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## COMPARATIVE ANALYSIS OF HAUSA TERMS AND CONCEPTS USED OVER NIGERIAN ELECTRONIC MEDIA

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**ABSTRACT.** The study is set up to examine Hausa terms and concepts used over the Nigeria electronic media. Specifically the study analyses the use of Hausa in the eastern Hausa dialect area where we sample Plateau and Adamawa States in Nigeria. 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 the non-Hausa dialect area. 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 the electronic media in the non-Hausa dialect area.

### **1. General introduction to the three successive articles**

Language Planning and Management (LPPM) have been the pre-occupation of Agencies/Agents and Scholars for decades. Since language is a social and dynamic phenomenon, the tasks that involve LPPM are constantly reviewed in order to meet up with current linguistic demands. The constant review of the LPPM is aimed at up-dating the language(s) with a view to interpret and express new ideas and innovations in various fields of human endeavours. This Research aims at examining the use of Hausa in the Nigerian Electronic Media. These electronic Media in their efforts to disseminate information, educate etc.,

do not only spread the language i.e. Hausa but also expand it with a view to coping with the modern day innovations in Sciences, Politics and Technology.

Hausa is one of the major Nigerian languages, which has received significant attention from various Agencies/Boards, Agents and Scholars within and outside the Country i.e. Nigeria. The politico-administrative development of Nigeria, which occasioned the proliferation of Media establishments (mostly operating without a central language Committee or Board or Data Bank), has resulted in allegations of disorderly use of Hausa over the electronic Media.

Nigeria was a British colonial administrative structure, which was realized in 1914 by the amalgamation of the then two Protectorates – Northern and Southern into a single political entity. In 1946, three (3) Regions were created. Later in 1963, another Region was added and in 1967, the then four (4) Regions were divided into twelve (12) States. The number of States rose to nineteen (19) in 1976, to twenty-one (21) in 1987 and to thirty (30) in 1991. Few years later in 1996, six (6) States were created increasing the number of States to thirty-six (36). Out of these States, nineteen (19) including Abuja (The Federal Capital Territory) have Federal and/or State owned Radio and/or Television station(s), which broadcast News and/or feature programmes in Hausa.

Hausa is the language predominantly spoken by millions of people in Northern Nigeria and the other Countries in West African Sub-region neighbouring Country i.e. Niger Republic. Hausa Speakers are also numerous in the Diaspora in Countries along the former Trans-Saharan Trade route and the Pilgrimage route. The Hausa were known to be essentially traders and religious adventurers who used to travel to Mecca for pilgrimage on foot. They settled on their way to and/or from Mecca in Countries like Cameroon, Chad, Sudan, and Libya etc. One interesting fact about the Hausa is the degree of Language Maintenance and Loyalty that made them (the Hausa) to retain not only their language but also their culture in the Diaspora where they formed communities in places referred to as *Zango* (temporary settlement) or *Ungwar Hausawa* (Hausa ward). These Hausa communities are also found in the Southern part of Nigeria, especially in urban centres in places called *Sabon gari* or simply *Sabo* which means “new settlement”. The same appellation is found in Cameroon and Chad in a corrupted form *sabangali* or *sabon gari* for the Hausa settlements. In all these communities within or outside Nigeria, the language i.e. Hausa is used as “Communal or Home language”. They (the Hausa) frequently keep up with the Hausa programmes in BBC (Hausa service), Radio Deutsche Welle (Germany), VOA (Voice of America) and Radio Nigeria Kaduna in Nigeria, which has relatively wider signal range. The multitude of electronic Media establishments that use Hausa for News and feature programmes, indicates the fact that Hausa is not only relied upon for personal communicative needs but also as means for acquiring information. These reasons necessitate the use of Hausa over the elec-

tronic Media in Nigeria and abroad. Those who depend on Hausa for communicative and educative purposes include Native Speakers as well as the Non-Native Speakers whose number is on the increase for the past decades. The Native and Non-Native Speakers of Hausa listen to Hausa News and feature programmes over the electronic Media.

Hausa belongs to the Semitic family of Afro Asiatic Phylum (cf Greenberg 1963, 1970). Further classification indicates that the language belongs to the West Chadic. The family comprises several dialects. Ahmed and Daura (1970) identify seven (7) dialects of Hausa viz. a) *Kananci*, b) *Sakkwatanci* c) *Katsinanci*, d) *Zazzaganci*, e) *Hadejiyanci*, f) *Dauranci* and g) *Bausanci* (i.e. the Bauchi dialect) (cf also Adamu (1970) and Abubakar (1983)). Various Agencies were created to serve as centres for the spread and standardisation of the language. Among these Agencies are: *Gaskiya* Corporation, which was established in 1945, the Northern Region Literature Agency (NORLA) in 1954, the Hausa Language Board (HLB) in 1955, the Northern Nigerian Publishing Company (NNPC) in 1966 and then the Centre for the Study of Nigerian Languages (CSNL) that began to publish the Journal *Harsunan Nijeriya* in 1970. The efforts of these Agencies at different times were geared towards the standardisation of Hausa orthography and lexis on one hand (cf. Yahaya (1988)) and the spread of the language on the other. At different times, UNESCO and more recently the *Centre Linguistique et historique par Tradition Oral* (Centre for Linguistic and Historical Studies by Oral Tradition) in Niamey, under the auspices of the OAU had tried to harmonize Hausa orthographies across international boundaries. Nevertheless this effort failed due to vested interests of the Anglophone and Francophone States. There was no attempt by either these Agencies mentioned above or any of the organisations, to look into Hausa terms and concepts over the electronic Media within Nigeria where the creation of States resulted in the establishment of electronic Media houses, which operate without Language Committee or Board. This, in turn leads to uncoordinated or ad hoc selection of translated terms from the English version of the News.

In light of the significance of Hausa for socio-political development of Nigeria (cf. Ikara 1982) particularly in facilitating vertical and horizontal communications (Brann 1993), this Research examines the problems emanating from the use of the language. Specifically the Research looks at cases of "in-house and out-house" consistencies and/or inconsistencies in the use of Hausa terms and concepts. The examinations are expected to reflect the degree of convergence and divergence of the performances of the Hausa Broadcasters/Editors within and across electronic Media. In addition the Research considers also the adequacies and inadequacies of the use Hausa terms and/or concepts.

The uncoordinated efforts of the Hausa Broadcasters/Editors in the use of terms and/or concepts over the Electronic Media in Nigeria and Abroad may

lead to what could be termed as "Parallel Enrichment" of the language which consequently would confuse and or mis-inform Hausa Listeners.

## 2. Analyses

In this Section we intend to compare the Respondents' performances in terms of Instance of Variation (henceforth *IOVs*) and Instance of Adequacy (henceforth *IOAs*) within individual Electronic Media in each State sampled here for the sake of this study. The States sampled here for the sake this Research are: a) Kaduna and Kano representing the Eastern Hausa Dialect Area, b) Sokoto and Katsina representing the Western Dialect Area and c) Plateau and Adamawa representing the Non-Hausa Speaking Area. All the Electronic Media in these States are involved in the analysis. The analyses are expected to reflect various degrees of Instance of Inconsistency (henceforth *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 where we sample the BBC-Hausa London and the Voice of America (VOA-Hausa Service) and African Electronic Media where we consider *La Radio et Television Nationale du Niger* in Niger Republic and the *Radio Diffussion Nationale de Garoua* in Cameroon Republic. These Foreign Electronic Media feature Hausa programmes. These analyses are correlated with the characteristics of Hausa Listeners from the broadcast areas of the Electronic Media sampled here. 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.

In Kaduna State there are five Electronic Media: 1) the Nigerian Television Authority (NTA), 2) Federal Radio Corporation of Nigeria (FRCN), 3) the Kaduna State Television (KSTV), 4) the Kaduna State Media Corporation, and 5) Desmims Independent Television (DITV). In the NTA-Kaduna there is a cross dialectal usage. For instance all the Respondents use the Eastern varieties of Hausa but in addition, the Respondents **A** and **B** use *Katsinanci* and *Sakkwataanci* respectively, which are Western varieties of Hausa. In spite of the fact that **A** and **C** are from Kano State **A** uses *Katsinanci* in addition to *Kananci*. This may be the influence of Katsina when it was part of Kaduna State. None of the Respondents has formal training in Hausa Translation in spite of the fact that they are all Native Speakers of Hausa. This might have contributed to the low performances and uncoordinated efforts of the Respondents in the use of terms and concepts. The training is expected to provide them with techniques of utilising the linguistic resources at their disposal as Native Speakers of the language i.e. Hausa. All the Respondents have concluded Diploma level in subjects re-

lated to Mass Communication and Journalism. These fields of Studies provide the recipients different techniques from Linguistic Management. There is an assumption, which may be deduced from the Theories on Mass Communication thus far. The assumption is because language issues are taken for granted as no section is provided on the Theories. We can observe that the Respondents possess good skills in the two working languages i.e. English, Hausa, and an average years of experience of 10.75 years. Nevertheless, these qualifications though they are significant they need to be added up to constant exposure to the techniques of Linguistic Management and Language Development. This is with the view to curtail cases of variations and inadequacies in the use of terms and concepts over the electronic Media as reflected in the performances of the Respondents.

The Mean of the Hausa Broadcasters/Editors in terms of *IOVs* in NTA-Kaduna is 72.75 that reflect various performances. We can observe from the individual deviations that two Respondents: **A** and **D** deviate above the central point by 8.25 and 21.25 respectively while 2 Respondents: **B** and **C** deviate below the central point by 1.75 and 27.75 respectively. When we consider the deviations generally we observe that the Standard Deviation of the Respondents is 7.37 while the Average Deviation is 14.75. The highest performance in terms of *IOVs* is reflected against the Respondent **D** who has the highest score above the central point while the lowest performance is reflected against the Respondent **C** who has the highest deviation below the central point. The Dispersion Range in terms of *IOVs* is 49. The Dispersion Range reflects the difference in performances between the highest scorer and lowest scorer of the group. The performances of the Respondents in this Media present different realities in terms of *IOAs*. The Mean of the Respondents in this Media in terms of *IOAs* is 72.25 thus two Respondents: **B** and **C** who possess deviations below the central point in terms of *IOVs* present deviations above the central point in terms of *IOAs* while those Respondents: **A** and **D** who possess deviations above the central point in terms of *IOVs* present deviations below the central point in terms of *IOAs*. When we consider the individual deviations of the Respondents in terms of *IOAs* can observe that the Respondent **B** and **C** present deviations above the central point while the Respondents **A** and **D** present deviations below the central point. Those Respondents who present high deviations below the central point reflect low levels of Instances of Adequacy (*IOAs*). The Standard Deviation of the Respondents in terms of *IOAs* is 7.37 while the Average Deviation is 14.75. These statistical measurements reflect various performances of the Respondents in terms of *IOVs* and *IOAs*. When we consider the Instances of Consistencies (*IOCs*) and the Instances of Inconsistencies (*IOIs*) of the Respondents we can further observe that the Respondents reflect 4.31% in terms of *IOCs*. The Respondents present 95.69% of *IOIs*. This reflects the fact that the Respondents do not only present variations in the use of terms and concepts but also

they inconsistently use inadequate terms and concepts. We can further observe that performances of the Respondents reflect greater percentage of *IOIs* as compared to their performances in terms of *IOCs*. When we consider the total performances of the Respondents in terms of both *IOVs* and *IOAs* we can observe that the Respondents reflect 50.17% in terms of *IOVs* and in terms of *IOAs* the Respondents reflect 49.82%. This shows that the performances of the Respondents in terms of *IOVs* are greater than their performances in terms of *IOAs*.

