1987 as well as the post-1999 political parties reflected some break from the political parties of the First Republic.

2.1.3 Functions and Responsibilities of Political Parties in Nigeria

From the two defining elements of party enumerated in Section I flow the following secondary functions or responsibilities of political parties in Nigeria: (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.

How well have Nigerian political parties undertaken these functions and responsibilities? The conclusion of Patrick Ollawa (1989) about political parties under the Second Republic is worth quoting at some length: if only to illustrate the persistence of some serious institutional and psycho-cultural weaknesses and distortions in the development and practice of the party and competitive party politics and of liberal democracy since the early 1960s

The paradox of party politics in the Second Republic is that despite a well-intentioned constitutional attempt to evolve a party system, which would promote stable contest between parties, presumably characterized by different programmes manifested in issue-oriented ideologies 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 alliances, a situation which unavoidably supplanted the formal structures of party organization....the basic problem centered on the subversion

and perversion of the intrinsic values and principles governing the operation of the system by politicians, whose party affiliations were rooted more in the pursuit of financial rewards, opportunities and linkages in dyadic relation to some party notables.”

2.1.4 Party Politics and political Campaign in Nigeria: Patterns and Dynamics

Party politics are the various activities of political parties employed in a democratic environment to seek for the control of political offices through stated norms of elections (Olaniyi 2017). To this extent, party politics exist when elective principles are present in a state and by implication under a democratic regime which recognizes the legitimate choice of the citizens to select or elect those to represent them in governmental offices. For example, in the pre-independent era in Nigeria, party politics was not in existence until 1922, when the Clifford constitution was introduced with its principles.

According to Okoye (2020), party politics therefore are “activities of formal structure, institution or organization which compete through electoral process to control the personnel and policies of government, and with the aim of allocating the scarce resources in a state through an institutionalized means or procedure”. Hence, the primary objective of party politics is directed toward a single goal of wrestling for government or political power.

However, despite the fact that party politics serve some other numerous purposes, outside the primary objectives, such as integrative mechanism, feedback mechanism,

aggregative machinery or tool, regulatory and promotional roles, its roles are punctured and truncated by various negative activities such as polarizing and widening gap between and/or among ethnic groups, unhealthy rivalry, marginalizing tool, exploitative mechanism and expropriatory role, apart from undemocratic rule (Azeeze, 2022).

Party politics is the politics engaged in by, expressed through the channel of and or considered from the ideal of political parties as opposed to national interest (Nwankwo, 2021). To this end, 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 competes through electoral mechanism to influence people policies and programmes as well as allocation of public wealth through a stipulated and articulated procedure (Okoye, 2021). 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 and Ogwu, 2014).

Thus, in a liberal democratic system, the party provides the medium through which the accountability of the executive and the legislators to the electorate is exercised through periodic elections under a multiparty electoral politics. This is of course the theory. The reality is and can be much different, because of the constricting effect on the

choice of the electorate of (i) contradictions such as oligarchic and undemocratic tendencies in political party organization; and (ii) market imperfections and structural distortions in the economic organization of the liberal democratic state (Adeyi, 2011).

Campaign is the principal institution that links politicians and the electorate and at the same time provides a critical link between citizens and government. This assertion is justified in the words of William Riller (Geer, 1998): Campaigns are a distinguishing feature worldwide, of modern representative democracies. For most citizens in most polities, campaigns provide a compelling incentive to think about government. So, campaigns thus are perhaps the main point of contact between officials and the populace over matters of public policy. Yet, there are some other factors that need to be addressed and tackled because they remain a clog in the progress of Nigerian politics and constitute a threat to electioneering.

Ujo (2010) observes five methods of electioneering campaigns as used by political parties. They include: national tours, state tours, local rallies, house to house canvassing and advertisements in the media. Firstly, national tours are usually led by the party's chairman or presidential candidate. Apart from explaining the programme of the party, national tours are opportunities for showing the electorate the national officers of the party. State tours serve a similar purpose.

Thirdly, rallies are organized in the various districts by local party organs after official permit has been obtained from the Divisional Police Officer. Fourthly, house to

house canvassing is done by female party cadres who go into homes to explain party manifestoes to female voters in Moslem dominated electoral districts and, fifthly, the mass media are the popular form of campaigns. Advertisements are placed in the major newspapers.

Similarly, advertisements are placed in many weekly magazines. Television and radio advertisements are also extensively used. The advancement in technology as a result of the growth of Internet accessibility like the Social media networks Facebook, Instagram and Twitter enable candidates aspiring for particular posts to use their Facebook pages and Twitter accounts for campaigns. Moreover, political parties during electioneering campaigns play important roles in canvassing for votes to win elections and in educating the voters to vote wisely.

The nexus of political parties and electioneering campaigns is very crucial due to the fact that their indispensability appears obvious in contemporary democracies described as representative democracy. Indeed, a political system which does not select its leaders under the banner of political parties and carries out healthy campaigns for their success at polls can hardly be considered as a democratic government.

2.1.5 Patterns and Dynamics of political parties' activities and Practices in Nigeria between 1999 and 2023

Many political parties are central to the prospects of future electoral and political violence. At present there appear to be greater risks of intra party conflict than inter party tensions that characterized the 2015 elections. Political party primary and nomination processes are subjected to internal crises and violence. Violence has become common feature during and after election (for example, in Ekiti State, during the gubernatorial primaries held in June 2018). “There are no major conflict resolution mechanisms amongst political parties in Nigeria. Despite the different reconciliatory committees that are in existence, but they are hardly able to reconcile aggrieved members (Adele, 2011).” Other views have 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 (Adele, 2011). For example, in the case of Kano State, where Abdullahi Umar Ganduje, and his predecessor Senator Rabiun Kwankwaso both of the same party members have gone to greater lengths to influence party structures in their favor.

Although the Independent Electoral Commission INEC as the political umpire has the responsibility to monitor party primaries and could impose sanctions on parties that violate regulations, in practice INEC is sensitive to involvement in internal party processes, which often lack transparency. This means that many disputes may 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. 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.

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 (Bello, 2008), 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, 2019 and Adebajo, 2020).

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, was to manipulate political institutions, structures and actors. In the end, he only succeeded in creating a defective foundation in which a solid democratic structure can neither be constructed nor sustained (Gen. Abubakar, 2021)'. 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, 2023).

Abdulsalami's transition programme essentially threw up three major political parties: Alliance for Democracy (AD), All Peoples Party (APP) and the People's 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). The 1999 elections ushered in the fourth republic, three political parties contested the elections. These were the People's 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 (Abutudu 2014). 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).

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 (Abutudu 2014). 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, 2017).

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).

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 2019). 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 political parties, a development that forced the unregistered associations to seek redress in court (Simbine, 2013).

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). 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 where 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 were preponderantly constituted by military. 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).

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). 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, 2016).

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, 2019).

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, 2023). 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, 2023).

