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Adres Redakcji

Katedra Glottodydaktyki i Translatoryki UAM
ul. 28 Czerwca 1956 r. nr 198
61-485 POZNAŃ, Poland
tel. (+48-61) 829 2925, tel./fax (+48-61) 829 2926
e-mail: prokop@amu.edu.pl

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MARIA DOLNA



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EXAMINATION OF HAUSA TERMS AND CONCEPTS USED OVER ELECTRONIC MEDIA IN THE NON-SPEAKING HAUSA AREA

USMAN AHMADU MOHAMMED

Nigerian Defence Academy – Kaduna

ABSTRACT. Specifically the study analyses the use of Hausa in three different areas i.e. a) the eastern Hausa dialect area where we sample Kaduna and Kano States b) the western Hausa dialect area where we sampled Sokoto and Katsina States and c) the non-Hausa speaking area where we sampled Adamawa and Plateau States all in Nigeria. Never the less for the sake of comparison we have considered some foreign electronic media that broadcast programmes in Hausa. Among these electronic media we distinguished between the African electronic media whereby we sampled Niger and Cameroon republics, which are Francophone neighboring Nigeria and the foreign electronic media whereby we sampled BBC-Hausa service and the VOA-Hausa service.

Through various instruments of research, the study comes up with various performances of the Hausa Broadcasters in terms of IOVs, IOAs, IOCs, and IOIs. The study identifies that there are various degrees of variations among Hausa Broadcasters in the use of terms and concepts in the electronic media in all the areas. These variations are observed at different levels i.e. among Hausa Broadcasters in the same electronic media within the same dialect area and across electronic media. These variations occasion various degrees of performances among Hausa Broadcasters in terms of IOAs. The study further identifies various degrees of performances in terms of IOCs, which result in various degrees of performances in terms of IOIs.

The performances of the Hausa Broadcasters result in confusions and breakdown of communication as reported by Hausa listeners. These variations and inconsistencies in the use of Hausa terms and concepts over the electronic media are tied up to various factors. The lack of a language monitoring body saddled with the responsibility of supervising Hausa language development in the media may be the cause of such discrepancies in the use of terms of concepts over all the electronic media that broadcast and feature programmes in Hausa within Nigeria as well as outside.

1. Method and Procedures

1.1. Research Method

This research is aimed at investigating and analysing the use of Hausa over the Nigerian electronic with the view to observe: a) the adequacy of terms and concepts, b) the perception and understanding of the translated versions by the audience who listen to News and programmes in Hausa c) the cases of in-house and

out-house inconsistencies in the use of terms and concepts in Hausa and d) the problems associated with Hausa translations in the broadcast Media. The inconsistencies thus identified are then correlated to certain factors such as the dialectal differences of the Broadcasters/Editors of Hausa in the electronic Media, the level of training and/or experience of these Broadcasters and/or Editors etc. For this type of Research various approaches may be employed depending on the focus of the Research.

There are various Methods of research. Among these Research Methods we have the Historical Method, which accounts for the past events, the Descriptive Method, which accounts for the existing situations, the Experimental Method, which is concerned with the evaluation of relationship between variables and the Analytical Method that concentrates on Statistics not only to describe but also to interpret the data. Ndagi (1984:99) argues that Descriptive Method "is concerned with the collection of data for the purpose of describing and interpreting conditions, practices, beliefs, attitudes etc. However the central method is not just the description of what is but (also) the discovery of meaning..."

The second Method adopted for the analysis in this research is the Analytical Survey Method, which is not only descriptive in nature but also interpretative in its statistical sense. Statistics, which is part of the Analytical Survey Method, is used in this research to determine various degrees of variation in the use of terms and concepts in electronic Media. The Analytical Survey Method presents an interesting description of the method, which is aimed at reducing data to figures for the sake of interpretations. There figures that represent different statistical observations are used to unravel certain realities. The analytical survey method comprises two components, each of which is determined by certain statistical activities aimed at the classification and organization of the data. The components of the Analytical Survey Method are: a) Descriptive Statistics and b) Inferal Statistics. For the sake of this study we consider Descriptive Statistics, which comprises statistical observations such as: Mean, Standard Deviation, Average Deviation and Dispersion Range. These statistical observations are measurements that are classified under the Central Tendency (we are going to discuss these statistical observations further below). Two scales are used in this research to determine the two instances in the use of terms and concepts. These instances are: a) the inconsistencies in the use of terms and concepts where we distinguish between the degree of inconsistencies within each Media establishment i.e. in-house inconsistencies and b) the degree of inconsistencies across Media establishments i.e. out-house inconsistencies. For these types of considerations the statistical units of measurements we use are: a) the instances of inconsistencies among the respondents within or across the Media establishments are measured with the statistical unit referred to as the "Instance of Inconsistency" (henceforth *IOI*) while b) the adequacies of the renditions of terms and concepts from the SL to the TL is measured with the statistical unit referred to as the "Instance of Adequacy"

(henceforth *IOA*) and the instances of variations among the respondents within or across the Media establishments are measured with the statistical unit referred to as the "Instance of Variation" (henceforth *IOV*)(the explanations of these statistical units will be presented further below).

1.1.1. Instruments Used

In order to undertake a research project of this nature, there is the need to develop one or more instruments of research. These instruments of research are tools of the exploitation and exploration of the field of research with the view to obtain data, which are used for the analyses.