In the FRCN-Kaduna the Respondents use several Hausa dialects: *Kananci*, *Sakkwatanci* and *Zazzaganci*. The cross-dialectal use may be a source of variations among the Respondents because no Speakers of any two dialects of the same language have a congruent interpretation of an event(s). Out of all the Respondents in this Media establishment only the Respondent C who is a Fulani while all others are Native speakers of Hausa. Here unlike the previous Electronic Media i.e. the NTA-Kaduna there is a somehow a mixed ethnic composition in FRCN-Kaduna. Nevertheless, the Respondents in FRCN-Kaduna have concluded some level of education in Hausa. Here in this electronic Media none of the Respondents has undertaken courses related to Mass Communication or Linguistics. In addition to the educational background of the Respondents in this Media establishment, the Respondents present a relatively higher average duration of experience. The average duration of the Respondents is 15.66 years. Only the Respondent B has working experience elsewhere apart from FRCN-Kaduna. In spite of the fact that the Respondents have a good competence in the skills of the two working languages, they equally present variations and inadequacies in the use of terms in concepts.

The Mean of the Respondents in the FRCN in terms of *IOVs* is 70.33. From the Mean we can observe various individual deviations of the Respondents in this electronic Media. The Standard Deviation of the Respondents in terms of *IOVs* is 31.29 while the Average Deviation is 12.77. From these deviations we can observe that four (4) Respondents i.e. B, C, D, and F present different degrees of performances below the central point in terms of *IOVs* while two Respondents: A and E perform above the central point. In NTA-Kaduna we have only two Respondents who perform below the central point in term of *IOVs*. The highest performance in terms of *IOVs* is reflected against the Respondent E with an individual deviation of 37.67 above the central point while the lowest is reflected against the Respondent C with an individual deviation of 25.33 below the central point in terms of *IOVs*. Thus the Dispersion Range of the Respondents in terms of *IOVs* is 63. Only two Respondents: A and E who present deviations below the central point in terms of *IOAs*. The Mean of the Respondents in terms of *IOAs* is 74.66. From the Mean of the Respondents in terms of *IOAs* we can observe various the individual deviations. The Standard Deviation is 31.30 while the Average Deviation is 12.78. These individual deviations reflect the fact that four (4) Respondents: B, C, D, and F present performances above the central point in terms of *IOAs* while only two Respondents: A and F present

some degrees of performances below the central point in terms of *IOVs*. Only fifty per cent (50%) of the Respondents in NTA-Kaduna present performances above the central point in terms of *IOAs* while sixty seven per cent (67%) perform above the central point in terms of *IOAs* in FRCN-Kaduna. When we consider the performances of the Respondents in terms of both the *IOVs* and the *IOAs*, we can observe that the Respondents reflect 48.50% in terms of *IOVs* and in terms of *IOAs* the Respondents reflect 51.49%. This shows that the Respondents reflect higher performances in terms of *IOAs* than their performances in terms of *IOVs*. The percentage of performances of the Respondents in FRCN-Kaduna in terms of *IOAs* is greater than the percentage of the Respondents in NTA-Kaduna. In terms of *IOCs* the scores of the Respondents represents 1.72% while their scores in terms *IOIs* represents 98.28%. This shows that the performances of the Respondents in terms of *IOIs* greater than their performance in terms of *IOCs*. When we consider the levels of inconsistencies and consistencies in the NTA-Kaduna and FRCN-Kaduna we discover that FRCN-Kaduna is 1.72% consistent while the NTA-Kaduna is 4.31%. Thus the NTA-Kaduna is more consistent than the FRCN-Kaduna. When we consider the levels of the adequacy of the FRCN-Kaduna which is sixty seven per cent (67%) above the central point in terms of *IOAs* while the NTA-Kaduna fifty per cent (50%) it means that the FRCN-Kaduna is more in terms of individual performance in *IOAs*. This reflects the fact that the performances of the Respondents may be inadequately consistent. This may be the reason why the FRCN-Kaduna has high percentage in terms of *IOAs* but low percentage in terms of *IOCs* in comparison with NTA-Kaduna, which has high percentage in terms of *IOCs* and low percentage in terms of *IOAs*.

The average duration of the Respondents in KSMC-Kaduna is 12.66 years. We can observe that these Respondents possess a longer average of experience than the previous Media establishments i.e. the NTA-Kaduna and the FRCN-Kaduna. The Respondents **A**, **C**, **D**, **E** and **F** do not have any formal training in Translation except the Respondent **B**. We expect that the Respondent **B** is going to have an additional advantage over others who do not have any formal training because he might have acquired techniques in the Linguistic Management. As for dialectal usage of the Respondents in KSMC-Kaduna, the Respondents: **A**, **B**, **D** and **E** use the Eastern varieties of the language i.e. *Kananci* while the Respondent **F** uses all the dialects "as appropriate." The tendency of free dialectal choice in Linguistic Management in the electronic Media may be a source of variations among the Respondents. Another source of possible variations among the Respondents is the fact that some Respondents possess educational backgrounds un-related to their profession as Hausa Broadcasters. This is the case of the Respondents **B**, **E** and **F**. Though the most of the Respondents in this establishment are Hausa Native Speakers and sufficiently experienced, it is not enough to guarantee adequate use of the language i.e. Hausa for the purposes of Broadcasting.

The Mean of the performances of the Respondents in terms of *IOVs* is 60.16. The Standard Deviation of the Respondents is 32.38 while the Average Deviation is 13.22. An observation on these deviations reveals that four (4) Respondents: **A, B, C** and **D** reflect deviations below the central point while the Respondents **E** and **F** perform above the central point. The Respondents who perform above the central point in terms of *IOVs* reflect performances below the central point in terms of *IOAs*. The Respondents **E** and **F** present deviations below the central point. The highest performance in terms of *IOVs* is reflected against the Respondent **F** while the lowest performance is reflected against the Respondent **D**. This results to the Dispersion Range of 55, which is higher than that of the NTA-Kaduna and lower than the FRCN-Kaduna. The Mean of the Respondents in terms of *IOAs* is 84.83. The individual deviations of the Respondents in terms of *IOAs* reflect the fact that four (4) Respondents: **A, B, C** and **D** perform above the central point in terms of *IOAs* while the Respondents **E** and **F** perform below the central point. The Standard Deviation of the Respondents in terms of *IOAs* is 32.39 while the Average Deviation is 13.22. The *IOCs* of the Respondents in Media establishment represents 3.56% while the *IOIs* represents 96.66%. This shows that the performances of the Respondents in terms of *IOIs* are greater than their performances in terms of *IOCs*. We can observe that the *IOCs* of the Respondents in KSMC-Kaduna are greater than those of FRCN-Kaduna while smaller than those of NTA-Kaduna. Considering the performances of the Respondents in both the *IOVs* and *IOAs* of the Respondents in KSMC-Kaduna we can observe that in terms of *IOVs* the performances of the Respondents represent 41.49% while in terms of *IOAs* the performances of the Respondents represents 58.50%. The performances of the Respondents in terms of *IOAs* are greater than their performances in terms of *IOVs*. However, in terms of the individual performance in *IOAs* the KSMC-Kaduna is same with that of the FRCN-Kaduna with 67%. However, both the FRCN-Kaduna and the KSMC-Kaduna present lower percentage in comparison with NTA-Kaduna in terms of *IOCs*. This reflects the case of consistent inadequacy.

The Respondents in KSTV-Kaduna have good competence in the skills of the two languages i.e. Hausa and English. This is in addition to the fact that most of them had formal training and they are Native Speakers of Hausa. In spite of these linguistic assets and qualification there is high tendency of variations and cases of inadequacies among the Respondents, which is partly due to the fact that most of them have educational backgrounds un-related to Linguistic Management and Language Development as observe with the Respondents in the previous Media establishments. The Respondents possess a high average duration of working experience. Nevertheless we can observe that the Respondents in all the electronic Media considered this far are free to use any dialect. This practice needs technical expertise. This is with a view to gain wider range of intelligibility and avoid confusion.

The Mean of the Respondents in this establishment is 76.4 in terms of *IOVs*. The individual deviations reflect the fact that four (4) Respondents: **A**, **B**, **C** and **E** perform below the central point in terms of *IOVs* while the Respondents **D** performs above the central point. The Standard Deviation is 23.79 and the Average Deviation is 10.64. The highest performance in terms of *IOVs* is reflected against the Respondent **D** while the lowest performance is reflected against the Respondent **E**. The Dispersion Range is 47. The Mean of the Respondents in terms of *IOAs* is 68.6. Thus the individual deviations of the Respondents in terms of *IOAs* reflect the fact that the highest performance is reflected against the Respondent **E** while the lowest performance is reflected against the Respondent **D**. We can deduce that the Respondents who present performances below the central point in terms of *IOVs* are those who reflect performances above the central point in terms of *IOAs*. The Standard Deviation in terms of *IOAs* is 23.79 while the Average deviation is 10.34. The highest performance in terms of *IOAs* is reflected against the Respondent **E** while the lowest is reflected against the Respondent **D**. The Dispersion Range of the Respondents in terms of 47. The *IOCs* of the Respondents 2.62% while the *IOIs* represents 97.36%. We can observe that the percentage of *IOIs* of the Respondents is greater than the percentage of the Respondents in terms of *IOVs*. It can be observed that 80% of the Respondents perform above the central point in term of *IOAs* which is a performance above all the previous Media establishments but in terms of *IOCs* the score the 2.62% which is higher than the FRCN-Kaduna and lower than the NTA-Kaduna and KSMC-Kaduna. The percentage of performances of the Respondents in terms of *IOIs* is 97.36%. Thus it can be observed that the performance of the Respondents in terms of *IOIs* is greater than their performance in terms of *IOCs*.

All along in this State we have been dealing with either State or Federal owned Media. The DITV is private owned Media, the only one the North for now. It can be observed at the onset that there are fewer Respondents compared with the previous Media establishments. This may be for economic reasons. The average years of experience of the Respondents are 5years. The average years of experience of the Respondents in this Media is smaller than the previous Media. The Respondents are Native Speakers of Hausa from Katsina. We are expecting the Respondents to use *Katsinanci* but the Respondents use *Kanananci* instead. The Respondents claim to possess a Very good competence in the two functional languages i.e. Hausa and English but they never had formal training in translation thus it is very difficult for the Respondents to manage efficiently the linguistic assets at their disposal. In addition it is observed that the Respondents did not acquire educational background related to Linguistic Management and/or Broadcasting. Generally it is believed that any educational background fits the broadcasting profession. This assumption allows many Broadcasters with varied educational backgrounds un-related to Broadcasting. This among others contributes to the lack of proper linguistic management.