In contra- distinction, Jinadu (2023) rising to the defense 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).

2.1.6 The 2023 Presidential Elections: Intrigues and Dynamics

After decades of military incursion and unstable governance process, Nigeria returned to democracy in 1999, and has conducted several elections since that time. The 2023 general election was the seventh since the 1999 return to democratic governance. This time around, there were several issues in contention including the independence and integrity of the electoral umpire which is the Independent National Electoral Commission.

Therefore, in the quest to demonstrate transparency in its processes, the umpire adopted the use of voter accreditation system christened "Bimodal Voting Accreditation System (BVAS) and another for online, real-time result monitoring known as the "INEC Results Viewing (I-REV) portal" (Ojukwu et al, 2023). The elections have been adjudged to be of the most contested polls in the history of the country with the APC, PDP, LP and NNPP as leading parties.

Out of the 18 candidates that participated, the leading 4 hail from the 3 dominant ethnic groups in the country; Igbo, Hausa/Fulani, and Yoruba. From the Hausa/Fulani part was the candidate of the People's Democratic Party and former Vice President; Atiku Abubakar, and for the New Nigeria People's Party was a former Governor of one of Nigeria most populated states – Kano State; Rabiu Kwankwaso. On the other hand was the candidate of the All Progressives Congress, and a former Governor of Nigeria's richest state – Lagos State, Bola Tinubu, who comes from the Yoruba tribe. And lastly, Peter Obi, a former governor of Anambra State and candidate of the Labour Party.

Upon the 1999 return to democracy, power has always been rotated between the North and the South, though not officially in the constitution. As a result of this, many felt the outgoing President Buhari who comes from the North would have to be succeeded by someone from the South. Within the South exists the South-East, South-South and South-West. Some groups believe the opportunity should be micro zoned to the South-East, who has not had a shot at the presidency since 1999, and who have the

lowest number of states in their region. Religion also plays a role in the presidential polls, in such a way that the Presidential and Vice presidential candidates do not come from the same religion.

Despite this, the candidate of the APC, Bola Tinubu who is a Muslim from the Yoruba part of the country, decided to pick a former Governor of Borno State, and a Muslim as well, as his running mate. This action did not go down well with some groups who faulted the motive behind this decision. During the primaries, Tinubu of the APC defeated 24 other aspirants to clinch the party's ticket. Atiku of the PDP won 16 other aspirants. However, that of Obi and Kwankwaso of the LP and NNPP respectively was seamless. Following their failures to emerge flag bearers in the PDP, they both left to seek their political fortunes in other parties (Amaza, 2023).

2.1.7 Significance of Political Campaigns in the Electoral Process

By means of political campaigns, voters receive adequate information to help them in assessing candidates for an election. Political parties and their candidates present their messages to the electorates by using written materials, holding public rallies, using radio jingles and television commercials. Additionally, campaigns shape what the electorates see as being important. By means of agenda-setting and framing, campaigns focus on certain issues and citizens tend to turn their attention to those areas, especially with repeated emphasis. What candidates do is to bring to the fore, issues that they know showcase their strengths and downplay on those areas where their opponents can

capitalise on. When politicians are this selective, it affects how the public understands the broader issues, but it also shows how powerful campaigns can be in shaping narratives and public opinion (Chadwick & Stromer-Galley, 2016).

In candidates' identity formation and image construction, political campaigns also play a crucial role. In many cases, voters base their decisions more on perceptions of a candidate's personality, competence, and trustworthiness than on detailed policy proposals. Campaigns, therefore, invest significant resources in crafting and managing candidate personas. This phenomenon is especially salient in presidential systems, where the personal appeal of individual candidates can outweigh party affiliation. In this context, political branding and emotional appeals become central to campaign strategy, a trend that is amplified by the visual and affective nature of social media platforms (Enli, 2024).

Additionally, campaigns are instrumental in mobilising voters and increasing political participation. By engaging citizens through door-to-door canvassing, phone banking, online outreach, and public events, campaigns help to reduce the information and participation gaps that often characterise democratic elections. In emerging democracies or contexts with low voter turnout, campaign activities can generate enthusiasm, increase political interest, and ultimately boost participation rates.

The credibility of elections can be seen from how a political campaign is carried out. If a campaign is peaceful, people tend to think the election itself would be peaceful, and the process more credible. On the other hand, when campaigns are violent, it can

reduce the confidence of the people in the entire political process. When international election observers want to evaluate the freeness and fairness of elections, they pay a close look at how the campaigns were conducted (International IDEA, 2023; Nwankwo & Dode, 2024).

To conclude, no electoral process can be deemed whole and complete without political campaigns, as they offer a huge platform for voters to be informed, as well as candidates to communicate their proposed policies and programmes to the people. With evolving democracies, especially in developing countries like Nigeria, it is important for campaigns to be carried out in such a way that they enhance the credibility of the polls, and as well positively contribute to the political climate.

2.1.8 Issues in Electoral Campaign in Nigeria

It is well known that political elites use ambiguous rhetoric, which means that throughout the campaign, they employ both polarising and reconciling frameworks (Themnér & Sjöstedt, 2020). However, it is reasonable to reason along the line that politically exposed individuals may need to be circumspect when applying polarizing frames because Nigerian laws prohibit the use of tribal, religious and ethnic ties as means to mobilise political support. In order to guarantee that the bulk of the campaign is devoid of divisive speech, the "Electoral Act 2022" may also result in compensation with the aid of reconciliation frames. Candidates that advocate for peace while also criticising opponents on the basis of their ethnicity are likewise exhibiting the dualism of employing

both frameworks. Since using both frames at the same time may allow politicians to employ their discourse more covertly, the message will be categorised as polarising. It is important to stress that the analysis is not normative and that not all divisive talk is harmful or untrue in fact, it may even be true in some cases. Offering an analytical framework to comprehend the use of polarisation and reconciliation frames in political campaigns is the main goal here.

A crucial consideration when examining the use of polarising and/or reconciling frameworks is the timing and location of the candidates' discourse. Because of the interactions between the campaigns, the candidates have an impact on one another and add to the political conversation as a whole. Themnér and Sjöstedt (2020) explained that tribal, ethnic and religious links are often existing networks that "Big Men" or political leaders exploit in order to secure political support. This is an indication that rhetoric utilised in the political sphere may differ depending on the ethnicity and religious affiliation of the candidates. For example, rhetoric employed in areas where the candidate's ethnic group is majority may differ from the speeches given in areas where the ethnic group of the candidate is minority. Therefore, it is crucial to comprehend the context in which the reconciliation and polarisation statement is utilised in order to comprehend the political discourse surrounding the election as a whole. Given that the candidates are more likely to "get away" with using contentious language in their home state than in the opposition's home state, the contextual limitations may make this worse.