In the Research five (5) instruments of research are used in order to systematically capture and interpret data. These instruments are: 1) Questionnaire, 2) Interview, 3) Statistics, 4) Sampling and 5) Unobtrusive Observation. In order to acquaint ourselves with the operation and adaptability of these instruments of research, we intend to discuss them extensively in the subsequent Sub-Sections below.

1.1.2. Sampling

Sampling procedures in this research takes into account some selected variables such as the dialectal differences, the educational attainment, and the experience of the broadcasters. Sampling procedures determine the universe of the research and its populace. The criteria used in the selection of this representative sample are related to whether the area of broadcast is originally Hausa speaking area i.e. endoglotic or the area is not originally Hausa speaking area i.e. exoglotic. Within the endoglotic area we consider Kaduna, Kano States representing the Eastern Hausa dialects and Sokoto and Katsina States representing the Western Hausa dialects. Within the exoglotic area we consider Adamawa and Plateau States. For the sake of comparison we consider foreign Media Houses that also broadcast in Hausa such as the BBC-Hausa Service (the British Broadcasting Corporation), VOA-Hausa Service (Voice of America), *La Radio et Television Nationale du Niger* (in Niger Republic) and *Radio Diffusion Nationale de Garoua* (in Cameroon Republic). In sum we have ten (10) Media establishments. Hausa Editors/Broadcasters in all these electronic Media within and across the Country i.e. Nigeria are administered the Questionnaire designated to them. Five to Ten Questionnaires are sent to each Media establishment. This is because the number of Hausa Broadcasters/Editors in these Media Houses varies from five to ten. A total number of hundred (100) Questionnaires are sent to these Electronic Media for the Respondents who are Hausa Broadcasters/Editors.

The theoretical basis of sampling adopted for the selection of Hausa listeners is from Labov's (1972b:37) concept of "random sampling". This theoretical concept advocated by Labov (op.cit.) is meant to select Respondents through a process where each individual within the area of the study is given a chance of being considered as a Respondent. A technique that is said to involve randomisation, various procedures are adopted. Among these procedures include: a) Roulette Wheel, b) Lottery Method, c) Table of random numbers etc. These procedures of random sampling are aimed at arriving at an un-bias sample. The central idea underlining this concept is to extract from the target population i.e. the entire population under study, a research population i.e. a research sample devoid of bias. The number of fifty (50) Respondents is selected through this process in each State sampled out here for the purpose of this study. For the sake of analysis and comparisons the number of fifty Respondents are also selected through the same process in three neighbouring Countries i.e. Cameroon, Niger Republic and Chad. These respondents are listeners of Hausa News and feature programmes. Seven hundred (700) Respondents/Hausa Listeners are sampled out of various States and cities in the neighbouring Countries. These Respondents are administered the appropriate Questionnaires for the Hausa Listeners/Viewers. The sampling procedure does not take into account social variables such as sex, educational background, and age.

1.1.3. Statistics

Statistics is yet another instrument used in this study. Statistics is a scientific means of taking numerical facts and translate them meaningfully. In a study Statistics is used as an instrument while the Questionnaires are used for the exploration of the field of the study, Statistics helps in the interpretation of the product obtained from the field of study. Statistics is used to determine with accuracy the levels adequacies, consistencies and inconsistencies among the electronic Media in the uses of terms and concepts. In order to measure statistically the degree of adequacies among the electronic Media, the unit of the measurement used is the "Instance of Variation" (henceforth *IOV*), which is the score as result of inadequate use of a term and/or concept. While the unit for the measurement of the consistencies is the "Instance of Inconsistency" (henceforth *IOI*) which is the score as result of inconsistent use of a term and/or concept. Statistics has its own characteristics in terms of organisation and classification of the data obtained. Since in the Research we use it (i.e. Statistics) as an instrument for the interpretation of the data obtained, it is deemed necessary to discuss these characteristics in order to understand the operational system of the instrument. The characteristics of the instrument i.e. Statistics are: a) Central Tendency, b) Data Spread, c) Relationship, d) Correspondence with Nature. In this study, we consider only two

characteristics namely the Central Tendency and the Data Spread. This is due to the fact that in this study we are concerned with Descriptive Statistics. For the sake of clarity we deem it necessary to present and discuss these characteristics.

1.2. Theoretical Framework

The Theoretical Framework adopted in this study is adapted from Simpson's (1985) "Translation Criticism" theory with some modifications due to the focus of our research, which is the case of the study of inconsistencies in the use of terms and concepts over the Media. Simpson's theory is based on "positive and negative points" of the translation in the electronic Media. This study is particularly concerned with the negative points since one of the objectives of this research is to determine the level of inconsistencies within each electronic Media and across the electronic Media which use Hausa for the broadcast of News and feature programmes. Moreover we intend to use the principle of Adequacy as reflected in Viney and Darbelnet (1958) in order to assess the level of adequacy of the terms and concepts used i.e. to determine whether the equivalence is well motivated. For instance when there is a case of multiple interpretations of a concept we use our standard obtained from the *Hausa Lexical Guide* to determine the most adequate interpretation in which the sub-categorisation frame is captured.