The Mean of the Respondents in this Media establishment in terms of *IOVs* is 106 with individual deviations that reflect the fact that the Respondent **B** performs above the central point while the Respondent **A** performs below the central point. The Standard Deviation is 22.62 while the Average Deviation or the Respondents in terms of *IOVs* is 16. The highest performance in terms of *IOVs* is reflected against the **B** and the lowest performance is reflected against the Respondent **A**. The Dispersion Range of the Respondents in terms of *IOVs* is 32. The Respondent **A** who performs below the central point in terms of *IOVs* presents a higher performance in terms of *IOAs*. The Respondent **B** who performs above the central point in terms of *IOVs* presents a lower performance in terms of *IOAs*. The Mean of the Respondents in terms of *IOAs* is 39. The individual deviations of the Respondents in terms of *IOAs* show that the highest performance in terms of *IOAs* is reflected against the Respondent **A** while the lowest performance is reflected against the Respondent **B**. The Standard Deviation of the Respondents is 22.62 while the Average Deviation is 16. The Dispersion Range of the Respondents is 32. The *IOCs* of the Respondents is 35 while the *IOIs* is 255. It is interesting to note that in terms of the performance of the Respondents above the central point we have 50% which can be equated with the performance of the NTA-Kaduna but lower than the performances of the FRCN-Kaduna, KSMC-Kaduna and KSTV-Kaduna. On the other hand in terms of *IOCs* the DITV possesses 12.06% a performance greater than all the previous Media establishments in the State. In terms of *IOIs* the Respondents possess 87.94%. This reflects the fact that the performance of the Respondents in terms of *IOIs* is greater than their performance in terms of *IOCs*. When we consider the total scores of the Respondents both in terms of *IOVs* and *IOAs* we can observe that the Respondents perform 73.43% in terms of *IOVs* and in terms of *IOAs* the Respondents perform 26.89% in terms of *IOAs*. This shows the performance of the Respondents in terms of *IOVs* is greater than their performance in terms of *IOAs*.

Thus far we have considered five Electronic Media in Kaduna State, which is one of the two States sampled to represent the Eastern Dialect Area. Twenty three (23) Respondents are Hausa Broadcasters/Editors. The frequencies of the Hausa Listeners/Viewers sampled in the State are as it follows: 40% Always, 44% Frequently, and 16% Sometime. From the foregoing we can observe that most Listeners/Viewers have made Hausa programmes as part of their life. Ninety four (94%) of the Respondents prefer TV and Radio while six per cent (6%) prefer Radio for Hausa programmes to the Radio only. Hundred per cent (100%) listen to FRCN-Kaduna, fifty six per cent (56%) listen to KSMC-Kaduna, Fourteen per cent (14%) listen to Kano State Radio, Four (4%) listen to Katsina state Radio, two per cent (2%) listen to Zamfara State Radio, two per cent (2%) listen to Rima Radio, four per cent (4%) listen to the Voice of Nigeria Abuja. It can be observed that the Respondents in the State listen to Hausa pro-

grammes in both local Radio stations as well as Electronic Media in the neighbouring States including States that are within the Western dialect area: Katsina, Zamfara and Sokoto States. Hundred per cent (100%) listen to BBC-Hausa service, Ninety six per cent (96%) listen to the Voice of America-Hausa service, eighty two per cent (82%) listen to Radio Deutsche Welle-Hausa service, six per cent (6%) listen to Radio Peking, four per cent (4%) listen to Radio Teheran. It can be observed that the Respondents do not depend on local electronic Media for Hausa programmes but they equally depend heavily on Overseer electronic Media such as the BBC-London, VOA, Voice of Germany etc. A part from the Radio, the Respondents watch Hausa programmes over Television Stations. Eighty eight (88%) watch Hausa programmes over the NTA-Kaduna, fourteen per cent (14%) watch Hausa programmes over the KSTV-Kaduna, Six per cent (6%) watch Hausa programmes over NTA-Katsina, two per cent (2%) watch programmes over NTA-Abuja, four per cent (4%) watch Hausa programmes over NTA-Sokoto, four per cent watch Hausa programmes over CTV-Kano, ten per cent (10%) watch Hausa programmes over DITV-Kaduna. From the foregoing we can observe that the Respondents do not only listen to Hausa programmes over the international electronic Media and neighbouring States but Television Stations in the neighbouring States. It is interesting to note that the majority of Listeners/Viewers of Hausa programmes are males: 98% while only 2% are females. This may bring about the question of how to reach female Speakers of Hausa with new Hausa terms and concepts, which are constantly developed in order to interpret new events in the fields of Sciences, Technology etc.

The ethnic composition of the Respondents is as it follows: Hausa 32%, Fulani 12%, Kanuri 10%, Babur/Bura 4%, Nupe 12%, Nbagi 10%, Ngamo 4%, Higi 4%, Shuwa Arab 4% and Kaje 8%. It can be observed that the ethnic composition of the Respondents is mixed. This means that those who depend on Hausa programmes over the electronic Media are not only Hausa Native Speakers of Hausa but also Hausaphile and Hausaphone who belong to various tribes in Northern Nigeria. Some Respondents have acquired Hausa in non-Hausa speaking area such as Adamawa State 8%, Yobe 4%, Borno 2% but some others have acquired Hausa in the two Hausa speaking areas: a) Western: Katsina 12% and Zamfara 8% and b) Eastern: Kano 10% and Kaduna 56%. It is interesting to note that Hausa is acquired not only in Hausa speaking areas but also non-Hausa speaking areas. This phenomenon raises the issue of varieties of Hausa not only along dialectal lines but also varieties of Hausa along socio-ethnic and linguistic lines. It is important to take these issues seriously in the development of the language i.e. Hausa. Questions such as who (ethnicity) speaker of which language(s) (linguistic background) acquired Hausa where may be vital in Language Development. These types of questions are very important because the un-coordinated efforts in the development of Hausa may end up as "noises." In order to support this claim we discover

that 82% of the Respondents reported that they do not understand some Hausa terms and concepts in Hausa programmes over the electronic Media.

In Kano State there three Electronic Media: two of the Electronic Media are State owned Media and the other is a Federal owned Media. The Respondents possess an average years of experience of 9.5 years. Though all the Respondents are Hausa Native Speakers of Hausa and in addition they possess a very good competence in the two working languages i.e. Hausa and English, most of them do not have any training in Translation as their counterpart in the previous Electronic Media. There is a general assumption that when an individual is endowed with linguistic resource he may be able to manage it for communicative purposes in the Mass Communication. The absence of formal training as observed in the Media is a serious set back to the profession and the language of broadcast, which may lack proper approach in its developmental processes. This is due to the fact that the broadcaster (s) lacks the technical knowledge in Linguistic Management for efficient utilisation of the linguistic resources available to them.

In Kano State Radio (KSR-Kano) the situation as regard the use of the language of broadcast i.e. Hausa is also characterised with variations in the use of terms and concepts. These variations in the use of terms and concepts over the electronic Media differ from one individual Hausa Broadcaster to another. The Mean of the Respondents in term of *IOVs* is 67.16. The individual deviations of the Respondents in this Electronic Media reflect the fact that three Respondents: **C**, **D**, and **F** perform below the central point while the three others perform above the central point. The Standard Deviation of the Respondents in terms of *IOVs* is 15.9 while the Average Deviation is 6.49. The highest performance in terms of *IOVs* is reflected against the Respondent **E** while the lowest performance in terms of *IOVs* is reflected against the Respondent **C**. Thus the Dispersion Range of the Respondents is 18. In terms of *IOAs* the Mean of the Respondents is 77.83. The individual deviations of the Respondents in terms of *IOAs* show that three Respondents: **A**, **B**, and **E** reflect performances below the central point in terms of *IOAs*. The three other Respondents **C**, **D** and **F** reflect performances above the central point in terms of *IOAs*. The Standard Deviation of the Respondents in terms of *IOAs* is 15.92 while the Average Deviation is 6.5. The highest performance in terms of *IOAs* is reflected against the Respondent **D** while the lowest performance is performance is reflected against the Respondent **E**. The Dispersion Range of the Respondents in terms of *IOAs* is 18. When we consider the scores of the Respondents both in terms of *IOVs* and *IOAs* we observe that the performances of the Respondents in terms of *IOVs* represent 46.32% while their performances in terms of *IOAs* is 53.67%. This means that the Respondents possess better performances in terms of *IOAs* than their performances in terms of *IOVs*. The *IOCs* of the Respondents represents 4.71% while the *IOIs* represents 95.29%. This shows that the performances of the Respondents in terms of *IOIs* are higher than their performances in terms of *IOCs*.

We have observed various performances of the Respondents in this Electronic Media both in terms of *IOVs* and *IOAs*. These performances reflect various individual deviations from the central points. These individual deviations represent the scores of the Respondents in both the Instances of variations and adequacies in the use of terms and concepts. Fifty per cent (50%) of the Respondents score above the central point in terms of *IOAs*. The *IOCs* of the Respondents is 4.71% while their performance in terms of *IOIs* is 95.29%. This shows that the performance of the Respondents in terms of *IOIs* is greater than their performance in terms of *IOCs*.

The CTV-Kano is yet another State owned Media. The five Respondents of the Electronic Media who are Hausa Native Speakers of Hausa possess a high linguistic profile. Nevertheless, as observed in the previous Media establishments a high linguistic profile without formal training is not profitable in the broadcasting industry. This is due to the fact that the management of linguistic resources needs some technicalities that are acquired only through formal training. In addition to the lack of formal training which is endemic to the Media industry, Broadcasters often do not possess educational backgrounds that are related to broadcasting. These and other problems may be the sources of variations in the use of terms and concepts in the Electronic Media.

The Mean of the Respondents in terms of *IOVs* is 76.8. The individual deviations show that three Respondents: **A**, **B**, and **D** perform below the central point. The Respondents **C** and **E** perform above the central point. The Standard Deviation of the Respondents in terms of *IOVs* is 19.14 while the Average deviation is 8.56. From the individual deviations we can observe that the highest score in terms of *IOVs* is reflected against the Respondent **E** while the lowest score is reflected against the Respondent **B**. Thus the Dispersion Range of the Respondents in terms of *IOVs* is 30. In terms of the *IOAs* the Mean of the Respondents is 68.2. The Standard Deviation is 19.14 while the Average Deviation is 8.56. From these individual deviations in terms of *IOAs* we can observe that the highest performance in terms of *IOAs* is reflected against the Respondent **B** while the lowest performance is reflected against the Respondent **E**. Thus the Dispersion Range is 30. It can be observed that the Respondents **C** and **E** perform below the central point. This means that those Respondents reflect high instances of inadequacies compared with the other Respondents whose performances in terms of *IOAs* also vary from individual to another. The total performances of the Respondents in terms of *IOVs* represents 52.96% while the total performances of the Respondents in terms of *IOAs* represents 47.03%. This shows that the percentage of the performances of the Respondents in terms of *IOVs* is higher than that of the performances in terms of *IOAs*. The *IOCs* of the Respondents is 41 which represent 5.65% of the total entry while the *IOIs* is 684, which constitutes 94.35%. This reflects the fact that the performance of the Respondents in terms of *IOIs* is higher than their performances in terms of *IOAs*.