Discussions over the race and religion of candidates, as well as the region of the country that should produce the president have dominated discussions in previous elections in Nigeria (Adamo, 2018; Benaiah, 2024; Isiaq, 2018; Ojo, 2020). This also applies to the election of 2023 (Eze & Karibi-Botoye, 2024; Muhammad, 2023; Rufai, 2024). Discussions regarding the necessity of moving power to the South following eight years of Northerner President Buhari had preceded it (Babalola, 2024). Subsequently, an issue worthy of note was the June 2021 decision by the governors of 17 states from three political parties, which demanded that regardless of the political party of affiliation that their region provides the next president. This is an indication there were series of issues and concerns that precipitated the election.

By and large and after political intrigues, the power-shift idea was adhered to by the APC (Umoru, 2022). To carry its flag, they chose a Muslim from the South named Bola Ahmed Tinubu. This approach was also adhered to by the Labour Party when Peter Obi, a native of the South-East portion of the country, emerged as its leader. However, Atiku and Kwankwaso both from states in the North of Nigeria defined the arrangement as they ran on the platforms of the PDP and NNPP respectively. The nomination of Atiku brought about internal party crisis in the PDP as notable members were not pleased by his emergence as the party flag bearer. Among other things, they based their displeasure on the grounds that the party nominee for the president cannot possibly be from same region of that of the party Chairman. Many Nigerians have begun to doubt the idea of choosing

a Muslim from the north of Fulani origin to follow a Fulani Muslim president following the announcement of Atiku as the party nominee.

On another note, controversies trailed the selection of a former governor of Borno, Kashim Shettima as running mate of Tinubu owing to the religious composition of the two men – both are Muslims. It was the case because of the unwritten rule that a joint ticket must consider the religious and regional affiliations of candidates to ensure a balance. In essence, this unwritten pact requires that Tinubu being a Muslim from South of Nigeria should have selected a Northern Christian as running mate. Christians, who account for almost half of the population, have taken offence at the Muslim decision, particularly those who live outside of the South-West. It was perceived as grand plot to Islamise Nigeria and the singular act deepened voting along religious lines (Owonikoko, 2025).

Interestingly, it caused some prominent northern Christians in the APC to openly stop supporting their party. There has not been an Igbo president since the civil war ended in 1970, ending the erstwhile Eastern region's aspirations for secession. On account of this and other issues, the ethnic community usually feels a sense of exclusion from the national politics, especially in comparison to its size. The Independent Peoples of Biafra (IPOB) are currently leading a resurgence of secessionist agitations as a result of this sentiment. The emergence of Peter Obi, former governor of Anambra State; a core Igbo state had offered a glimmer of hope. Though there are other contenders of Igbo

ethnic group, none matched the following and support for Obi due to his popularity among the young and old of South of Nigeria. Obi's popularity transcends the region, uniting substantial segments of the North-Central geopolitical zone considered to be religiously and ethnically varied than other sections of the Northern region, as well as people in the South-South and South-East zones of the country (Prempeh & Ambibola, 2023).

Aside the religious and ethnic issues of concern during the campaigns, there were other more serious aspects of national growth and development. For example, policy-related discourse in form of state-wide reforms in respect of the economy, security and governance were issues of prominence. Propositions of reforms of these areas were also significant point of discourse during the campaigns. Though candidates differed on the devolution of power to the subnational government, there were promises on restructuring of the country in a way that reflects inherent complexities. The PDP and APC took policy stances that favour restructuring of the security architecture and proffering solutions to ensure improved security through effective policing but disagreed on how much of the power is necessary for the sub-nationals. The candidate of the NNPP, a former defence minister of Nigeria also demonstrated a similar committed to security through the pledge to encourage massive recruitment into the security apparatus especially the military and police.

Aside the APC that made a bold pledge on seeing a 10 percent annual GDP growth, there was no glaring record of any other party with precise economic growth target. A proposition and pledge of a free marketing economic approach was made by the PDP in which the government if elected would end the monopoly of government in respect of critical sectors of the economy including power transmission, rail transportation and the refining of crude oil. Furthermore, the party also promised to encourage further independence and autonomy of Nigeria's apex bank, the Central Bank of Nigeria for economic growth and overall development of the country. Political parties also promised to reform the monetary policies, boost industrialisation, and revitalise the agricultural sector of the Nigeria's economy. Implementing a balanced or a zero-based budget with no surplus or deficit and boosting economic output are two of the Labour Party's main economic policies, whereas the NNPP seeks to lessen dependency on oil earnings and change the nation's tax structure.

In reaction to the clamour and demand for greater level of power devolution and decentralisation, all parties aside from the NNPP have pledged to amend the nation's constitution and give subnational entities further authority. All Nigerians must participate in a vigorous discussion on decentralisation of power, according to the NNPP's pledge. It is fascinating to observe that these concepts are not just "not new" but they also share similarities with regard to the important concerns facing the nation right now. For decades, the difficulties of economic reforms to diversify away from oil, improve

infrastructure, restructure the governance system, and reform the security sector have remained.

There are several ways in which communication and religious affiliation interact during elections. Individual decision-making is influenced by intrapersonal communication, and voters take their religious values and beliefs into account. Persuasion and information sharing within social networks are made possible via interpersonal contact. Religious communities use group communication to mobilise voters based on shared religious affiliations and to create a feeling of shared identity. Conversely, political themes are amplified by mass media, which also has the power to either strengthen or weaken preexisting religious ties, ultimately influencing election results.

2.1.9 Influence of language usage by politicians that usually triggers off electoral violence during political campaigns in Nigerian presidential election in Anambra State

Politicians' use of inflammatory or divisive language during elections can significantly increase the risk of electoral violence. This can manifest as threats, hate speech, or derogatory remarks targeting opposing candidates, supporters, or specific ethnic or religious groups. Such language can create a climate of fear and animosity, leading to physical altercations, property damage, and even fatalities.

1. Incitement to Violence:

- **Hate speech and derogatory language:**

Politicians can use language that demonizes opponents or certain groups, making them targets for violence.

Threats and intimidation:

Words that suggest negative consequences for supporting a particular candidate can intimidate voters and create a hostile environment.

Justification of violence:

Some politicians may indirectly or even directly justify violence as a legitimate means to achieve political goals, normalizing aggression.

2. Erosion of Trust and Social Cohesion:

- **Polarization:**

Inflammatory rhetoric can deepen existing societal divisions, making it harder to find common ground and resolve conflicts peacefully.

Erosion of trust:

When politicians use language that is dishonest, manipulative, or divisive, it can erode public trust in the political process and institutions.

Disrespect for opposing views:

Language that dismisses or ridicules opposing viewpoints can make it more difficult for people to engage in constructive dialogue and compromise.

3. Psychological Impact on Voters:

- **Fear and anxiety:**

Exposure to violent rhetoric can create fear and anxiety among voters, making them less likely to participate in elections or to express their views freely.

Emotional desensitization:

Repeated exposure to violence and aggression can desensitize people to violence, making them more likely to accept or even participate in violence.