2. Analyses

In this Sub-Section we intend to compare the Respondents' performances in terms of *IOVs* and *IOAs* within individual electronic Media in each State sampled here for the sake of this study. In addition the analyses are expected to reflect various degrees of *IOIs* among the electronic Media within the Country and abroad. We intend in the same vain to compare the performances of the Respondents within the electronic Media in the same dialectal area and in the electronic Media across dialectal areas. These comparisons are equally extended to the Foreign Western and African electronic Media. These analyses are correlated with the characteristics of Hausa Listeners both within the Country i.e. Nigeria and outside. In addition, the analyses are expected to reflect the extent to which these individual electronic Media converge and/or diverge in the application of terms and/or concepts over the electronic Media.

The Non-Hausa Speaking area is one the three areas considered for this Research project. The electronic Media in two States: Plateau and Adamawa States are considered. First we start with the electronic Media in Plateau State

The Plateau State Radio is a State owned Media. The Respondents in this electronic Media possess a good competence in two working languages. We can

observe that in this electronic Media the ethnic composition of the Respondents is mixed. This means that some Respondents are not Hausa Native Speakers of Hausa. Since some Respondents are second language Speakers of Hausa, they may have some variations due to their socio-linguistic characteristics. It is interesting to note that the Respondents use *Kananci*, which is one of the Eastern Hausa dialects. *Kananci* is the dialect that possesses dynamism of spread. That is outside the main Hausa speaking it is mostly *Kananci*, which is used. The variety of *Kananci* used in this area may differ from the one used in the Hausa speaking area due to ethnolinguistic factors. The Respondents in this electronic Media possess educational background related to Mass Communication. From the Theories of Mass communication we can deduce that language considerations are not featured. Thus the Respondents who possess educational related to Mass Communication may not possess the linguistic expertise for Language Development with a view to efficiently convey information from SL to TL. The theories may help only in monolingual English environment.

The Mean of the Respondents in this electronic Media in terms of *IOVs* is 88.2. From the individual deviations of the Respondents we can deduce that two Respondents: **B** and **C** reflect performances below the central point while three Respondents: **A**, **D** and **E** reflect performances above the central point. The Standard Deviation is 39.71 while the Average Deviation is 17.76. The highest performance in terms of *IOVs* is reflected against the Respondent **A** while the lowest performance is reflected against the Respondent **C**. Thus the Dispersion Range of the respondents in terms of *IOVs* is 60. In terms of *IOAs* the Mean of the Respondents is 56.8. From the individual deviations in terms of *IOAs* we can deduce that three Respondents: **A**, **C** and **E** reflect performances below the central point while two Respondents: **B** and **D** reflect performances above the central point. The Standard Deviation of the Respondents in terms of *IOAs* is 39.71 while the Average Deviation is 17.76. The highest performance of the Respondents is reflected against the Respondent **C** while the lowest performance is reflected against the Respondent **D**. Thus the Dispersion Range of the Respondents in terms of *IOAs* is 60. The total scores of the Respondents in terms of *IOVs* constitute 60.82%. The total scores of the Respondents in terms of *IOAs* constitute 39.17%. From the percentages of performances of the Respondents we can deduce that the percentage of performances of the Respondents in terms of *IOVs* is greater than the percentage of performances in terms of *IOAs*. In terms of *IOCs* the percentage of performances of the Respondents constitute 7.17% while the percentage of performances of the Respondents constitute 92.82%. From these percentages of performances of the Respondents we can deduce that the percentage of performances of the Respondents in terms of *IOIs* is greater than the percentage of performances in terms of *IOCs*.

The Plateau Radio and Television (TV-section) is also a State owned electronic Media. Some of the Respondents in this electronic Media possess low per-

formance in the language skills of the language of broadcast i.e. Hausa. This is a serious setback to the Hausa Language Development in the electronic Media. For an efficient Language Development for the purpose of Mass Communication, the Media Practitioners must not only be ambilingual but also fully equip with a formal training in linguistic thus to be able to manipulate the two working languages. As in the previous electronic Media, the Respondents in this electronic Media use *Kananci* in their renditions. It is interesting to note again that some Respondents are Second Language Speakers of Hausa. This would inevitably be the source of variations among the Respondents since the Second Language Speakers may not possess the same linguistic efficiencies with the Native Speakers of Hausa. In addition to the nature of the linguistic proficiency of the Respondents, it is observed that some Respondents have not received any formal training in Translation. It is also observed that the Respondents do not have educational backgrounds related to their profession. This may seriously endanger Hausa language Development in the electronic Media.

The Mean of the Respondents in terms of *IOVs* is 102. From the individual deviations of the Respondents in this electronic Media we can observe that the Respondent **A** reflects a performance, which is equal to the central point. The Respondent **B** reflects a performance above the central point. Two Respondents: **C** and **D** reflect performances below the central point. The Standard Deviation of the Respondents in terms of *IOVs* is 3 while the Average Deviation is 1.5. The highest performance in terms of *IOVs* is reflected against the Respondent **B** while the lowest performance is reflected against the Respondent **C**. Thus the Dispersion Range of the Respondents in terms of *IOVs* is 5. The Dispersion Range of the Respondents reveals that the performances of the Respondents in terms of *IOVs* are not wide apart. In terms of *IOAs* the Mean of the Respondents is 43. The individual deviations of the Respondents show that the Respondent **A** reflects a performance, which is equal to the central point. Two Respondents: **C** and **D** reflect performances above the central point. The Respondent **B** reflects performance below the central point. The Standard Deviation of the Respondents in terms of *IOAs* is 3 while the Average Deviation is 1.5. The highest performance in terms of *IOAs* is reflected against **C**. The lowest performance of the Respondents in terms of *IOAs* is reflected against the Respondent **B**. Thus the Dispersion Range of the Respondents in terms of *IOAs* is 5. The Dispersion Range in terms of *IOAs* shows also that the performances of the Respondents in terms of *IOAs* are not further apart. When we compare the Dispersion Range of the Respondents in Plateau State Radio with that of the Respondents in Plateau State Television we observe that the Dispersion Range of the Respondents in Plateau State Radio is wider than that of the Respondents in the Plateau State Television. This means that the performances of the Respondents in terms of *IOAs* in Plateau State Radio are further apart. The total performances of the Respondents in terms of *IOVs* constitute 70.34%. This percentage of performances in terms of *IOVs* is higher than that of