Considering the *IOVs* and *IOAs* of the Respondents in both CTV-Kano and KSR-Kano we can deduce that in each Electronic Media there are three Respondents who perform below the central point in terms of *IOVs* while in terms of *IOAs* there also three in each. However, the highest performance in terms of *IOVs* is reflected against the Respondent E of the CTV-Kano but in terms of *IOAs* the highest performance is reflected against the Respondent F in KSR-Kano. The CTV-Kano reflects 52.96% scores in terms of *IOVs* while the KSR-Kano reflects 46.32% in terms of *IOVs*. This shows that the CTV-Kano has the highest performance in terms of *IOVs*. The KSR-Kano reflects 53.67% in terms of *IOAs* while the CTV-Kano reflects 47.03% in terms of *IOAs*. This shows that the KSR-Kano has the highest performance in terms of *IOAs*. In terms of *IOCs* we can observe that the CTV-Kano scores 5.65%, which is higher than KSR-Kano with 4.71% of *IOCs* while the performance of the Respondents in terms of *IOIs* 95.29%. In both electronic Media there are 60% of the Respondents who perform above the central point in terms of *IOAs*. The performance of the Respondents in terms of *IOIs* is higher than their performance in terms of *IOCs*.

The two previous Electronic Media we considered above are State owned Media. The third Media in the State is a Federal owned. The NTA-Kano has six Respondents who are good in the two languages i.e. English and Hausa. All Respondents in NTA-Kano happen to be Hausa Native Speakers of Hausa as the other two Media in the State. The Respondents possess educational backgrounds related to either Hausa language or Mass Communication fields. Nevertheless, as observed in the other Electronic Media the linguistic resources and Mass Communication techniques are not enough to prevent variations or inadequacies in the use of terms and concepts.

The Mean of the Respondents in NTA-Kano in terms of *IOVs* is 69.66. The Standard Deviation is 33.19 while the Average Deviation is 13.55. From the forgoing individual deviations in terms of *IOVs* we can observe that two Respondents: B and D perform above the central point and four Respondents: A, C, E and F perform below the central point. The highest performance in terms of *IOVs* is reflected against the Respondent D while the lowest performance is reflected against the Respondent 61. Thus the Dispersion Range of the Respondents in terms of *IOVs* is 63. The Mean of the Respondents in terms of *IOAs* is 75.33. The Standard Deviation is 33.2 while the Average Deviation is 13.55. From the individual deviations we can deduce that two Respondents: B and D perform below the central point while four Respondents: A, C, E and F perform above the central point. The highest performance in terms of *IOAs* is reflected against the Respondent F while the lowest performance is reflected against the Respondent D. Thus the Dispersion Range of the Respondents in terms of *IOAs* is 63. When we consider total scores of the Respondents both in terms of *IOVs* and *IOAs* we can observe that the Respondents perform 48.04% in terms of *IOVs* and 51.95% in terms of *IOAs*. This means that the Respondents reflect

higher percentage of *IOAs* than their percentage in terms of *IOVs*. The *IOCs* of the Respondents is 7.7% while the *IOIs* constitutes 92.3 %. This means that the total performances of Respondents in terms of *IOIs* are higher than their performances in terms in *IOCs*.

Various performances of the Respondents in terms of *IOVs*, *IOAs*, *IOCs* and *IOIs* are observed in the three Electronic Media in Kano State and five Electronic Media in Kaduna State, which are two States sampled here for the sake of this Research to represent the Eastern Hausa Dialect Area. In the electronic Media in Kano State the highest percentage of performances in terms of *IOVs* is reflected against the CTV-Kano with 52.96%. The second is reflected against NTA-Kano with 48.04%. The third is reflected against KSR-Kano with 46.32%. In the Electronic Media in Kaduna State the highest percentage performances in terms of *IOVs* is reflected against DITV-Kaduna with 73.43% the second is reflected against the KSTV-Kaduna with 52.68% followed by the NTA-Kaduna with 50.17% then the FRCN-Kaduna with 48.5% and then lastly the KSMC-Kaduna with 41.19%. When we consider all the performances of the Electronic Media in the two States we can observe that the highest percentage of performances in terms of *IOVs* is reflected against the DITV-Kaduna with seconded by the CTV-Kano followed by KSTV-Kano then the NTA-Kaduna then the FRCN-Kaduna then the NTA-Kano then the KSR-Kano and then lastly the KSMC-Kaduna.

When we consider the percentages of performances of the Electronic Media in Kano State in terms of *IOAs* we can observe that the highest percentage of performances is reflected against KSR-Kano with 53.67% seconded by the NTA-Kano with 52.45% followed by the CTV-Kano with 47.03%. The percentages of performances in the Electronic Media in Kaduna State in terms of *IOAs* reveal that the highest performance is reflected against KSMC-Kaduna with 58.52% seconded by FRCN-Kaduna with 51.49% followed by the NTA-Kaduna with 49.42% then the KSTV-Kaduna with 47.31% and then lastly the DITV-Kaduna with 26.89%. The comparison of the percentages of performances in terms of *IOAs* in the Electronic Media in the two the States reveals that the highest percentage of performances in terms of *IOAs* is reflected against the KSMC-Kaduna seconded by the KSR-Kano followed by NTA-Kano then the FRCN-Kaduna then the NTA-Kaduna then the KSTV-Kaduna then the CTV-Kano then lastly the DITV-Kaduna.

In terms of *IOCs* in the electronic Media in Kano State the highest percentage of performances is reflected against the NTA-Kano with 7.7% seconded by the CTV-Kano with 5.65% and then lastly the KSR-Kano with 4.71%. In the electronic Media in Kaduna State, the percentages of performances in terms of *IOCs* show that the highest performance is reflected against the DITV-Kaduna with 12.06% seconded by the NTA-Kaduna with 4.31% followed by the KSMC-Kaduna with 3.56% then the KSTV-Kaduna with 2.62% and then lastly

the FRCN-Kaduna with 1.72%. The comparison of the percentages of performances in terms of *IOCs* in the Electronic Media in the two States reveals that the highest percentage of performances is reflected against the DITV-Kaduna seconded by the NTA-Kaduna followed by the CTV-Kaduna then the KSR-Kano then the NTA-Kaduna then the KSMC-Kaduna then the KSTV-Kaduna and then lastly the FRCN-Kaduna.

The percentages of performances in terms of *IOIs* in the Electronic Media in Kano State show that the highest percentage of performances is reflected against the KSR-Kano with 95.29% seconded by the CTV-Kano with 94.35% followed by the NTA-Kano with 92.3%. The percentages of performances of the electronic media in Kaduna State in terms of *IOIs* show that the highest performance is reflected by the FRCN-Kaduna with 98.28% seconded by the KSTV-Kaduna with 97.36% followed by the KSMC-Kaduna with 96.44% then the NTA-Kaduna with 95.69% and then lastly the DITV-Kaduna with 87.94%. The comparison of the percentages of performances of the Electronic Media in the two States shows that the highest performance in terms of *IOIs* is reflected against the FRCN-Kano seconded by KSTV-Kaduna followed by KSMC-Kaduna then the NTA-Kaduna then the KSR-Kano then the CTV-Kano then the NTA-Kano then lastly the DITV-Kaduna.

The Listeners/Viewers sampled out of the in the two States listen/watch Electronic Media within and outside the two States. In both States we can classify the Electronic Media they listen/watch into three categories: a) the Electronic Media within the Eastern Hausa Dialect Area b) the electronic Media within the Western Hausa Dialect Area and c) the Electronic Media within the Non-Hausa Speaking Area. In addition to the local Electronic Media the Hausa Listeners/Viewers prefer to listen to international Electronic Media, which broadcast and feature programmes in Hausa. The percentages of the Hausa Listeners/Viewers who prefer to listen to the international Media for Hausa News and feature programmes are higher than the percentages of the Hausa Listeners/Viewers of the local electronic Media. This may be connected to the relatively higher performances of the international Media in terms of the use of the language i.e. Hausa. It is observed that in both States the percentages of Females who listen/watch Hausa programmes over the Electronic Media are smaller than the percentages Males. This may be due to the fact that very few Females are concerned with serious matters in life. Whatever the reason may be the linguistic consequences are enormous. News terms and/or concepts are constantly engineered in order to express new idea and innovations in various domains. Thus the Females may not be aware of these terms and/or concepts, which are in most cases used only over the Electronic Media. It is observed that a higher percentage of Hausa Listeners/Viewers in Kaduna claim to misunderstand Hausa terms and/or concepts used over the Electronic Media. This may be due to the fact that in Hausa developmental processes the linguistic competence of the Hausa Lis-

teners/Viewers is not taken into cognisance while in Kano, which is more homogeneous in terms of ethnic composition than Kaduna State the Hausa developmental processes take into account the linguistic competence of the Hausa Listeners/Viewers in the State. We can further observe that the percentage of the Hausa Listeners/Viewers in Kaduna who learn Hausa terms and concepts is higher than that of Kano State.

It is observed that both States are ethnically and linguistically heterogeneous. Kaduna State is linguistically and ethnically more heterogeneous than Kano State. This is an interesting situation, which needs careful considerations during Hausa developmental processes. It is also identified that Hausa Listeners/Viewers in both States are from various States of the Federation and have acquired the language i.e. Hausa in various places. We can classify the States where they have acquired the language into three: a) the Eastern Hausa Dialect Area e.g. Kano, Jigawa, Kaduna States etc. b) the Non-Hausa Speaking Area e.g. Borno, Adamawa, Plateau States etc. c) the Western Hausa Dialect Area e.g. Sokoto, Zamfara, Katsina, Kebbi States etc. Hausa acquired in these areas reflects some socio-linguistic features that need consideration in Hausa Language Development.

As said earlier, in the Western Hausa Dialect Area we have sampled equally two States: Sokoto and Katsina States in order to consider the performances of individual Hausa Broadcasters and the performances of each Electronic Media in each State in terms of *IOVs* and *IOAs*. The analysis of the instances leads us to the considerations the *IOCs* and the *IOIs* of each Electronic Media within the "Area." Comparison of these *IOCs* and *IOIs* are made within the Electronic Media in the "Area" and with the Electronic Media outside the "Area" i.e. the Eastern Hausa Dialect Area and the Non-Hausa Speaking Area.

In Sokoto State there are three Electronic Media out of which two are State owned Media while one is a Federal owned Media. The Rima Radio Sokoto is a State owned Electronic Media. The four Respondents are Hausa Native Speakers of Hausa who possess a good competence in the two languages i.e. English and Hausa. Nevertheless, as said earlier the linguistic assets per se may not be enough to guarantee efficient communicative competence. An efficient communicative competence requires linguistic technicalities that are acquired through formal training in Translation. It is observed that in most Electronic Media formal training in Translation is not thought necessary to the Broadcasters. The lack of the formal training may contribute to inefficient linguistic manipulations for the purpose of Mass Communication. Another aspect that may contribute to inefficiency in Hausa language development may be also the educational backgrounds of the Hausa Broadcasters who mostly possess qualifications unrelated to broadcasting. It is always assumed that broadcasting in Hausa or any other language apart from English does not require any serious consideration. This assertion may be backed by the decision taken at the Meeting of News and TV-

Programmes Managers in February 2000. The decision led to the cancellation of the Hausa Translation Section in all NTA Stations that broadcast programmes in Hausa. The problems that affect the use of the language i.e. Hausa are numerous most of which militate against the standardisation of the language in the Media. All the Respondents use only *Sakkwatanci*.