Normalization of aggression:

When politicians use violent language, it can normalize aggression and make it more likely that people will resort to violence in other situations.

4. Consequences for Democratic Processes:

- **Suppression of dissent:**

Fear of violence can discourage people from expressing dissenting opinions or challenging those in power.

Undermining electoral integrity:

Violence can disrupt the electoral process, making it more difficult for people to vote freely and for results to be accepted as legitimate.

Weakening of democratic institutions:

When violence is used to resolve political disputes, it can weaken democratic institutions and make it more difficult to maintain a peaceful and stable society.

In Nigeria, for example, there have been numerous instances where politicians have used inflammatory language during campaigns, leading to violence and unrest. Studies from INEC Nigeria have shown how such language can exacerbate ethnic and religious tensions, contributing to electoral violence. It is crucial for politicians to use language responsibly and promote a culture of peace and respect during elections

2.1.10 Overview of the outcome of the Presidential Election in Anambra State

The outcome of the just concluded 2023 general elections provides an interesting perspective on the influence of religion on politics. In this election, we observe that religious factors played a significant role in shaping the voting patterns and outcomes. The results reveal a complex interplay between religious affiliations, candidate tickets, and voter preferences. The Labour Party (LP) presented a Christian-Muslim ticket, receiving a total of 27,534 votes. This suggests that a significant portion of the electorate was attracted to a ticket that encompassed religious diversity. It indicates that some voters prioritize inclusivity and the representation of multiple religious perspectives in their political choices. On the other hand, the People's Democratic Party (PDP) fielded a

Muslim-Christian ticket and secured 12,245 votes. This result underscores the significance of religious considerations in the election. The All Progressives Congress (APC), with a Muslim-Muslim ticket, obtained 7,769 votes. This outcome highlights the influence of religious identity and its impact on voter behavior. It indicates that there was a significant support base for the ticket that aligned with a specific religious group.

While the results of this election provide a snapshot of the influence of religion on politics, it is essential to recognize that individual voting decisions are influenced by a multitude of factors, including socioeconomic considerations, party platforms, and candidate qualifications. Nonetheless, the results offer valuable insights into the continued relevance of religion in the political landscape and the significant role it plays in shaping voter behavior and electoral outcomes.

2.2 Theoretical Framework

This work adopts the Rational Choice theory as its theoretical framework. The theory is used to direct the framework of this study in order to bridge the gap between party politics and electioneering campaign within the ambit of the stated objective. The theory is also known as the Choice Theory, the Rational Action Theory or the Theory of Reasoned Action. It is “a popular theory that is used to explain the actions of voters as well as politicians (Edwards III (2002)).

Its basic assumption is that the individuals act in their own best interest, such an individual carefully weighs the costs and benefits of possible alternatives.” Hence, the theory is used to understand human behavior. It therefore, has long been the dominant paradigm but most recently, since the behavioral revolution it has become more widely used in other related disciplines to explain social phenomena (Green, 2002).

The utilization of the theory posits that all action is fundamentally ‘rational’ in character and that all people calculate the likely costs and benefits of any action before deciding what to do, and its application to social interaction takes the form of the exchange theory.

This is to say that parties compete, at least in theory, as in a market place. A party is in the market for votes. Its products are its candidates and policies. In the context of our analysis, the Rational Choice Theory seeks to explain political processes and outcomes as consequences of purposive behavior. Political actors are assumed to have goals they can pursue sensibly and efficiently. Downs (cited in Edwards, 2002) argues that voters want to maximize the chance that the policies they favour will be adopted by government, and parties they want to vote into office. Thus, in order to win, the wise party selects policies that are widely favoured. Parties and candidates may do all things to win, but they will primarily use their accomplishments and policy position to attract votes (Ogu, 2013).

If party “A” figures out what the voters want more accurately than party “B” does, then party “A” should be more successful. To win the election, parties must pay attention to the problems that concern the voters in their campaigns. If voters are worried about

serious insecurity, like in Nigeria at present, parties must put in their campaign agenda the insecurity issue and how to address it to get the support of the voters and win the election. Hence, this theory explains the reality of the electioneering campaigns pursued by the political parties and their aspirants.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

Kumar (2011) explained research methodology as the procedures and techniques used in collecting and analyzing data collection for the purpose of a particular society. It contains the techniques and methods for data collection. The sub-division of this chapter includes: research design, population of the study, sample size, sampling technique and sampling procedure, instruments of data collection, method of data collection and the method of data analysis.

3.1 Research Design

This study adopted survey research design. The essence is to collect accurate information required to address the issue the study is set to solve. According to Nworgu (2014), the survey research is interested in the accurate assessment of the characteristics of the whole population through the study of a sample considered to be representative of the population. The study was designed to collect both qualitative and quantitative data from the sampled population. Consequently, the analysis of the data was based on a triangulation of the quantitative and qualitative information that was derived from the field for the purpose of realizing the research set objectives. The researcher believes that integrating the quantitative and qualitative survey methods of data collection would help

to enhance quality of data collected in the study which will definitely lead to more reliable outcome of the research objectives.

3.2 Population of the study

The base population of Anambra state residents is 2,495,800 according to housing census 2006; and according to demographic projection in 2023 was 4,457,000. In this research, the population consists of residents in Akwa who are 18 years old and above, irrespective of their gender, social economic status, religious affiliation and ethnic affiliation.

3.3 Sample Size and Sampling Techniques

The study adopted the Cochran (1977) sample size determination formula to calculate the sample size.

$$N = \frac{Z^2 P (1-P)}{e^2}$$

Where N = sample population

Z = statistics level of confidence (1.96)

P = Expected prevalence (0.50)

I = Constant

E = Marginal error (0.05)

Sample population = $\frac{1.96^2 [0.50 (1-0.5)]}{0.05^2}$

$$\begin{aligned}
& 0.05^2 \\
& = \frac{3.8416 [(0.50 (0.50))]}{0.0025} \\
& = 384.16
\end{aligned}$$

The sample size determined through the above formula was 390 respondents.

In this study, a non-probability sampling procedure: i.e. accidental sampling technique was used in selecting residents from Akwa City as respondents. Since it a public opinion survey, respondents were selected as they are available until the 390th respondent is selected for the study. This is necessary because of the unavailability of sampling frame.

3.7 Instrument of Data Collection

A structured questionnaire was used to collect data for this study. The questionnaires were distributed to the residents. The structured questionnaire was divided into five sections. Section A provided information concerning the socio-demographic characteristics of respondents, on respondent's age, marital status, educational attainment, employment status, and gender. Section B is design to determine the influence of party politics on political campaigns in Nigeria presidential election in Anambra State. Section C ascertain the kind of language usage by politicians that usually triggers off electoral violence during political campaigns in Nigerian presidential election in Anambra State. Section D finds out to ascertain if political debates/interview have influenced on electorates (voters) during Nigerian presidential election in Anambra State. Section E finds out the most effective strategy employed during political campaigns in Nigerian presidential election in Anambra State.