the performances of the Respondents in Plateau State Radio. The total performances of the Respondents in terms *IOAs* constitute 29.65%. This percentage of performances in terms of *IOAs* is higher than that of the Respondents in Plateau State Radio. From the percentages of performances of the Respondents in Plateau State Television in terms of *IOVs* and *IOAs* we can deduce that the total performances of the Respondents in terms of *IOVs* are higher than their performances in terms of *IOAs*. In terms of *IOCs* the performances of the Respondents constitute 10.86%, which is higher than that of the performances of the Respondents in Plateau State Radio. In terms of *IOIs* the performances of the Respondents constitutes 89.13%, which is lower than that of the performances of the Respondents in the Plateau State Radio. From the percentages of performances of the Respondents in Plateau State Television in terms of *IOIs* and *IOCs* we deduce that the percentage of performances of the Respondents in terms of *IOIs* are higher than their performances in terms of *IOCs*.

The NTA-Jos is the only Federal owned electronic Media in the State. The Respondents in this electronic Media possess generally a good competence in the two working languages: English and Hausa in spite of the fact that some of them are not Hausa Native Speakers of Hausa. As in the previous electronic Media most of the Respondents in this electronic Media do not have any formal training in Translation. The lack of formal training may hamper their performance since most of them do not have educational backgrounds related to their own profession. It is unfortunate to note that educational background is not considered in the Media Industry. This is based on the general assumption associated with the profession that to be a Media practitioner one has to be fluent or conversant with the working language(s). Contrarily the profession needs more than being conversant with the working languages. That is in order to expand the language of broadcast constantly with a view to capture the most recent developments in various fields of human endeavours. This undertaking requires linguistic expertise in order to reach "legitimacy" in the renditions of information. The approach to Language Development may continue to vary due various factors. That is why it is necessary to have a Data Bank, which contains terms and concepts that may be used when need arises.

The Mean of the Respondents in this electronic Media in terms of *IOVs* is 76.25. The individual deviations of the Respondents reflect the fact that two Respondents: **A** and **D** reflect performances below the central point while the Respondents **B** and **C** reflect performances above the central point. The Standard Deviation of the Respondents in terms of *IOVs* is 39.5 and the Average Deviation is 19.75. The highest performance in terms of *IOVs* in this electronic Media is reflected against the Respondent **B** while the lowest performance is reflected against the Respondent **A**. Thus the Dispersion Range of the Respondents in terms of *IOVs* is 66. The Dispersion Range of the Respondents in this electronic Media is wider than that of the Respondents in the Plateau State Radio and shorter

than that of the Respondents in the Plateau State Television. These Dispersion Ranges determine the variations of the individual Respondents within the electronic Media and across the electronic Media. The wider the Dispersion Range the wider the difference in the performances of the Respondents and the shorter the Dispersion Range the shorter the difference in the performances of the Respondents. In terms of *IOAs* the Mean of the Respondents is 68.75. The individual deviations in terms of *IOAs* show that two Respondents: **A** and **D** reflect performances above the central point and two Respondents: **B** and **C** reflect performances below the central point. The Standard Deviation of the Respondents in terms of *IOAs* is 39.5 and the Average Deviation is 19.75. The highest performance in terms of *IOAs* is reflected against the Respondent **A** while the lowest performance is reflected against the Respondent **B**. Thus the Dispersion Range of the Respondents in terms of *IOAs* is 66. The Dispersion Range of the Respondents in this electronic Media is wide. This shows the wide gap between the performances of the Respondents in terms of *IOAs*. The Dispersion Range of the Respondents in this electronic Media is wider than that of the Respondents in the Plateau State Radio and shorter than that of the Respondents in Plateau State Television. These Dispersion Ranges equally show the differences in the performances of the Respondents in terms of *IOAs*. The total scores of the Respondents in terms of *IOVs* constitute 52.58% while the total scores of the Respondents in terms of *IOAs* constitute 47.41%. From the percentages of performances of the Respondents we can deduce that the percentage of performances of the Respondents in terms of *IOVs* is higher than the percentage of their performances in terms of *IOAs*. In terms of *IOCs* the performance of the Respondents constitute 12.06% while in terms of *IOIs* the performance of the Respondents constitute 87.93%. These percentages reflect the fact that the performances of the Respondents in terms of *IOIs* are higher than their performances in terms of *IOCs*.