The Mean of the Respondents in Rima Radio Sokoto is 92. The Standard Deviation of the Respondents in terms of *IOVs* is 36.67. The Average Deviation of the Respondents in terms of *IOVs* is 16.4. From the individual deviations we can observe that four Respondents: **A**, **B**, **C** and **E** perform below the central point. Only one Respondent: **D** who performs above the central point. The highest performance in terms of *IOVs* is reflected against the Respondent **D** while the lowest performance of the Respondent is reflected against the Respondent **E**. The Dispersion Range of the Respondents in terms of *IOVs* is 59. The Mean of the Respondents in terms of *IOAs* is 53. The individual deviations in terms of *IOAs* reflect the fact that the Respondent **D** who performs above the central point in terms of *IOVs* performs below the central point in terms of *IOAs*. Four Respondents: **A**, **B**, **C** and **E** who perform below the central point in terms of *IOVs* perform above the central point in terms of *IOAs*. The Standard Deviation of the Respondents in terms of *IOAs* is 36.67. The Average Deviation in terms of *IOAs* is 16.4. The highest performance in terms of *IOAs* is reflected against the Respondent **E** while the lowest performance in terms of *IOAs* is reflected against the Respondent **D**. The Dispersion Range of the Respondents is 59. When we consider the total scores of Respondents in both *IOVs* and *IOAs*, we discover that the performance of the Respondents in terms of *IOVs* constitutes 63.44% while the percentage of the Respondents in terms of *IOAs* constitutes 36.55%. Thus we can observe that the percentage of performances of the Respondents in terms of *IOVs* higher than the percentage of performances of the Respondents in terms of *IOAs*. The *IOCs* of Respondents represents 4.27% while the *IOIs* of the represents 95.72%. This shows that the percentage of the performances of the Respondents in terms of *IOIs* is greater than their percentage of performances in terms of *IOCs*.

The characteristics of the Respondents in the Sokoto State Television are not much different from the characteristics of the Respondents in the Rima Radio Sokoto especially in terms of linguistic potentialities. It can be observed that the Respondents possess good competence skills in the two languages i.e. Hausa and English in addition to the fact that all of them are Hausa Native Speakers of Hausa. As argued above linguistic assets are not enough to guarantee adequate performance. Though the Respondents are quite experienced in the job, the lack of formal training in Translation may be one of the sources leading to inadequate performances and variations in the uses terms and concepts. As also observed in all the Electronic Media considered thus far, most of the Respondents possess educational backgrounds un-related to the field of broadcasting espe-

cially Broadcasters from the Hausa section of the electronic. The problem might have derived from the Theories of Mass Communication, which may be workable in monolingual situations where English is the sole language of broadcasts. The lack of proper consideration to other languages of broadcasts apart from English is endemic to all the electronic Media under investigation. Hausa that is widely adopted for broadcasts within and outside Nigeria suffers the same faith. This may be observed in the variations inadequacies and inconsistencies of performances of the Hausa Broadcasters in the use of terms and concepts.

The Mean of the Respondents in terms of *IOVs* of the Sokoto State Television is 84.83. The individual deviations in terms of *IOVs* show that three Respondents: **A**, **B** and **D** score below the central point while the other three: **C**, **E** and **F** score above the central point. That means that the highest performances in terms of *IOVs* are reflected against the Respondents whose individual deviations are above the central point while the lowest performances in terms of *IOVs* are reflected against the Respondents whose individual deviations are below the central point. The Standard Deviation of the Respondents in terms of *IOVs* is 16.73 while the Average Deviation is 6.83. The highest performance of the Respondents in terms of *IOVs* is reflected against the Respondents **E**. The lowest performance of the Respondents in terms of *IOVs* is reflected against the Respondent **B**. Thus the Dispersion Range of the Respondents is 25. In terms of *IOAs* the Mean of the Respondents is 60.16. The individual deviations of the Respondents in terms of *IOAs* reflect the fact that three Respondents: **C**, **E** and **F** perform below the central point while the other three: **A**, **B** and **D** perform above the central point. This means that those whose performances in terms of *IOAs* are above the central point reflect highest performances in terms of *IOAs*. Those Respondents whose performances are below the central point reflect performances lower performances in terms of *IOAs*. The Standard Deviation of the Respondents is 16.73 while the Average Deviation is 6.83. The highest performance in terms of *IOAs* is reflected against the Respondent **B** who virtually scores less in terms of *IOVs* while the lowest performance in terms of *IOAs* is reflected against the Respondent **E**. The Dispersion Range is 25. The performances of the Respondents in terms of *IOVs* constitute 58.5% while the performances of the Respondents in terms of *IOAs* constitute 41.49%. This shows that the 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 reflect 1.26% while their performances in terms of *IOIs* reflect 98.73%. This shows that the performances of the Respondents in terms of *IOIs* are higher than their performances in terms of *IOCs*. The percentage of performances in terms of *IOVs* of the Respondents in the previous electronic Media is higher than that of the Respondents in this electronic Media. In terms of *IOAs* the percentage of performances of the Respondents in the previous is equally higher than the percentage of performances of the Respondents in this electronic

Media. In terms of *IOIs* and *IOCs* this electronic Media reflects lower percentages than the previous electronic Media. This means that the Respondents of the previous electronic Media reflect higher level of variations and higher level of consistencies than this electronic Media. From the percentages of performances in terms of *IOAs* of the two electronic Media, we can deduce that the previous electronic Media is more consistently inadequate in the uses of terms and concepts than this electronic Media. We can observe that the consistencies among the Respondents are not synonymous to adequacies. The Respondents may be consistent but reflect high level of consistency. When the percentage of the Respondents in terms of *IOVs* is high then automatically the percentage of the performance in terms of *IOAs* is low.

The NTA-Sokoto is the only Federal Electronic Media in the State. The linguistic assets of the Respondents are similar to the previous Electronic Media. The Respondents possess good linguistic backgrounds in the two: English and Hausa. In most cases the competences of the Respondents in English are higher than their competences in Hausa. This may raise the question of the conceptualisation of the terms, which are presented in English. In addition to this shortcoming most of the Respondents are not given formal training in Translation, which may help them use adequately their linguistic resources. The Respondents in NTA-Sokoto use both *Kananci* i.e. an Eastern variety of Hausa and *Sakkwatanci* i.e. a Western variety of Hausa. This tendency is not observed among the Respondents in the two previous electronic Media in the State. One thing, which is apparent among the Respondents in the electronic Media in this State as regard to the dialectal use is the fact that the Respondents use more *Sakkwatanci* than *Kananci*. In fact the use of *Kananci* is not observed in any other electronic Media apart from NTA-Sokoto. This may be connected to the Federal nature of the institution. As observed in the previous electronic Media the Respondents possess educational qualifications un-related to Hausa broadcasting. It is assumed that educational background has nothing to do with the performances of the Broadcasters who may possess any educational background. In normal situations the broadcasters are expected to constantly develop the language of broadcast in order to meet up with the linguistic needs. The Broadcasters who possess educational backgrounds un-related to the language of broadcasts may not be capable to efficiently achieve this gigantic task. Thus we end up with instances of inadequacies and variations among the Broadcasters in the uses of terms and concepts over the electronic Media.

The Mean of the Respondents in terms of *IOVs* is 56.4. From these individual deviations we can observe that the four Respondents: **B**, **C**, **D** and **E** score below the central point while the Respondent: **A** scores above the central point. The Standard Deviation of the Respondents in terms of *IOVs* is 26.47 while the Average Deviation is 11.84. The highest score of the Respondents in terms of *IOVs* is reflected against the Respondent **A** while the lowest score is reflected

against the Respondent E. Thus the Dispersion Range of the Respondents in terms of *IOVs* is 45. In terms of *IOAs* the Mean of the Respondents is 88.6. The individual deviations of the Respondents in terms of *IOAs* reveal that the Respondents: B, C, D and E reflect performances above the central point while the Respondent A reflect performances below the central point. The highest performance in terms of *IOAs* is reflected against the Respondent E while the lowest performance is reflected against the Respondent A. The Dispersion Range of the Respondents in terms of *IOAs* is 45. The performances of the Respondents in terms of *IOVs* constitute 38.89% while the performances of the Respondents in terms of *IOAs* constitute 61.1%. This shows that the percentage of the performances of the Respondents in terms of *IOAs* is higher than their percentage of their performances in terms of *IOVs*. This is a rare case where the percentage of the performances of the Respondents is higher than the percentage of their performances in terms of *IOVs*. The percentages of performances of the Respondents in other electronic Media have always been lower than the percentages of performances of the Respondents in terms of *IOVs*. In terms of *IOCs* the NTA-Sokoto has the percentage of 7.72% and in terms of *IOIs* the percentage is 92.27%. This performance is also unique in the sense that the Respondents reflect more cases of consistencies and adequacies than the previous electronic Media.

The Hausa Listeners/Viewers in this State i.e. Sokoto State prefer various Electronic Media both within the State and outside. It is interesting to note that the Hausa Listeners/Viewers patronize Electronic Media from the two Hausa dialect areas: the Western and the Eastern Dialect Areas. In addition to the local stations they (the Listeners/Viewers) listen to Foreign Electronic Media. Among these include the BBC-Hausa service, which has the highest percentage of Listeners followed by the VOA-service and the Radio Deutsche Welle. We can observe that the percentages of Listeners of foreign electronic Media are higher than the percentages of Listeners of local Electronic Media. This may be due to nature of presentations in these Foreign Media. The Hausa Listeners/Viewers also patronize TV-stations within the two dialect areas and from the Neighbouring Country: Niger Republic. This indicates that Hausa Listeners/Viewers in Nigeria listen to Hausa broadcasts from the Western Electronic Media and African Electronic Media that broadcast News and feature programmes in Hausa. Twenty per cent of the Hausa Listeners/Viewers in the State misunderstand Hausa terms and concepts over the electronic Media. This shows that Hausa Listeners/Viewers are not properly informed due to inadequate terms and/or concepts presented in Hausa programmes over the electronic Media. That is why it is essential to consider certain socio-linguistic factors in the process of Language Development. Forty per cent of the Hausa Listeners/Viewers have learnt Hausa terms and concepts over the electronic Media. This means that Hausa Listeners/Viewers develop their language skills through electronic Me-

dia. By so doing they improve their cultures and approaches to realities because the new terms and concepts they acquire may carry some innovations. There are evidences that indicate that Hausa Listeners/viewers do learn Hausa terms and concepts over the electronic Media. This in turn indicates that in addition to the sources through which Listeners/Viewers develop their skills, Electronic Media are sources through which they acquire new terms and concepts. Thus the Listeners/Viewers are at the mercy of the Media Practitioners (Broadcasters) for adequate presentations of events. The Listeners/Viewers in most cases are poly-ethnic and multilingual. In spite of the fact that in this State the ethnic and linguistic homogeneity is more than other State, there is need to cater for the Non-Hausa Speakers as well as Hausa Native Speakers in the State in Hausa Language Development. We can observe that most of the Respondents have learnt the language i.e. Hausa within the Western Hausa Dialect Area. Never the less there are some Hausaphone and Hausaphile might have acquired the language elsewhere. The point is since the aim of the Media is to inform and educate among others, the language of broadcasts should be develop in a way that it would be accessible to as larger audience as possible. The issue of misconception and breakdown of communication do not arise when Hausa Language Development takes care of linguistic and ethnic realities of the Listeners/Viewers. This effort must be uniform within the electronic in the State and other Hausa broadcasting Media establishments within and outside the Country. The lack coordinated efforts result to various degrees of variations and inadequacies among the Hausa Broadcasters/Editors.