3.5 Validity of the Instrument

The validation of the questionnaire was undertaken by the researchers' supervisor to ascertain suitability and appropriateness for the research; and one other expert in the Department of Political Science, Faculty of Social Sciences, University of Benin, Benin City. Their suggestions and criticisms made up the final copy.

3.5 Sources of Data

The source of data employed by the researcher is the primary data source. The data consisted of the information to be elicited from the sampled respondents using the research instrument (questionnaire).

3.6 Reliability of the Study

Reliability in this context refers to the measure of consistency of the instrument used in eliciting relevant and desirable responses from respondents so that the objectives can be reliably and meaningfully achieved. A pilot study was carried out. The Cronbach Alpha formula was used ascertain the reliability of the instrument.

3.8 Method of data collection

The study adopted the one-time survey method of data collection using the structured questionnaire as the primary method of data collection. The study employed both the primary and secondary sources of data collection. The primary source of data is the use of the structured questionnaire. The structured questionnaire is one of the

instruments that were used in collecting the data for this study. Copies of the questionnaires were self-administered by the researcher so as to minimize error in the instrument when returned. The researcher administered the questionnaire in the evening because that is the time most residents do come back work.

3.9 Method of Data Analysis

This refers to the systematic processes and techniques used to examine, interpret, and draw meaningful insights from the data collected for the study. The data was organized in tables using simple percentages. The simple percentages were used to present the frequency counts and percentage represents action of respondents' responses to the issues raised.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

This chapter contains the data 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 analyzing the research objectives listed in chapter one. Hence, it is a vital part of this study since it forms the basis for conclusion and policy recommendations.

4.1 Data Presentation and Analytical Techniques

Tables and percentages were used in this chapter in this research work, the use of table was the most appropriate means of interpreting information for easy understanding. In analyzing the data, judgment was 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 three hundred and ninety (390) questionnaires distributed, three hundred and eighty (380) questionnaires were well completed and valid for analysis of this study. The three hundred and eighty (380) questionnaires retrieved represent 95 percent of total distributed questionnaires.

4.1.1 Socio-demographic characteristics of respondents

Table 4.1: Frequency and percentage relating to age, gender, religion, marital status, level of education and occupation of respondents

Age distribution of respondents	Frequency	Percentages %
18 - 28 years	37	9.7
29-38 years	244	64.2
39-48 years	96	25.3
49-58 years	3	0.8
59 and above	0	0
Total	380	100
Gender distribution of respondents	Frequency	Percentages %
Male	261	68.7
Female	119	31.3
Total	380	100
Level of Education	Frequency	Percentage
Primary school	77	20.3
Secondary School	74	19.5
College of education	91	23.9
Polytechnic	82	21.6
University	56	14.7
Total	380	100
Occupation	Frequency	Percentage
Student	100	30
Trader	16	8
Artisan	100	30
Professional	98	20
Driver	56	10
Others	6	2
Total	380	100
Religion	Frequency	Percentage
Christianity	374	98.4
Muslim	3	0.8
ATR	0	0
Others	3	0.8
Total	380	100
Marital Status	Frequency	Percentages %
Single	71	20

Separated	1	0.3
Divorced	8	2.1
Married	300	85
Total	380	100

Source: Field Survey, 2025

From table 4.1 above, 9.7% of the total respondents are between the age brackets of 18 - 28 years; 64.2% of the total respondents are between the age brackets of 29-38 years; 25.3% percent of the total respondents are between the age brackets of 39-48 years, 0.8% of the total respondents are between the age brackets of 49-58 years while of the respondents are between the age bracket of 59 and above. Furthermore, 68.7 percent of the total respondents are male while 31.3 percent of the total respondents are female. This implies that majority of the respondents are male. The study also analysis the various level of education of the respondents: 20.3 percent of the respondents are Primary school certificate holders; 19.5 percent of the respondents are school cert holders; 23.9 percent of the respondents attended college of education; 21.6 percent of the respondents attended Polytechnic and 14.7 percent of the respondents are BS.c holders. The table further shows that 30 percent of the total respondent are students; 8 percent of the total respondent are traders; 30 percent of the total respondents are artisan, 20 percent of the total respondents are Professional, 10 percent of the total respondents are driver, while 2 person had other occupations.

Under the religion it was indicated that 98.4 percent of the respondents are practices Christianity; 0.8 percent of the respondents are Muslim; 0 percent is ATR while

0.8 percent of the respondents are others. This implies that the majority of the respondents are Christians. Lastly, under the marital status of the parents, it shows that 20 percent of the total respondents are single; 0.3 percent of the total respondents are separated; 2.1 percent of the total respondents were divorced while 85 percent of the total respondents were married. This implies that the majority of the respondents are happily married.

4.1.2 Research Question one: What influence does party politics have on political campaigns in Nigeria presidential election in Anambra State?

Frequency and percentage on the influence does party politics have on political campaigns in Nigeria presidential election in Anambra State

Nigerian political parties often lack clear ideologies making it difficult for voters to distinguish between them. This ambiguity fuels party defections and transactional politics.	Frequency	Percentage
Strongly Agree	166	43.7
Agree	186	48.9
Disagree	12	3.2
Strongly Disagree	16	4.2
Total	380	100
Individual leaders wield considerable influence, sometimes overshadowing party structures.	Frequency	Percentage
Strongly Agree	168	44.2
Agree	163	42.9
Disagree	32	8.4
Strongly Disagree	17	4.5
Total	380	100
It causes ethnicity and religion	Frequency	Percentage
Strongly Agree	104	27.4
Agree	124	32.6
Disagree	92	24.2
Strongly Disagree	60	15.8
Total	380	100

Frequent defections occur due to the absence of ideological grounding and internal democracy with parties.	Frequency	Percentages
Strongly Agree	52	5.3
Agree	20	13.7
Disagree	164	43.1
Strongly Disagree	144	37.8
Total	380	100

Source: Field Survey, 2025

Interpretation;

The table above reveals that 43.7 percent of the total respondents were strongly agree; 48.9 percent of the respondents were agree; 3.2 percent of the respondents were disagree and 4.2 percent of the respondents were strongly disagree that Nigerian political parties often lack clear ideologies making it difficult for voters to distinguish between them. This ambiguity fuels party defections and transactional politics. It was also reveals that 44.2 percent of the total respondents strongly agree that frequent defections occur due to the absence of ideological grounding and internal democracy with parties; 42.9 percent of the total respondents were agree; 8.4 percent of the total respondents were disagree while 4.5 percent of the population were strongly disagree.

It was also indicated that 27.4 percent of total respondents strongly agree that Individual leaders wield considerable influence, sometimes overshadowing party structures; 32.6 percent of the total respondents agree Individual leaders wield considerable influence, sometimes overshadowing party structures; 24.2 percent of the total respondents disagree that Individual leaders wield considerable influence, sometimes overshadowing party structures while the last 15.8 percent of the total

respondents strongly disagree that Individual leaders wield considerable influence, sometimes overshadowing party structures.