We have observed various degrees of performances of the Respondents in various electronic Media in the State in terms of *IOVs*, *IOAs*, *IOCs* and *IOIs*. These performances reflect various realities. We can observe for instance that in terms of *IOVs* the highest percentage of performances is reflected against the Plateau State Television seconded by the Plateau State Radio then followed by the NTA-Jos. While in terms of *IOAs* the highest percentage of performances is reflected against the NTA-Jos seconded by the Plateau State Radio and then followed by the Plateau State Television. In terms of *IOCs* the highest percentage of performances is reflected against the NTA-Jos seconded by the Plateau State Television and then followed by the Plateau State Radio. In terms of *IOIs* the highest percentage of performances is reflected against the Plateau State Radio seconded by the Plateau State Television and then followed by the NTA-Jos.

The Hausa Listeners/Viewers in this State have lower percentages of listening frequencies than the Hausa Listeners/Viewers in other State. This is because most of them are bilingual who may listen to News and feature programmes in

other language(s). The Media preferences of the Listeners/Viewers in the State vary according to programmes. A higher percentage of Listeners/Viewers prefer to listen/view Hausa and English programmes. Another higher percentage is registered for Listeners/Viewers who prefer to English programmes over the Television and Hausa programmes over the Radio. A relatively lower percentage of Listeners/Viewers prefer to listen to Hausa programmes over both Television and Radio. It is observed that the Listeners/Viewers listen/watch (to) various electronic Media outside the State including the Western electronic Media that broadcast in Hausa. The percentage of Listeners of Western electronic Media that broadcast in Hausa is quite high as observed with Listeners/Viewers in other States. This may be due to the linguistic efficiency of the Broadcasters. Most of the Listeners/Viewers are Non-Native Speakers of Hausa and they have acquired the language i.e. Hausa in various States. These evidences need to be taken care of in the processes of Hausa Expansion and Development especially in the electronic Media where the proliferation of terms and concepts is on the increase.

Adamawa State is one of the two States sampled here to represent the Non-Hausa Speaking area. The Respondents possess a good linguistic competence in spite of the fact that some of them are Hausa Native Speakers of Hausa and others are not. It is observed that in this area the Respondents are Second Language Speakers of Hausa and they use *Kananci*, which is one the Eastern Hausa dialects. Though some the Respondents have received formal training in Translation some others have not received formal training. Language Development especially for the purpose of Mass Communication needs concerted efforts where all the participants are supposed to be linguistically efficient and proficient. The problem is not only the nature of the language of the Respondents but also the absence of linguistic techniques needed to render certain terms and/or concepts from the SL and the TL.

The Mean of the Respondents in this electronic Media in terms of *IOVs* is 92.25. The individual deviations of the Respondents in this electronic Media in terms of *IOVs* reflect the fact that three Respondents: **A**, **B** and **C** reflect performances above the central point while only the Respondent **D** who reflects performance below the central point. The Standard Deviation of the Respondents is 30.25 and the Average Deviation is 15.12. The highest performance in terms of *IOVs* is reflected against the Respondent **B** while the lowest performance is reflected against the Respondent **D**. Thus the Dispersion Range of the Respondents in terms of *IOVs* is 45. In terms of *IOAs* the Mean of the Respondents is 52.75. The individual deviations of the Respondents in terms of *IOAs* show that three Respondents: **A**, **B**, and **C** reflect performances below the central point and the Respondent **D** reflects performance above the central point. The Standard Deviation of the Respondents in terms of *IOAs* is 30.25 and the Average Deviation is 15.12. The highest performance in terms of *IOAs* is reflected against the Respondent **D** while the lowest performance is reflected against the Respondent **B**. The Disper-

sion Range of the Respondents in terms of *IOAs* is 45. The total performances of the Respondents in terms of *IOVs* constitute 63.62% while the total performances of the Respondents in terms of *IOAs* constitute 36.37%. From the percentages of performances of the Respondents we can observe that the percentage of performances of the Respondents in terms of *IOVs* is higher than the percentage of their performances in terms of *IOAs*. In terms of *IOCs* the total performances of the Respondents constitute 3.62% while the percentage of performances of the Respondents in terms of *IOIs* constitute 96.37%. From these percentages of performances we can deduce that the percentage of performances of the Respondents in terms of *IOIs* is higher than the percentage of their performances in terms of *IOCs*.

The ATV-Yola is also a State owned electronic Media. The Respondents in the electronic Media possess also a good linguistic competence in spite of the fact that most of them are not Hausa Native Speakers of Hausa. It is interesting to note that the minority tribes of the State are becoming Hausa by virtue of their linguistic acquisition. Interestingly enough is the nature of the language acquired. The Respondents use *Kananci* in their renditions. Perhaps *Kananci* is the variety they acquired because *Kananci* due to its association with trade is the variety that spreads. One obvious thing is that the type of *Kananci* they use may be different from the one used for instance within the Eastern Hausa dialect area. It appears that varieties of Hausa are coming up especially in Non-Hausa Speaking area. Thus Hausa Language expansion and Development may take these linguistic realities. The environment where the language i.e. Hausa is acquired seriously influence its use over the electronic Media. As observed earlier the linguistic competence per se is not the enough to prevent variations and/or inadequacies in the uses of terms and concepts. The linguistic competence has to be accompanied by linguistic expertise, which would permit the Hausa Broadcasters/Editors to address the linguistic needs in the electronic Media. In addition the Respondents need to possess educational backgrounds related to their profession. Unfortunately the Respondents in this electronic Media as their counter-part in other electronic Media do not possess educational backgrounds related to their profession. The point here is that the subsequent formal training that the Hausa Broadcasters/Editors would undergo will be based on their educational backgrounds. This may be due to the carefree attitude of the Media practitioners towards the Broadcasting Industry.