Katsina State is one of the two States sampled here to represent the Western Hausa Dialect Area. The Hausa Broadcasters/Editors in the Electronic Media in Katsina State also possess a good linguistic competence in all the skills of the two languages i.e. English and Hausa. However, as observed earlier linguistic assets per se do not guarantee a good performance. Most of the Respondents here also have not received a formal training in Translation. It seems that there is an increased dependency on linguistic competence with little or no care about the linguistic performance of the Media practitioners. Under normal circumstance the two linguistic aspects are both required in order to achieve better results in linguistic performance. The linguistic performance is acquired through linguistic rigor in which techniques of linguistic manipulation are acquired. We can observe that the Respondents use both *Sakkwatanci* and *Kananci*, which are the two main dialects. It is interesting to note that *Katsinanci*, which is supposed to be the major dialect of the State, is not used. However Hausa Native Speakers of Hausa from Katsina the Respondents prefer to use these two dialects. The educational backgrounds of most Respondents are also un-related to their profession. This may contribute to inefficient utilisation of their linguistic resources even if they have been expose formal training in Translation.

The Mean of the Respondents in terms of *IOVs* is 92.6. From the individual deviations of the Respondents in terms of *IOVs* we can observe 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 is 44.54. The Average Deviation is 19.92. 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 is 68. The Mean of the Respondents in terms of *IOAs* is 52.4. The individual deviations from the central point reveals that two Respondents: **B** and **D** reflect performances below the central point while the other three Respondents: **A**, **C** and **E** reflect scores above the central point. The Standard Deviation of the Respondents is 44.54 and the Average Deviation is 19.92. The highest performance in terms of *IOAs* is reflected against the Respondent **C** and the lowest performance is reflected against the Respondent **B**. Thus the Dispersion Range of the Respondent is 68. It can be observed that the Respondents' performances in terms of *IOVs* constitute 63.86% while their performances in terms of *IOAs* constitute 36.13%. The percentage of performances of the Respondents in terms of *IOVs* is higher than their performances in terms of *IOAs*. In terms of *IOCs* the percentage of the performances of the Respondents constitutes 4.41% while the percentage of their performances in terms of *IOIs* constitutes 95.58%. We can observe that the percentage of the performances of the Respondents in terms of *IOCs* is greater than their percentage of performances in terms of *IOIs*.

The Katsina State Television is a State owned Electronic Media. The Respondents in this Electronic Media possess also a good linguistic competence in English and Hausa, which is their Mother Tongue. All the Respondents except the Respondent **E** have formal training in Translation. We expect to have an improvement in the performances of the Respondents in both *IOVs* and *IOAs*. This is due to the fact that the formal training in Translation may help the Respondents to efficiently utilise their linguistic resources. The problem may reside in their performances in terms of *IOCs*. This is because it may be difficult for the Respondents to possess the same approach to the linguistic assets in order to carry home a point from the SL to TL whose Speakers are linguistically and culturally different. This is to mean that the management of linguistic resources may vary from one individual to another leading to various levels of performances in terms of *IOVs*, *IOAs* etc. Another factor, which may contribute to various degrees of *IOVs* and *IOAs*, is the fact that most Media practioners do not possess relevant educational backgrounds that may be improved through formal training in Translation.

The Mean of the Respondents in the Katsina State Television in terms of *IOVs* is 70.6. The individual deviations show that three Respondents: **B**, **C** and **E** reflect performances below the central point while the Respondents: **A** and **D**

reflect performance above the central point. The Standard Deviation of the Respondents is 37.38 while the Average Deviation is 16.72. From the individual Deviations we can equally observe that the highest in terms of *IOVs* is reflected against the Respondent **D** while the lowest performance is reflected against the Respondent **E**. Thus the Dispersion Range of the Respondents is 51. In terms of *IOAs* the Mean of the Respondents is 74.4. The individual deviations of the Respondents in terms of *IOAs* indicate that two Respondents: **A** and **D** reflect performances below the central point while the other three Respondents: **B**, **C** and **E** reflect performances above the central point. The Standard Deviation of the Respondents in terms of *IOAs* is 37.38 while the Average Deviation is 16.72. These individual Deviations reflect various levels of performances among the Respondents in terms of *IOAs*. The highest performance of the Respondent in terms of *IOAs* is reflected against the Respondent **E** while the lowest performance is reflected against the Respondent **D**. Thus the Dispersion Range of the Respondents is 51. The total scores of the Respondents in terms of *IOVs* constitute 48.68%. The total scores of the Respondents in terms of *IOAs* constitute 51.31%. From these percentages of performances of the Respondents we can deduce that the percentage of performances of the Respondents in terms of *IOVs* is lower than their percentage of performances in terms of *IOAs*. In terms of *IOCs* the performances of the Respondents constitute 7.72% while in terms of *IOIs* the percentage of the performances of the Respondents constitutes 92.27%. From these percentages of performances we can deduce that the percentage of performances in terms *IOIs* is higher than the percentage of performances in terms of *IOCs*. This indicates that the Respondents possess a high level of *IOVs* but lower level of *IOCs*. When we compare the percentage of performances of the Respondents in the Katsina State Radio with that of the Respondents in the Katsina State Television, we can deduce that the percentage of performances of the Respondents in the Katsina State Radio is higher. The Respondents in the Katsina State Television reflect higher performance in terms of *IOAs* in comparison with performance of the Respondents in the Katsina State Radio. In terms of *IOCs* the performances of the Respondents among the Respondents in Katsina State Television is higher than the performance of the Respondents in the Katsina State Radio. Thus the Respondents in the Katsina State Radio reflect higher performance in terms of *IOIs*.

The NTA-Katsina is a Federal owned Electronic Media. The Respondents in the Electronic Media are Hausa Native Speakers of Hausa from Katsina. Thus we expect that the Respondents may be Speakers of Katsinanci, which is one the Western Dialects of Hausa. When we compare the competences of the Respondents in the two languages i.e. Hausa and English, we discover that the competence of the Respondents in Hausa more than their competence in English. This may be due the fact that they are Hausa Native Speakers of Hausa. A high competence in English is also desirable. This is because of proper conceptualisation of the information embed-

ded in SL. In addition to the competences in the two working languages, there is a need of a linguistic technical expertise to render a concept from the SL to the TL. Here we observe that the Respondents in this electronic Media use several dialects from both the Western and the Eastern varieties. The question is whether the use of several dialects is informed by the linguistic and/or ethnic composition of the Listeners/Viewers. It is interesting to note that Respondents in the other two electronic Media in the State do not use several dialects. These Respondents like others do not possess educational backgrounds that are related to their profession. This may seriously affect their performances in terms of *IOAs* and *IOCs*. The formal training that the Respondents are supposed to acquire is based on their educational backgrounds. Their efficiencies may be higher when their educational backgrounds are related to their profession.

The Mean of the Respondents in terms of *IOVs* is 82.83. From the individual deviations of the Respondents in this electronic Media we can deduce that two Respondents: **B** and **C** reflect performances below the central point while four Respondents: **A**, **D**, **E** and **F** reflect performances above the central point. The Standard Deviation of the Respondents in terms of *IOVs* is 47.9 while the Average Deviation is 19.55. From the individual deviations we can observe that the highest performance of the Respondents is reflected against the Respondent **E** while the lowest performance is reflected against the Respondent **C**. Thus the Dispersion Range of the performances of the Respondents is 78. The Mean of the Respondents in terms of *IOAs* is 62.16. Thus the individual deviations of the Respondents in terms of *IOAs* indicate that four Respondents: **A**, **D**, **E** and **F** reflect performances below the central point while two Respondents: **B** and **C** reflect performances above the central point. The Standard Deviation of the Respondents in terms of *IOAs* is 47.89 while the Average Deviation is 19.53. The highest performance in terms of *IOAs* is reflected against the Respondent **C** while the lowest performance in terms of *IOAs* is reflected against the Respondent **E**. Thus the Dispersion Range of the Respondents in terms of *IOAs* is 78. The total scores of the Respondents in terms of *IOVs* constitute 58.12%. The total scores of the Respondents in terms of *IOAs* constitute 42.87%. We can observe the percentage of performances of the Respondents in terms of *IOVs* is greater than the percentage of their performances in terms of *IOAs*. In terms of *IOCs* the percentage of performances of the Respondents is 3.67% while in terms of *IOIs* the percentage of their performances constitute 96.32%. The highest percentage of performances in terms of *IOVs* is reflected against the Katsina State Radio then followed by the NTA-Katsina and then the Katsina State Television. The highest percentage of performances in terms of *IOAs* is reflected against the Katsina State Television then followed by the NTA-Katsina and the Katsina State Radio. In terms of *IOCs* the Katsina State Television reflects higher percentage of performances followed by the Katsina State Radio and then the NTA-Katsina.

The frequencies of listening habits of the Listeners/Viewers in Katsina State are considerably high. This results from the increased dependency on the electronic Media for News and feature programmes in Hausa. A high percentage of Listeners/Viewers prefer to listen to Hausa programmes in the Radio stations. Television stations are mostly preferred for English programmes. Listeners/Viewers in the State listen to various electronic Media both Radio and Television stations from the two Hausa dialect areas. In addition to the electronic Media in the State and neighbouring States, the Listeners/Viewers in the State listen to Western Radio Stations that broadcast in Hausa. The BBC-Hausa service has the highest percentage of Listeners followed by the VOA-Hausa service. From the percentages of Media preferences of the Respondents we can deduce that there is an increased dependency of Western electronic Media. This may be due to the presentations of the Hausa programmes in these electronic Media. It is observed that a high percentage of Listeners/Viewers misunderstand Hausa terms and concepts used in the Hausa programmes over the electronic Media. This means that the Media practitioners need to do more about the manipulation of linguistic resources in order to render certain concepts especially those which are alien to the culture of the speakers of the language i.e. Hausa. Though ethnic and linguistic homogeneity in this State are quite high it is necessary in the process of Hausa language development to take care of certain socio-linguistic factors that are related to Hausa Speakers in others heterogeneous States.