It was also indicated that 5.3 percent of total respondents strongly agree that it causes ethnicity and religion, 13.7 percent of the total respondents agree that it causes ethnicity and religion, 43.1 percent of the total respondents disagree that it causes ethnicity and religion while 37.8 percent of the total respondents strongly disagree that it causes ethnicity and religion.

4.1.3 Research Question two: What kind of language use by politicians that usually triggers off electoral violence during political campaigns in Nigerian presidential election in Anambra State?

Frequency and percentage on the kind of language use by politicians that usually triggers off electoral violence during political campaigns in Nigerian presidential election in Anambra State

Politicians make provocative statements that ignite passions and hostilities among their supporters, often targeting opponents or rival groups		
Strongly Agree	136	35.8
Agree	179	47.1
Disagree	38	10.0
Strongly Disagree	27	7.1
Total	380	100
Politicians exploit ethnic and regional differences to mobilize support, creating an “us versus them” mentality that can lead to violence.		
Strongly Agree	48	12.6
Agree	75	19.7
Disagree	154	40.5
Strongly Disagree	103	27.1
Total	380	100
Politicians issue veiled or direct threats to opponents, voters or rival groups, creating a climate of fear and anxiety		

Strongly Agree	194	51.1
Agree	161	42.4
Disagree	14	3.7
Strongly disagree	11	2.9
Total	380	100
Politicians use language that emphasizes differences and creates tension between groups, often based on ethnic, religious, or regional identities.		
Strongly Agree	184	48.4
Agree	164	43.1
Disagree	12	3.2
Strongly Disagree	20	5.3
Total	380	100

Source: Field Survey, 2025

The above table showed that 35.8 percent of total respondents strongly agree that politicians make provocative statements that ignite passions and hostilities among their supporters, often targeting opponents or rival groups, 47.1 percent of the total respondents agree that politicians exploit ethnic and regional differences to mobilize support, creating an “us versus them” mentality that can lead to violence, 10.0 percent of the total respondents disagree that politicians make provocative statements that ignite passions and hostilities among their supporters, often targeting opponents or rival groups while 7.1 percent of the total respondents strongly disagree that politicians make provocative statements that ignite passions and hostilities among their supporters, often targeting opponents or rival groups.

It was also revealed that 12.6 percent of total respondents strongly agree that politicians exploit ethnic and regional differences to mobilize support, creating an “us versus them” mentality that can lead to violence, 19.7 percent of the total respondents

agree that politicians exploit ethnic and regional differences to mobilize support, creating an “us versus them” mentality that can lead to violence, 40.5 percent of the total respondents disagree that politicians exploit ethnic and regional differences to mobilize support, creating an “us versus them” mentality that can lead to violence while 27.1 percent of the total respondents strongly disagree that politicians exploit ethnic and regional differences to mobilize support, creating an “us versus them” mentality that can lead to violence.

It was also revealed that 51.1 percent of total respondents strongly agree that politicians issue veiled or direct threats to opponents, voters or rival groups, creating a climate of fear and anxiety, 42.4 percent of the total respondents agree that politicians issue veiled or direct threats to opponents, voters or rival groups, creating a climate of fear and anxiety, 3.7 percent of the total respondents disagree that politicians issue veiled or direct threats to opponents, voters or rival groups, creating a climate of fear and anxiety while 2.9 percent of the total respondents strongly disagree that whenever politicians issue veiled or direct threats to opponents, voters or rival groups, creating a climate of fear and anxiety. Lastly, it was also revealed that 48.4 percent of total respondents strongly agree that politicians use language that emphasizes differences and creates tension between groups, often based on ethnic, religious, or regional identities, 43.1 percent of the total respondents agree that politicians use language that emphasizes differences and creates tension between groups, often based on ethnic, religious, or regional identities, 3.2 percent of the total respondents disagree that politicians use

language that emphasizes differences and creates tension between groups, often based on ethnic, religious, or regional identities while 5.3 percent of the total respondents strongly disagree that politicians use language that emphasizes differences and creates tension between groups, often based on ethnic, religious, or regional identities.

4.1.4 Research Question three: To what extent does political debates/interview influence on electorates during Nigerian presidential election in Anambra State?

Frequency and percentage on the extent political debates/interview influence on electorates during Nigerian presidential election in Anambra State

Debates and interviews allow candidates to articulate their stance on critical issues, such as economic development, security and social welfare.		
Strongly Agree	136	35.8
Agree	179	47.1
Disagree	38	10.0
Strongly Disagree	27	7.1
Total	380	100
Voters gain insight into a candidate’s personality, temperament and communication skills, which can shape their perception of the candidate’s leadership potential.		
Strongly Agree	48	12.6
Agree	75	19.7
Disagree	154	40.5
Strongly Disagree	103	27.1
Total	380	100
Extensive media coverage of debates and interviews amplifies their impact, reaching a broader audience and influencing public opinion.		
Strongly Agree	194	51.1
Agree	161	42.4
Disagree	14	3.7
Strongly disagree	11	2.9
Total	380	100

These events can stimulate voter interest and participation, particularly among undecided voters, by providing valuable information to inform their voting decisions.		
Strongly Agree	184	48.4
Agree	164	43.1
Disagree	12	3.2
Strongly Disagree	20	5.3
Total	380	100

Source: Field Survey, 2025

The above table showed that 35.8 percent of total respondents strongly agree that conduct thorough voter research, analyze past election results, and develop a comprehensive campaign plan, 47.1 percent of the total respondents agree that conduct thorough voter research, analyze past election results, and develop a comprehensive campaign plan, 10.0 percent of the total respondents disagree that conduct thorough voter research, analyze past election results, and develop a comprehensive campaign plan while 7.1 percent of the total respondents strongly disagree that conduct thorough voter research, analyze past election results, and develop a comprehensive campaign plan. It was also revealed that 12.6 percent of total respondents strongly agree that craft a clear and compelling message, utilizing diverse communication channels, including traditional media, social media, and grassroots outreach, 19.7 percent of the total respondents agree that craft a clear and compelling message, utilizing diverse communication channels, including traditional media, social media, and grassroots outreach, 40.5 percent of the total respondents disagree craft a clear and compelling message, utilizing diverse communication channels, including traditional media,

social media, and grassroots outreach while 27.1 percent of the total respondents strongly disagree that craft a clear and compelling message, utilizing diverse communication channels, including traditional media, social media, and grassroots outreach.