The Mean of the Respondents in this electronic Media in terms of *IOVs* is 75.8. From the individual deviations of the Respondents in terms of *IOVs* we can deduce that two Respondents: **A** and **C** reflect performances below the central point while three Respondents: **B**, **D** and **E** reflect performances above the central point. The Standard Deviation of the Respondents in terms of *IOVs* is 35.41 while the Average Deviation is 15.84. In terms of *IOAs* the Mean of the Respondents is 69.2. The individual deviations of the Respondents in terms of *IOAs* reflect the

fact that three Respondents: **B**, **D** and **E** reflect performances below the central point and two Respondents: **A** and **C** reflect performances above the central point. The Standard Deviation of the Respondent in terms of *IOAs* is 35.41 and the Average Deviation is 15.84. The highest performance in terms of *IOAs* is reflected against the Respondent **A** while lowest performance is reflected against the Respondent **D**. Thus the Dispersion Range of the Respondents in terms of *IOAs* is 61. The total performances of the Respondents in terms of *IOVs* constitute 52.27% while the total performances of the Respondents in terms of *IOAs* constitute 47.72%. From the percentages of performances of the Respondents we can deduce that the percentage of performance of the Respondents in terms of *IOVs* are higher than the percentage of their performances in terms of *IOAs*. When we consider this electronic Media with the ABC-Yola we can observe that the percentage of performances of the Respondents in the ABC-Yola in terms of *IOVs* is higher than that of the Respondents in ATV-Yola. In terms of *IOAs* the percentage of performances of Respondents in ATV-Yola is less than the percentage of performances in ABC-Yola. In terms of *IOCs* the percentage of the Respondents constitute 7.17% while in terms of *IOIs* the percentage of the Respondents constitute 92.82%. From these percentages of performances of the Respondents we can deduce that the percentage of performances of the Respondents in terms of *IOIs* is higher than the percentage of their performances in terms of *IOAs*. When we consider these percentages of performances of the Respondents with those of the ABC-Yola, we can deduce that the percentage of performances of the Respondents in ATV-Yola in terms of *IOCs* is higher than the percentage of performances of the ABC-Yola. In terms of *IOIs* the percentage of performances of the Respondents in ABC-Yola is higher than the percentage of performances of Respondents in ATV-Yola.

The NTA-Yola is the only Federal electronic Media in the State. The Respondents in this electronic Media as the Respondents in other electronic Media possess a good competence in the two working languages i.e. Hausa and English. Comparatively their competences in English are higher than their competences in Hausa. As we have pointed out above there is the need for the Broadcasters/Editors to be bilingual i.e. to be able to use the two languages equally and efficiently well. This is with a view to properly conceptualise the terms and/or concepts in the SL and then put it accurately and adequately in the TL. In addition to being Non-Native Speakers of Hausa some Respondents in this electronic Media possess educational background un-related to their profession. As we have observed, there are high risks of variations and inadequacies among the Hausa Broadcasters/Editors due to the fact they possess educational backgrounds un-related to their profession. The linguistically uni-focal nature of Mass Communication Theories may be the cause of the lack of considerations to language issues in the electronic Media. Most of the Mass Communication Theories do not reflect linguistic issues. This led to the fact in all the electronic Media there are no sections of Language Development.

The Mean of the Respondents in this electronic Media in terms of *IOVs* is 99. The individual deviations of the Respondents in terms of *IOVs* show that three Respondents: **A**, **B** and **D** reflect performances above the central point and the Respondent **C** reflects performance below the central point in terms of *IOVs*. The Standard Deviation of the Respondents is 19 while the Average Deviation is 9.5. From the individual deviations of the Respondents in terms of *IOVs* we can deduce that the highest performance in terms of *IOVs* is reflected against the Respondent **D** while the lowest performance is reflected against the Respondent **C**. Thus the Dispersion Range of the Respondents in terms of *IOVs* is 27. In terms of *IOAs* the Mean of the Respondents is 46. Thus the individual deviations of the Respondents in terms of *IOAs* reflect the fact that three Respondents **A**, **B** and **D** reflect performances below the central point while the Respondent **C** reflect performance above the central point. The Standard deviation of the Respondents in terms of *IOAs* is 19 while the Average deviation is 9.5. From the individual deviations of the Respondents in terms of *IOAs* we can observe that the highest performance in terms of *IOAs* is reflected against the Respondent **C** and the lowest is reflected against the Respondent **D**. Thus the Dispersion Range of the Respondents in terms of *IOAs* is 27. The total performances of the Respondents in terms of *IOVs* constitute 68.27%. The total performances of the Respondents in terms of *IOAs* constitute 31.72%. From the percentages of the performances of the Respondents we can observe that the percentage of performances of the Respondents in terms of *IOVs* is higher than the percentage of performances of the Respondents in terms of *IOAs*. In terms of *IOCs* the performances of the Respondents constitute 12.06% while the percentage of their performances in terms of *IOIs* constitute 87.93%. From these percentages of performances of the Respondents we can conclude that the percentage of performances of the Respondents in terms of *IOIs* is higher than the percentage of their performances in terms of *IOCs*.