The Respondents in the electronic Media in Western Hausa Dialect Area are characterised by various performances in terms of *IOVs*, *IOAs*, *IOIs*, and *IOCs*. In the Electronic Media in Sokoto we observe that the highest performance in terms of *IOVs* is reflected against Rima Radio seconded by Sokoto State Television and then the NTA-Sokoto. In terms of *IOAs* the highest performance is reflected against the NTA-Sokoto seconded by the Sokoto State Television and then the Rima Radio. In the Electronic Media in Katsina State the highest performance in terms of *IOVs* is reflected against Katsina State Radio seconded by the NTA-Katsina and then the Katsina State Television. In terms of *IOAs* the highest performance is reflected against the Katsina State Television seconded by the NTA-Sokoto and then the Katsina State Radio. When we consider the Electronic Media in the Western Hausa Dialect Area we observe that the highest percentage of performance in terms of *IOVs* is reflected against the Katsina State Radio seconded by the Rima Radio-Sokoto then the Sokoto State Television then the NTA-Katsina then the Katsina State Television and then the NTA-Sokoto. In terms of *IOAs* the highest performance is reflected against the NTA-Sokoto seconded by Katsina State Radio then the NTA-Katsina then the Sokoto State Television then the Rima Radio Sokoto and then the Katsina State Radio. In terms of *IOCs* the highest performance among the electronic Media in Sokoto State is reflected against the NTA-Sokoto seconded by Rima Radio and then the

Sokoto State Television. While in terms of *IOIs* the highest performance in the electronic Media in the State is reflected against the Sokoto State Television seconded by the Rima Radio and then the NTA-Sokoto. In the Electronic Media in Katsina State the highest performance in terms of *IOCs* is reflected against the Katsina State Television seconded by the Katsina State Radio and then the NTA-Sokoto. While in terms of *IOIs* the highest performance is reflected against NTA-Katsina seconded by the Katsina State Radio and then the Katsina State Television. When we consider the Western Hausa dialect area we observe that the highest performance in terms of *IOVs* is reflected against the Katsina State Radio seconded by Rima Radio then Sokoto State Television then NTA-Katsina then Katsina State Television and then the NTA-Sokoto. While in terms of *IOAs* the highest performance is reflected against the NTA-Sokoto seconded by Katsina State Television then NTA-Katsina then Sokoto State Television then Rima Radio and then the Katsina State Radio. In terms of *IOCs* the highest performance is reflected against two Electronic Media: NTA-Sokoto and the Katsina State Television followed by Katsina State Radio followed by Rima Radio followed by NTA-Katsina and then Sokoto State Television. While in terms of *IOIs* the highest performance is reflected against the Sokoto State Television seconded by the NTA-Katsina then Rima Radio then Katsina State Radio and then the Katsina State Television and the NTA-Sokoto.

When we consider the electronic Media in the two dialects areas i.e. the Western Hausa Dialect Area and the Eastern Dialect Area, we discover that in terms of *IOVs* the highest performance is reflected against the DITV-Kaduna with 73.43% of *IOVs*. The second is reflected against the Katsina State Radio with 63.86%. The third is reflected against the Rima Radio-Sokoto with 63.44%. The fourth is reflected against Sokoto State Television with 58.5%. The fifth is reflected against the NTA-Katsina with 57.12%. The sixth is reflected against the CTV-Kano with 52.96%. The seventh is reflected against the KSTV-Kaduna with 52.68%. The eighth is reflected against the NTA-Kaduna with 50.17%. The nine is reflected against the Katsina State Television with 48.68%. The tenth is reflected against the FRCN-kaduna with 48.5%. The eleventh is reflected against the NTA-Kano with 48.04%. The twelve is reflected against the KSR-Kano with 46.32%. The thirteen is reflected against the KSMC-Kaduna with 41.19%. The fourteenth is reflected against the NTA-Sokoto with 38.8%. While in terms of *IOAs* the highest performance is reflected against the NTA-Sokoto with 61.1%. The second is reflected against the KSMC-Kaduna with 58.52%. The third is reflected against KSR-Kano with 53.67%. The fourth is reflected against the NTA-Kano with 52.45%. The fifth is reflected against FRCN-Kaduna with 51.49%. The sixth is reflected against the Katsina State Television with 51.31%. The seventh is reflected against the NTA-Kaduna with 48.82%. The eighth is reflected against the KSTV-Kaduna with 47.31%. The nine is reflected against the CTV-Kano with 47.03%. The

tenth is reflected against the NTA-Katsina with 42.87%. The eleventh is reflected against Sokoto State Television with 41.49%. The twelve is reflected against the Rima Radio with 36.55%. The thirteenth is reflected against Katsina State Radio and the fourteenth is reflected against the DITV-Kaduna with 26.89%. It can be observed that the electronic Media that reflect higher performances in terms of *IOVs* possess lower performances in terms of *IOAs* and those, which reflect higher performances in terms of *IOAs*, possess lower performances in terms of *IOVs*. In terms of *IOCs* the highest performance is reflected against the DITV-Kaduna with 12.06%. The second is reflected the NTA-Sokoto and NTA-Katsina with both 7.72%. The fourth is reflected against the NTA-Kano with 7.70%. The fifth is reflected against CTV-Kano with 5.65%. The sixth is reflected against KSR-Kano with 4.71%. The seventh is reflected against the Katsina State Radio with 4.41%. The eighth is reflected against NTA-Kaduna with 4.31%. The nine is reflected against Rima Radio with 4.27%. The tenth is reflected against the NTA-Katsina with 3.67%. The eleventh is reflected against KSMC-Kaduna with 3.56%. The twelve is reflected against the KSTV-Kaduna. The thirteen is reflected against the FRCN-Kaduna with 1.72%. The fourteenth is reflected against the Sokoto State Television with 1.26%. In terms of *IOIs* the highest performance is reflected against the Sokoto State Television with 98.73%. The second is reflected against the FRCN-Kaduna with 98.28%. The third is reflected against the KSTV-Kaduna with 97.36%. The fourth is reflected against KSMC-Kaduna. 96.44%. The fifth is reflected against the NTA-Katsina with 96.32%. The sixth is reflected against the Rima Radio with 95.72%. The seventh is reflected against the NTA-Kaduna with 95.69%. The eighth is reflected against the Katsina State Radio with 95.58%. The nine is reflected against the KSR-Kano with 95.29%. The tenth is reflected against the CTV-Kano with 94.35%. The eleventh is reflected against the NTA-Kano with 92.30%. The twelve is reflected against the Katsina State Television and the NTA-Sokoto with both 92.27%. The fourteenth is reflected against the DITV-Kaduna with 97.94%. We can observe that the Electronic Media that possess high performances in terms of *IOCs* reflect low performances in terms of *IOIs* while those that possess low performances in terms of *IOIs* reflect high performances in terms of *IOCs*.

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 performance 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 a performance 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 Dispersion 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 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 ambilingual 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 their performances 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 Endoglotic

and Exoglottic Areas, there is a need of taking into account the variations of Hausa as result of social factors especially aside the Hausa Speaking Areas.

In the Foreign electronic Media we have sampled Western Electronic Media and the African Electronic Media that broadcast News and feature programmes in Hausa. The BBC-London Hausa service is sampled out of the Western Electronic Media. The BBC-Hausa service started Hausa broadcasts in 1963. This was the due the spread of the language not only in Nigeria but also in various Countries. The Respondents in this Electronic Media possess a good competence in Hausa and English. All the Respondents have received formal training in Translation. This is required for the Broadcasters/Editors because the training provides linguistic techniques that may be used in order to conceptualise and efficiently put across ideas from one language to another. There is a cross dialectal use among the Respondents in the Electronic Media. Some Respondents use *Kananci*, which is an Eastern Hausa Dialect and some other use *Sakkwatanci*, which is a Western Hausa dialect. In spite of the fact that the Respondents are Hausa Native Speakers of Hausa, they are from different Hausa Dialect Areas. We can observe that educational backgrounds of the some Respondents in this Electronic Media are not related to their profession. It seems that the problem of educational background is endemic to the Hausa section of the Electronic Media.

The Mean of the Respondents in this Electronic Media in terms of *IOVs* is 22.4. The individual deviations of the Respondents in terms of *IOVs* show that three Respondents: **C**, **D** and **E** reflect performances below the central point and two Respondents: **A** and **B** reflect performances above the central point. The Standard Deviation of the Respondents in terms of *IOVs* is 10.01 while the Average Deviation is 4.48. The highest performance in terms of *IOVs* is reflected against the Respondent **A** while the lowest performance is reflected against the Respondent **E**. Thus the Dispersion Range of the Respondents in terms of *IOVs* is 13. In terms of *IOAs* the Mean of the Respondents is 122.6. The individual deviations of the Respondents in terms of *IOAs* reflect the fact that two Respondents: **A** and **B** reflect performances below the central point and three Respondents reflect performances above the central point. The Standard deviation of the Respondents in terms of *IOAs* is 10.01 while the Average Deviation is 4.48. The highest performance in terms of *IOAs* is reflected against the Respondent **C** while the lowest performance is reflected against the Respondent **A**. The Dispersion Range of the Respondents is 13. The total performances of the Respondents in terms of *IOVs* constitute 15.44% and the total performances of the Respondents in terms of *IOAs* constitute 84.55%. From these percentages we can deduce that the percentage of performances of the Respondents in terms of *IOAs* is far more higher the percentage of their performances in terms of *IOVs*. In terms of *IOCs* the performances of the Respondents constitute 92.96% while the percentage of their performances in terms of *IOIs* constitute 7.03%. We can observe from these percentages of performances that

the percentage of the Respondents in terms of *IOAs* is far higher than the percentage of their performances in terms of *IOIs*.

The Respondents in the VOA-Hausa service possess also a good competence in the two working languages. In spite of the fact that the Respondents in this electronic Media are all Hausa Native Speakers of Hausa, their competence in Hausa is less than the competence of the Respondents in the previous Electronic Media i.e. the BBC-Hausa service. As their counterpart in the BBC-Hausa service the Respondents in this Electronic Media have received a formal training in Translation. The Respondents equally use *Kananci* and *Sakkwatanci* in their renditions. The Respondents in this electronic Media possess educational backgrounds related to either Mass Communication or Hausa. These educational backgrounds are crucial to the formal training that the Respondents may receive during their performances in the Media Industry. In the previous Electronic Media the Respondents do not possess backgrounds related to their profession. It is interesting to note that all Respondents in the Western electronic Media have received formal training in Translation. This may go a long to improve the linguistic efficiency and proficiency of the Respondents.