It was also revealed that 51.1 percent of total respondents strongly agree that engage with local communities, understand their concerns, and address their needs through town hall meetings, rallies, and direct voter engagement, 42.4 percent of the total respondents agree that engage with local communities, understand their concerns, and address their needs through town hall meetings, rallies, and direct voter engagement, 3.7 percent of the total respondents disagree that engage with local communities, understand their concerns, and address their needs through town hall meetings, rallies, and direct voter engagement while 2.9 percent of the total respondents strongly disagree that engage with local communities, understand their concerns, and address their needs through town hall meetings, rallies, and direct voter engagement. Lastly, it was also revealed that 48.4 percent of total respondents strongly agree that the leverage social media platforms to interact with voters, amplify campaign messages, and shape public opinion, 43.1 percent of the total respondents agree that leverage social media platforms to interact with voters, amplify campaign messages, and shape public opinion, 3.2 percent of the total respondents disagree that leverage social media platforms to interact with voters, amplify campaign messages, and shape public opinion while 5.3 percent of the total

respondents strongly disagree that leverage social media platforms to interact with voters, amplify campaign messages, and shape public opinion.

4.1.5 Research Question four: What is the most effective strategy employed during political campaigns in Nigerian presidential election in Anambra State?

Frequency and percentage on the most effective strategy employed during political campaigns in Nigerian presidential election in Anambra State.

Conduct thorough voter research, analyze past election results, and develop a comprehensive campaign plan	Frequency	Percentage
Strongly Agree	166	43.7
Agree	186	48.9
Disagree	12	3.2
Strongly Disagree	16	4.2
Total	380	100
Craft a clear and compelling message, utilizing diverse communication channels, including traditional media, social media, and grassroots outreach	Frequency	Percentage
Strongly Agree	168	44.2
Agree	163	42.9
Disagree	32	8.4
Strongly Disagree	17	4.5
Total	380	100
Engage with local communities, understand their concerns, and address their needs through town hall meetings, rallies, and direct voter engagement.	Frequency	Percentage
Strongly Agree	104	27.4
Agree	124	32.6
Disagree	92	24.2
Strongly Disagree	60	15.8
Total	380	100
Leverage social media platforms to interact with voters, amplify campaign messages, and shape public opinion.	Frequency	Percentages
Strongly Agree	52	5.3
Agree	20	13.7
Disagree	164	43.1

Strongly Disagree	144	37.8
Total	380	100

Source: Field Survey, 2025

Interpretation;

Table above reveals that 43.7 percent of the total respondents were strongly agree; 48.9 percent of the respondents were agree; 3.2 percent of the respondents were disagree and 4.2 percent of the respondents were strongly disagree that conduct thorough voter research, analyze past election results, and develop a comprehensive campaign plan. It was also reveals that 44.2 percent of the total respondents strongly agree; 42.9 percent of the total respondents were agree; 8.4 percent of the total respondents were disagree while 4.5 percent of the population were strongly disagree that craft a clear and compelling message, utilizing diverse communication channels, including traditional media, social media, and grassroots outreach.

It was also indicated that 27.4 percent of total respondents strongly agree that engage with local communities, understand their concerns, and address their needs through town hall meetings, rallies, and direct voter engagement; 32.6 percent of the total respondents agree that engage with local communities, understand their concerns, and address their needs through town hall meetings, rallies, and direct voter engagement; 24.2 percent of the total respondents disagree that engage with local communities, understand their concerns, and address their needs through town hall meetings, rallies, and direct voter engagement while the last 15.8 percent of the total respondents strongly disagree that engage with local communities, understand their

concerns, and address their needs through town hall meetings, rallies, and direct voter engagement.

It was also indicated that 5.3 percent of total respondents strongly agree that leverage social media platforms to interact with voters, amplify campaign messages, and shape public opinion, 13.7 percent of the total respondents agree that leverage social media platforms to interact with voters, amplify campaign messages, and shape public opinion, 43.1 percent of the total respondents disagree that leverage social media platforms to interact with voters, amplify campaign messages, and shape public opinion while 37.8 percent of the total respondents strongly disagree that leverage social media platforms to interact with voters, amplify campaign messages, and shape public opinion.

4.2 Discussion of Findings

Findings from the first research question revealed what influence does party politics have on political campaigns in Nigeria presidential election in Anambra State. These causes include Nigerian political parties often lack clear ideologies making it difficult for voters to distinguish between them. This ambiguity fuels party defections and transactional politics, Individual leaders wield considerable influence, sometimes overshadowing party structures. The research findings are in agreement with the study conducted by (Mastrofski, Jonathan-Zamir, Moyal, & Willis, 2016) who highlighted various influence party politics have on political campaigns in which he highlighted ethnicity and religion

Findings from the second research question revealed the kind of language use by politicians that usually triggers off electoral violence during political campaigns in Nigerian presidential election in Anambra State. It was observed that 90 percent of the respondents strongly agreed and agreed respectively that politicians make provocative statements that ignite passions and hostilities among their supporters, often targeting opponents or rival groups. Findings also revealed that 70 person of the total respondents agreed that politicians exploit ethnic and regional differences to mobilize support, creating an “us versus them” mentality that can lead to violence. In the same vein, it was also revealed 90 percent of the respondents agreed that the politicians issue veiled or direct threats to opponents, voters or rival groups, creating a climate of fear and anxiety. Furthermore, findings also revealed that the that politicians use language that emphasizes differences and creates tension between groups, often based on ethnic, religious, or regional identities with 100 percent of respondents agreeing to the statement.

In the same vein, findings from the third research question revealed the extent does political debates/interview influence on electorates during Nigerian presidential election in Anambra State. It was revealed that 80 percent of the total respondents agreed that debates and interviews allow candidates to articulate their stance on critical issues, such as economic development, security and social welfare. Analyzed 80 percent of the respondents agreed. Furthermore, the respondents were asked if voters gain insight into a candidate’s personality, temperament and communication skills, which can shape their

perception of the candidate's leadership potential with 70 percent of the total respondents agreed to the statement. Furthermore, 100 percent of the respondents strongly agreed.

Lastly, findings from the fourth research revealed the most effective strategy employed during political campaigns in Nigerian presidential election in Anambra State. It was agreed on by the respondents that conduct thorough voter research, analyze past election results, and develop a comprehensive campaign plan with 70 percent of the respondents agreeing to it. In the same vein, it was revealed that craft a clear and compelling message, utilizing diverse communication channels, including traditional media, social media, and grassroots outreach with 90 percent of the respondents strongly agreeing to the state. It was also engage with local communities, understand their concerns, and addresses their needs through town hall meetings, rallies, and direct voter engagement, which was a welcomed idea by the respondent with 100 percent agreeing to the statement.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter presented the summary conclusion and recommendations of the study based on the results of the findings.

5.1. Summary

This study titled “effect of party politics on political campaigns in Nigeria, with specific emphasis on the 2023 presidential election in Anambra state” was structured into five chapters to effectively carry out this research. The study raised four objectives that guided the study. Based on these objectives, research questions were formulated, significance of the study was also discussed, and area of study, 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, types and theories of the main variables. The theoretical frame work used in the study was the Rational Choice theory.