When we consider the percentages of performances in all the electronic Media in the State in terms of *IOVs*, *IOAs*, *IOCs* and *IOIs* we can observe that: in terms of *IOVs* the highest percentage of performances of the Respondents is reflected against the NTA-Yola seconded by the ABC-Yola and followed by the ATV-Yola, in terms of *IOAs* the highest percentage of performances of the Respondents is reflected against the ATV-Yola seconded by the ABC-Yola and followed by the NTA-Yola, in terms of *IOCs* the highest percentage of performances of the Respondents is reflected against the NTA-Yola seconded by the ATV-Yola and then followed by ABC-Yola, in terms of *IOIs* the highest percentage of performances of the Respondents is reflected against the ABC-Yola seconded by the ATV-Yola and then followed by the NTA-Yola.

Considering now the electronic Media in the terms of *IOVs*, *IOAs*, *IOCs* and *IOIs* of the Respondents in the Non-Hausa Speaking area we can observe several realities, which project the picture of the Hausa Broadcasters/Editors in uses of terms and concepts. In terms of *IOVs* the highest percentage of performances of

the Respondents is reflected against the Plateau State Television with 70.34% seconded by the NTA-Yola with 68.27% followed by the ABC-Yola with 63.62% then the Plateau State Radio with 60.82% then the NTA-Jos with 52.58% then the ATV-Yola with 52.27%. In terms of *IOAs* the highest percentage of performances of the Respondents is reflected against the ATV-Yola with 47.72% seconded by the NTA-Jos then followed by Plateau State Radio with 39.17% then the ABC-Yola with 36.37% then the NTA-Yola with 31.72% and then the Plateau State Television with 29.65%. In terms of *IOCs* the highest percentage of performances of the Respondents is reflected against the NTA-Jos and the NTA-Yola with both 12.06% followed by the Plateau State Television with 10.86% then the Plateau State Radio and ATV-Yola with both 7.17% then the ABC-Yola with 3.62%. In terms of *IOIs* the highest percentage of performances of the Respondents is reflected against the the ABC-Yola with 96.37% seconded by the Plateau State Radio and the ATV-Yola with both 92.82% followed by the Plateau State Television with 89.13% then the NTA-Jos and NTA-Yola with both 87.93%.

The Hausa Listeners/Viewers in the Non-Hausa Speaking area show high preference to Western Media that broadcast in Hausa. This may be related to the presentations of Hausa programmes in these electronic Media. We can observe that the percentage of Male Hausa Listeners/Viewers is generally higher than the percentage of female Hausa Listeners/Viewers in both States. We can further observe that the percentage of female Hausa Listeners/Viewers in Adamawa State is lower than the percentage of female Hausa Listeners/Viewers in Plateau State. This may be due to the high degree of awareness among the female Hausa Listeners/Viewers in Plateau State than in Adamawa State. The electronic Media preferences in the two States vary depending on the programmes. For instance there is high percentage of Hausa Listeners/Viewers who prefer Listen/watch Television and/or Radio in the two States. The percentage of these Hausa Listeners is higher in Plateau State than in Adamawa State. There is considerable percentage of Hausa Listeners/Viewers, who misunderstand Hausa terms and concepts over the electronic Media. This shows that Hausa Language Development over the electronic Media in these States do not reflect the linguistic competence of the Listeners/Viewers. There are also instances that the Listeners/Viewers learn some Hausa terms and concepts over the electronic Media. We can observe that the Hausa Listeners/Viewers in these States have learnt the language i.e. Hausa in two areas: a) the Eastern Hausa dialect area like Kano, Kaduna etc. and b) the Non-Hausa Speaking area like Adamawa, Nassarawa Yobe etc. It is also interesting to note that the Listeners/Viewers in these States have not learnt the language in the Western Hausa dialect area. This may be the reason why the Eastern Hausa dialect spreads in the Non-Hausa Speaking area. Since the electronic Media is aimed at reaching the entire Hausa speaking communities both in endoglottic and exoglottic areas, there is a need of taking into account the variations of Hausa as a result of social factors especially aside the Hausa speaking areas.