The Mean of the Respondents in this Electronic Media in terms of *IOVs* is 30. The individual deviations of the Respondents in terms of *IOVs* show that two Respondents: **B** and **E** reflect performances below the central point and three Respondents: **A**, **C** and **D** reflect performances above the central point. The Standard Deviation of the Respondents in terms of *IOVs* 4.47 while the Average Deviation is 2. The highest performance of the Respondents in terms of *IOVs* is reflected against the Respondents **A** and **D** while the lowest performance is reflected against the Respondent **E**. Thus the Dispersion Range of the Respondents in terms of *IOVs* is 6. The Dispersion Range of the Respondents in this Electronic Media is shorter than the Dispersion Range of the Respondents in the previous electronic Media i.e. the BBC-Hausa service. In terms of *IOAs* the Mean of the Respondents is 115. Thus the individual deviations of the Respondents in terms of *IOAs* reveal the fact that the performances Respondents are not very far from the central point. The performances of the Respondents are so close. These individual deviations we can observe that two Respondents **B** and **E** reflect performances below the central point and three Respondents: **A**, **C**, and **D** reflect performances above the central point. The highest performance in terms of *IOAs* is reflected against the Respondent **E** and the lowest performance of the Respondents is reflected against the Respondents: **A** and **D**. Thus the Dispersion Range of the Respondents in terms of *IOAs* is 6. We can further observe that the Dispersion Range of the Respondents in this Electronic Media in terms of *IOAs* is shorter than the Dispersion Range of the Respondents in the previous Electronic Media i.e. the BBC-Hausa Service. The total performances of the Respondents in terms of *IOVs* constitute 20.68%, which is higher than the percentage of the performances of the Respondents in BBC-Hausa Service with

15.44%. The total performances of the Respondents in this Electronic Media in terms of *IOAs* constitute 79.31%, which is lower than the percentage of performances of the Respondents in the BBC-Hausa Service with 84.55%. In terms of *IOCs* the total performances of the Respondents constitute 90.06%, which is lower than the percentage of performances of the Respondents in the BBC-Hausa Service with 92.96%. In terms of *IOIs* the total performances of the Respondents in this Electronic Media constitute 9.93%, which is higher than the percentage of performances of the Respondents in the BBC-Hausa service with 7.03%. We can observe that in spite of the fact these electronic Media present generally good performances, they vary in the uses of terms and concepts. The high level of performances of these electronic Media may be attributed to the attention given to the language i.e. Hausa in the domain of Language Development and Expansion. A high percentage of Hausa Listeners prefer these Electronic Media in spite of the differences among them. This may be due to their performances in terms of *IOAs* and *IOCs*. Both electronic Media present high percentages of performances in terms of *IOAs* and *IOCs* but still they reflect certain instances of inconsistencies, which vary according to the Electronic Media. As we can see that in terms of *IOIs* the highest performance is reflected against the VOA-Hausa Service but in the terms of *IOCs* the highest performance is reflected against the BBC-Hausa Service.

The African Electronic Media are among the Foreign Electronic Media. Among these includes the *Radio et Television Nationale du Niger* in Niger Republic and the *Radio Nationale de Garoua* in Cameroon Republic. These Electronic Media incidentally are in Countries neighbouring Nigeria. The Electronic Media broadcast News and feature programmes in Hausa. This is due to the sociolinguistic functions of the language i.e. Hausa in their respective Countries. Both Countries are officially Francophone while Hausa remains socially relevant. Thus our aim is observe the *IOVs*, *IOAs*, *IOCs* and *IOIs* in the uses of the language i.e. Hausa in the their respective Electronic Media in spite of their Francophone status.

The *Radio et Television du Niger* is a Government owned Electronic Media. The Respondents in this electronic Media possess generally a good competence in Hausa but very poor competence in English. This is due to the official status of French. The Respondents may be more conversant with French than with English. One may safely guess that the variety of Hausa used by the Respondents may be heavily coloured by French. Thus the languages spoken in Niger and French here influence Hausa in many ways. The problem here is the inefficiency of the Respondents in English. In this period when most of the advances in Sciences and Technology are coming up in English it is necessary for the Respondents to be able to capture these advances in order put them across to the Hausaphone. In a nutshell the knowledge of English is important for both conceptualisation of events and Hausa Language Expansion. This does not

mean that the Broadcasters/Editors should be un-necessarily dependent on English. It is only relied upon when need be. In fact since in Nigeria Hausa borrowed heavily from English, communication in Hausa with the neighbouring Niger would be impeded. Some Respondents are Native Speakers of Hausa but the nature of the language i.e. Hausa may differ from the one spoken in Nigeria due to the fact the language is under different linguistic influences.

The Mean of the Respondents in this electronic Media in terms of *IOVs* is 126.2. The individual deviations of the Respondents in terms of *IOVs* reveal that two Respondents: **C** and **D** reflect performances below the central point and three Respondents: **A**, **B** and **E** reflect performances above the central point. The Standard Deviation of the Respondents in terms of *IOVs* is 13.77 and the Average Deviation is 6.16. In terms of *IOVs* the highest performance is reflected against the Respondent **A** while the lowest performance is reflected against the Respondents **C**. Thus the Dispersion Range of the Respondents in terms of *IOVs* is 22. The Mean of the Respondents in terms of *IOAs* is 18.8. The individual deviations of the Respondents in terms of *IOAs* show that two Respondents **C** and **D** reflect performances above the central point and three Respondents: **A**, **B**, and **E** reflect performances below the central point. The Standard Deviation of the Respondents in terms of *IOAs* is 13.77 while the Average deviation is 6.16. The highest performance in terms of *IOAs* is reflected against the Respondent **C** and the lowest performance is reflected against the Respondents **A**. Thus the Dispersion Range of the Respondents in terms of *IOAs* is 22. The total performances of the Respondents in terms of *IOVs* constitute 87.03% and the total performances of the Respondents in terms of *IOAs* constitute 12.96%. From these 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*. The total performances of the Respondents in terms of *IOCs* constitute 2.06% while in terms of *IOIs* the total performances of the Respondents constitute 97.93%. These percentages of performances reflect the fact that the percentage of the Respondents in terms of *IOIs* is higher than the percentage of performances of the Respondents in terms of *IOCs*.

The Hausa Listeners/Viewers in Niamey that is the State capital of Niger have a relatively high level of listening frequency of Hausa programmes. These Hausa programmes come from different sources i.e. the National electronic Media and International Electronic Media including Nigerian electronic Media. The highest percentage of Respondents is Hausa Native Speaker but there are considerable Non-Hausa Native Speakers who listen to Hausa programmes over the electronic Media. Since English is not the Official Language of Niger Republic we do not expect Hausa Listeners in the State to be conversant with English from which many terms and concepts are borrowed. This may be the reason of a high percentage of Hausa Listeners in the State who misunderstand Hausa terms and concepts used over the Electronic Media.

The *Radio Nationale de Garoua* is a State owned Electronic Media in the Northern Province of Cameroon. The Respondents like in the previous Electronic Media in Niger Republic have a poor competence in English. In spite of the fact that some Respondents are Native Speakers of Hausa the language i.e. Hausa may be under various social and linguistic influences. The source of Hausa enrichment may be French especially for scientific and/or technological terms and concepts just as it is in Nigeria with the case of English, which is the source of Hausa expansion.

We can argue that Hausa Language Development will continue to suffer a serious setback if its varieties within and outside Nigeria are not harmonised. That is to set criteria for the tasks aimed at the Language Development otherwise the "Parallel Development" of the language may continue to threaten its communicative efficiencies within Nigeria and outside.

The Mean of the Respondents in this electronic Media in terms of *IOVs* is 129. The individual deviations of the Respondents in terms of *IOVs* reveal 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 Respondents in terms of *IOVs* is 12.52 while the Average Deviation is 5.6. The highest performance in terms of *IOVs* is reflected against the Respondents: **A** and **C** and the lowest performance is reflected against the Respondent **E**. Thus the Dispersion Range of the Respondent in terms of *IOVs* is 15. The Dispersion Range of the Respondents in terms of *IOVs* in this electronic Media is greater than that of the Respondents in the electronic Media in the previous electronic Media i.e. the *Radio et Television Nationale du Niger*. In terms of *IOAs* the Mean of the Respondents is 16. The individual deviations of the Respondents in terms of *IOAs* show that two Respondents: **A** and **C** reflect performances below the central point and three Respondents: **B**, **D** and **E** reflect performances above the central point. The Standard Deviation of the Respondents in terms of *IOAs* is 12.52 and the Average Deviation of the Respondents is 5.6. The highest performance in terms of *IOAs* is reflected against the Respondent **E** and the lowest performance is reflected against the Respondents **A** and **C**. The Dispersion Range of the Respondents in terms of *IOAs* is 15. Thus we can observe the Dispersion of the Respondents in terms of *IOAs* in this electronic Media is greater than that of the Respondents in the previous electronic Media. The total performances of the Respondents in terms of *IOVs* constitute 88.96% while the total performances of the Respondents in terms of *IOAs* constitute 11.03%. From these 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 percentage of the total performances of the Respondents in this Electronic Media constitute 1.51% and in terms of *IOIs* the percentage of the total performances of the Respondents constitute 98.48%.

These percentages of performances of the Respondents reflect the fact that the percentage of the performances of the Respondents in terms of *IOIs* is higher than the percentage of their performances in terms of *IOIs*. Comparing the percentages of performances of the Respondents in the previous electronic Media with those of this Electronic Media, we can posit that in terms of *IOCs* the percentage of the performances of the Respondents in the previous electronic Media is greater than the percentage of the performances of the Respondents in this Electronic Media. While in terms of *IOIs* the percentage of performances of the Respondents in this Electronic Media is greater than the percentage of the performances of the Respondents in the previous Electronic Media.

The Hausa Listeners sample out from *Garoua* the capital of the Northern Province of Cameroon reflect a considerably higher frequency of listening habit of Hausa programmes over the Radio. Apart from the local electronic Media that broadcasts in Hausa, they listen to Hausa programmes in the Nigerian Electronic Media including the Western Electronic Media. The linguistic impediments seems to be apparent since a high percentage of the Hausa Listeners misunderstand Hausa terms and concepts used over these Electronic Media in spite of the fact that some of them are even Native Speakers of Hausa. These linguistic impediments might have resulted from the lack various sociolinguistic considerations attached to the variety of Hausa used across Nigerian borders.

We have observed that in the Foreign Electronic Media, the performances in terms of *IOAs* and *IOCs* of the Respondents in the Western Electronic Media are far better than the performances of the Respondents in all the Electronic Media in the "Areas" considered in this Research i.e. the Western Hausa Dialect Area, the Eastern Hausa Dialect Area and the Non-Hausa Speaking Area. We have observed that the highest instances of *IOVs* and *IOIs* are reflected in the two African Electronic Media. This may be due the lack of linguistic treatments of the language i.e. Hausa whose status in these Countries is relegated to social functions.

### 3. Summary

We have observed various degrees performances in terms of *IOVs*, *IOAs*, *IOCs*, and *IOIs* of Respondents in the Electronic Media in the Eastern Hausa Dialect Area, the Western Hausa Dialect Area, and the Non-Hausa Speaking Area. For the sake of comparison we have included the Foreign Media, which we distinguish between the Western and African Media. 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 *Radio Diffusion Nationale de Garoua* with 88.96% followed by the *Radio et Television Nationale du Niger* with

87.03% then the DITV-Kaduna with 73.43% then the Plateau State Television with 70.34% then the NTA-Yola with 68.27% then the Katsina State Radio with 63.86% then the ABC-Yola then the Rima Radio-Sokoto with 63.44% then the Plateau State Radio with 60.82% then the Sokoto State Television with 58.5% then the NTA-Katsina with 57.12% then the CTV-Kano with 52.96% then the Katsina State Television with 52.68% then the NTA-Jos 52.58% then the ATV-Yola with 52.27% then the NTA-Kaduna with 50.17% then the Katsina State Television 48.68% then the FRCN-Kaduna with 48.50% then the NTA-Kano with 48.04% then the Kano State Radio with 46.32% then the KSMC-Kaduna with 41.19% then the NTA-Sokoto with 38.89% then the VOA-Hausa service 20.68% and lastly the BBC-Hausa Service with 15.44%. 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 per-

performances in terms of *IOAs*, two electronic from the Western Hausa dialect are and four from the Eastern Hausa Dialect Area. Sixteen Electronic Media reflect percentages of performances below fifty per cent. Out these two are 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.

#### BIBLIOGRAPHY

see p. 175-176