In chapter three the design and methodology of the study were discussed. The research design was a cross-sectional survey design. The population for the study consists of residents from Akwa in Anambra State. A total of 390 residents were sampled using simple random sampling procedure. The instruments used for data collection is the questionnaire. The returned questionnaires were analyzed using simple percentage table.

Chapter four presented the analysis of the data collected which were analyzed through the use of descriptive and inferential statistics. The findings in this study after the analysis gave the following results:

1. It was discovered that Nigerian political parties often lack clear ideologies making it difficult for voters to distinguish between them. This ambiguity fuels party defections and transactional politics
2. It was also revealed that politicians make provocative statements that ignite passions and hostilities among their supporters, often targeting opponents or rival groups.
3. Finding also revealed that political debates/interview had influence on electorates during Nigerian presidential election in Anambra State.
4. Finding also reveal there are effective strategy employed during political campaigns in Nigerian presidential election in Anambra State which includes conducting thorough voter research, analyze past election results, and develop a comprehensive campaign plan.

5.2. Conclusion

Electioneering campaigns are important attributes of democracy. In Nigeria, the context of politics and electoral competition for power have necessitated all kinds of undemocratic, extra-legal and unbecoming abuses of the legal framework governing political party activities. One of the difficult circumstances created by the pattern of party

politics in Nigeria is the betrayal of the very basis of the campaign as a process of interest articulation and aggregation (Gambo and Ribadu, 2017)

It can be justly be concluded from the research so far that party politics predominates as well as determine the electioneering campaign arena in Anambra State politics. And the activity of the politicians cannot be over emphasized in this regard .This role is further worsened by the choice of language used by Politician's that are clouded in the political expediency of ethnicity, religion and sectional appeals. Baseless campaign promises made by them not only create fear and apprehension about the future of democracy in the country.

But also expressing the difficult circumstances in which the democratic process is conditioned as expressly manifested in political debates/interview that proved as a major causative factors that have impacted the 2023 presidentially election in Anambra State. Political education is therefore highly required to empower and to educate the uninformed electorates on how to determine who to vote, campaign for and why. Not until this is done with other issues mentioned in the discussion of electioneering campaign are addressed and translated into policy action by relevant agencies or authorities ethnic politics, vote buying and personality attacks will continue to dominate electioneering environment in Nigeria.

It is however, good to be said that voters were able to vote their conscience {rather than engaging in vote selling that has pre-dominated elections in the past} irrespective of the content and manner or pattern of campaigns. But the sustainability of

this paradigm shift will be determined by the upcoming and subsequent elections in the state.

5.3. Recommendation

The following recommendations are suggested as a result of the findings of the study:

1. Political candidates and party members should make frantic efforts to inform or persuade electorates for their votes rather than mislead them with enticing words or making hate speeches capable of disrupting the electoral process and causing disenchantment among the electorates.
2. Political candidates and parties should communicate their political agenda without the use of force, destructive tendencies and unhealthy rivalry among one party and the other and between party members and electorates.
3. There is the need also for inter-party dialogue that can create for routines confidence among party members and party members and electorates.
4. The government on the other hand, should further strengthen the legal pathways of the Electoral Acts that regulates the affairs of political party campaign activities. The implication of this is that it will create for a healthy campaign and political arena for good governance.

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DEPARTMENT OF POLITICAL SCIENCE
FACULTY OF SOCIAL SCIENCES
UNIVERSITY OF BENIN, BENIN CITY
QUESTIONNAIRE ON

**Effect of party politics on political campaigns in Nigeria, with specific emphasis on
the 2023 presidential election in Anambra state**

Dear Respondents,

Request to fill Questionnaire

I am an undergraduate student of the Department of political science, Faculty of Social Science, University of Benin, Benin City in Edo State. I am presently carrying out a research study titled ‘**Effect of party politics on political campaigns in Nigeria, with specific emphasis on the 2023 presidential election in Anambra state**’ Kindly help to complete the questionnaire as your frank response will help this research. It is purely for academic purpose and the information you provide will be treated as confidential and will be used only for the purpose of the research.

Thanks you for your cooperation.

Yours faithfully,

Okagbue Pascal Orakwue

Please kindly tick (√) on your choice of answer

SECTION A: Demographic characteristics of participants

1. Age: 19-28 [], 29-38 [], 39-48 [], 49-58 [], 59 and above
2. Gender: Male [], Female []
3. Religion: Christian [], Muslim [], ATR [], others []
4. Marital status. Single [], separated [], divorced [], married [].
5. Level of Education: Primary school [], Secondary School [], College of education [], Polytechnic, [], University []
6. Occupation: Student [], Trader [], Artisan [], Professional [], Driver [], Others [].

Instruction: please indicate the extent to which you agree with the following, you are to assess the following on a scale of “strongly agree to strongly disagree”.

Key: SA= Strongly Agree, A= Agree, D= Disagree, SD= Strongly Disagree

Section B

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

S/N	What influence does party politics have on political campaigns in Nigeria presidential election in Anambra State?	SA	A	D	SD
1	Nigerian political parties often lack clear ideologies making it difficult for voters to distinguish between them. This ambiguity fuels party defections and transactional politics.				
2	Individual leaders wield considerable influence, sometimes overshadowing party structures.				
3	It causes ethnicity and religion				
4	Frequent defections occur due to the absence of ideological grounding and internal democracy with parties.				
	Section C				
	What kind of language use by politicians that usually triggers off electoral violence during political campaigns in Nigerian presidential election in Anambra State?				

5	Politicians make provocative statements that ignite passions and hostilities among their supporters, often targeting opponents or rival groups.				
6	Politicians exploit ethnic and regional differences to mobilize support, creating an “us versus them” mentality that can lead to violence.				
7	Politicians issue veiled or direct threats to opponents, voters or rival groups, creating a climate of fear and anxiety				
8	Politicians use language that emphasizes differences and creates tension between groups, often based on ethnic, religious, or regional identities.				
	Section D				
	To what extent does political debates/interview influence on electorates during Nigerian presidential election in Anambra State?				
9	Debates and interviews allow candidates to articulate their stance on critical issues, such as economic development, security and social welfare.				
10	Voters gain insight into a candidate’s personality, temperament and communication skills, which can shape their perception of the candidate’s leadership potential.				
11	Extensive media coverage of debates and interviews amplifies their impact, reaching a broader audience and influencing public opinion.				
12	These events can stimulate voter interest and participation, particularly among undecided voters, by providing valuable information to inform their voting decisions.				
	Section E				
	What is the most effective strategy employed during political campaigns in Nigerian presidential election in Anambra State?				
13	Conduct thorough voter research, analyze past election results, and develop a comprehensive campaign plan.				
14	Craft a clear and compelling message, utilizing diverse communication channels, including traditional media, social				

	media, and grassroots outreach				
15	Engage with local communities, understand their concerns, and address their needs through town hall meetings, rallies, and direct voter engagement.				
16	Leverage social media platforms to interact with voters, amplify campaign messages, and shape public opinion.				