3. Summary

We have observed various degrees performances in terms of *IOVs*, *IOAs*, *IOCs* and *IOIs* of Respondents in the electronic Media in the Non-Hausa Speaking area. Comparing the percentages of performances of the Respondent in the all the electronic Media here considered in terms of *IOVs* we can observe that the highest percentage of performances of the Respondents is reflected against the Plateau State Television with 70.34% then the NTA-Yola with 68.27% then the ABC-Yola with 63.62% then the Plateau State Radio with 60.82% then the NTA-Jos 52.58% then the ATV-Yola with 52.27%. We can observe various percentages of performances in terms of *IOVs* that vary from one electronic Media to another. We can observe that sixteen electronic Media reflect percentages of performances in terms of *IOVs* above fifty per cent. The highest percentages of performances are reflected against the African electronic Media i.e. the electronic Media from the electronic Media in the neighbouring Countries of Niger and Cameroon Republics. There are eight electronic Media, which reflect percentages of performances in terms of *IOVs* below fifty per cent. Apart the two African electronic Media, which reflect the highest percentage above fifty per cent, there are four electronic Media from the Western Hausa dialect area, four electronic Media from the Eastern Hausa dialect area and six electronic Media from the Non-Hausa Speaking area. Among the electronic Media that reflect percentages of performances in terms of *IOVs* below fifty per cent there are two Western electronic Media, four electronic Media from the Eastern Hausa dialect area and two from the Western Hausa dialect area. In terms of *IOAs* the highest percentage of performances is reflected against the BBC-Hausa service with 84.55% followed by the VOA-Hausa service with 79.31% then the NTA-Sokoto 61.1% then the KSMC-Kaduna with 58.52% then the Kano State Radio with 53.67% then the NTA-Kano with 52.45% then the FRCN-Kaduna with 51.49% then the Katsina State Television with 51.31% then the NTA-Kaduna with 49.82% then the ATV-Yola with 47.72% then the NTA-Jos with 47.41% then the KSTV-Kaduna with 47.31% then the CTV-Kaduna with 47.03% then the NTA-Katsina with 42.87% then the Sokoto State Television with 41.49% then the Plateau State Radio with 39.17% then the Rima Radio-Sokoto with 36.55% then the ABC-Yola with 36.37% then the Katsina State Radio with 36.13% then the NTA-Yola with 31.72% then the Plateau State Television with 29.65% then the DITV-Kaduna with 26.89% then the *Radio Television Nationale du Niger* with 12.96% and then lastly the *Radio Diffusion Nationale de Garoua*. From the percentages of performances in terms of *IOAs* of the electronic Media, which reflect percentages of performances above fifty per cent we can observe that there are eight electronic Media from which there are: two Western Media that reflect the highest percentages of performances in terms of *IOAs*, two electronic from the Western Hausa dialect area and four from the Eastern Hausa dialect area. There are sixteen Media electronic

Media that reflect percentages of performances below fifty per cent out of which there are two from the African electronic Media, six from the Non-Hausa Speaking area, four from the Eastern Hausa dialect area and four from the Western Hausa dialect area. In terms of *IOCs* the highest percentage of performances is reflected against the BBC-Hausa service with 92.96% then followed by the VOA-Hausa service with 90.06% then followed by three electronic Media: the DITV-Kaduna, the NTA-Yola and NTA-Jos with 12.06% each then followed by the Plateau State Television with 10.86% then followed by two electronic Media: the Katsina State Television and the NTA-Sokoto with 7.72% each then the NTA-Kano with 7.70% then followed by two electronic Media: the ATV-Yola and the Plateau State Radio with 7.17% each then followed by the CTV-Kano with 5.65% then the Kano State Radio with 4.71% then the Katsina State Radio with 4.41% then the NTA-Kaduna with 4.31% then the Rima Radio with 4.27% then the NTA-Katsina with 3.67% then the ABC-Yola with 3.62% then the KSMC-Kaduna with 3.56% then the KSTV-Kaduna with 2.62% then the *Radio Television Nationale du Niger* with 2.06% then the FRCN-Kaduna with 1.72% then the *Radio Diffusion Nationale de Garoua* with 1.51% then lastly the NTA-Sokoto with 1.26%. From the percentages of performances in terms of *IOCs* we can deduce that apart from the two Western electronic Media i.e. the BBC-Hausa service and the VOA-Hausa, none of the electronic Media reflect a percentage of performances above fifty per cent. We can further observe that in spite of the low percentages of performances in terms of *IOCs*, the electronic Media that reflect high percentages of performances in terms of *IOAs* are ranked low in terms of *IOCs* and those which reflect low performances in terms of *IOAs* are ranked high in terms of *IOCs*. In terms of *IOIs* the highest percentage of performances is reflected against the NTA-Sokoto with 98.73% followed by the *Radio Diffusion Nationale de Garoua* with 98.48% then the FRCN-Kaduna with 98.28% then the *Radio Television Nationale du Niger* with 97.93% then the KSTV-Kaduna with 97.36% then the KSMC-Kaduna with 96.44% then the ABC-Yola with 96.37% then the NTA-Katsina with 96.32% then the Rima Radio Sokoto with 95.72% then the NTA-Kaduna with 95.69% then the Katsina State Radio with 95.29 then the CTV-Kano with 94.35% then followed by two electronic Media: the Plateau State Radio and the ATV-Yola with both 92.82% each then the NTA-Kano with 92.30 then followed by two electronic Media: the Katsina State Television and the NTA-Sokoto with both 92.27% each then the Plateau State Television with 89.13% then followed by three electronic Media: the NTA-Jos, the NTA-Yola and the DITV-Kaduna then the VOA-Hausa service with 9.94% and then lastly the BBC-Hausa service with 7.04%. From the percentages of performances in terms of *IOIs* we can deduce that the electronic Media that reflect low percentages of performances in terms of *IOAs* are those, which reflect high percentages of performances in terms of *IOIs*. We can further posit that the electronic Media reflect higher percentages of performances in terms *IOAs* but lower percentages of performances in terms of *IOIs*.

The percentages of performances in terms of *IOVs*, *IOAs*, *IOCs* and *IOIs* of the electronic Media in the areas considered i.e. the Western Hausa dialect area, the Eastern Hausa dialect area, the Non-Hausa Speaking area and the Foreign Media reflect various realities in terms of the use of Hausa in the Nigerian electronic Media. These performances differ not only within the same dialectal area but also across areas. Many socio-linguistic factors contributed to these variations in the performances. Among these socio-linguistic factors we have dialectal and linguistic factors. These factors seriously affect the communicative competence of the language i.e. Hausa, on which Millions of Hausa Listeners/Viewers depend for “participatory Democracy” in this era of the globalisation trend.

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