FARFAGANDA KANSAKALIN TURAWAN MULKIN MALLAKA

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Tsakure

Farfaganda wata manufa ce ko da/ a boye ko a sarari, wadda ake so a cim ma La 'Allah ko ta fuskar siyasa ko ta hanyar tattalin arzikin Rasa, har ma ta hanyar harkokin yau da kullum na wannan al'umma. Wannan na daga cikin abubuwan da wannan makala za ta yi bita dangane da yadda aka yi am/am da farfaganda domin cim ma manufofm Turawan Mulki, a Nijeriya ta Awwa lokacin yakin Hitler domin samun sojoji da kuma kokarin karkatar da hankalin al'ummar Arewa ko sa rungumi yakin ka 'in da na 'in, da kuma sauran bangarorin adabi wadanda aka yi amfani da su wajen hakan.

Gabatarwa

Farfaganda na daga cikin manyan hanyoyin, da Turawan mulki su ka yi amfani da ita, wajen karkatar da tunani da hankalin 'yan Arewa, ta fuskar addini da al'ada domin a kautar da tunaninsu da ra'ayoyinsu, dangane da abin da ake bukata daga gare su. Ta hanyar kafafen yada labaru, wadanda an tabbatar 'yan kasa zasu amince da su. shi ne dalilin da ya haifar da sanya edita Bahaushe kuma Dan Arewa, domin Hausawa na cewa " **Da Dan gari a kan ci gari** " wanda ba lallai ba ne dan garin yasan manufar bashi wannan aikin, kusan a iya cewa makasudin kafa jarida ta Harshen Hausa a Arewa shi ne farfaganda, idan an lura da maganar da Nicholas (1977) ya nuna da cewa an kafa jaridar Gaskiya ta fi kwabo, a lokacin da Turawan mulki suke bukatar karkatar da tunanin 'yan Arewa dangane da wata jita jita, mai

kama da gaskiya wadda an bi duk hanyar sadarwa ta gargajiyar Hausawa abin ya ci tura, wannan ne ya kawo tunanin samar da ita domin biyan waccen buƙata ta kauda tunanin 'yan Arewa ga waccen jita jita, kamar yadda suke faɗi.

Ta kalato wani abu gada abin da Abubakar Imam ya ce; an kafa Gaskiya ne a matsayin wani kakakin Hukumar Arewa har da Nijeriya. Sannan an kafa ta ne domin ta ba da dama ga 'yan Arewa wajen bayyana wasu daga ra'yoyinsu, kai ta zama wata jigo na yaƙar matsalolin Arewa guda uku; **jahilci** da **lalaci** da **zalunci.** [29]

Farfaganda

Farfaganda masana da dama sun ce wani abu dangane da farfaganda daga cikin su har akwai Garth da Jowett da Victoria (2006) sun bayyana farfaganda da cewa wani ƙoƙarin canza tunani da ra'ayoyin jama'a, domin ɗora su a wata manufa ta dabam, wadda ake son cim ma. Saboda haka, farfaganda na iya zama wata hanya ce ta isar da saƙo da nufin gurɓata tunanin al'umma da labarai marasa sahihanci ko akasin haka da zummar samun hankalin mutane a ɗabi'ance.

Haka shi ma Edward, ya bayyana farfaganda da cewa wata kafa ce ta sadarwa da wanzar da ra'ayoyin jama'a, sannan ya ƙara da cewa tana iya kasancewa a wani matsayi na rage tagomashi, dangane da rashin tabbas dake tattare da ita, duk da cewa tana taimaka wa musamman a harkokin jin daɗin jama'a, wannan ne ya sanya gidajen watsa labarai na Hukuma ko masu zaman kansu suka zama wata ƙumshiyạ ta farfaganda.[30]

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[29] Hajara,S.(2005) .The survival of newspaper in Northern Nigeria" FA'IS Journal of Humanities,vol.3,No.2

[30] Ross,S.T.( ) Understanding Propaganda: The Epistemic Merit Model and Its Application to Art." Journal of Aesthetic Education. Vol. 36, No.1. pp. 16-30
R. A. Nelson (1996) A Chronology and Glossary of Propaganda in the United States. Westport, CT and London: Greenwood Press.

Domin cim ma burin su da baragurbin labarai. Wannan ya tabbatar da zancen Nelson (1996) Farfaganda wani tsari ne da ake tafiyar dake canza mutum a ɗabi'a da ra'ayi, har ma da wasu ayyuka na bayyane. Domin cim ma wata manufa ta musamman, da ake buƙata a cim ma ta fuskar siyasa ko kasuwanci ko harkokin yau da kullum, tare da yin amfani da duk wata kafa ta yaɗa labaru da ke iya isar da saƙon. Roderick (2006) yana ganin cewa ai farfaganda da Siyasa Juma ne da Jumande, sauran jam'iyyu kamar rassa ne a bishiya yɗa farfaganda.

Saboda haka a nan za a fahimci cewa farfaganda dai wani kansakali ne na canza ɗabi'a ko ra'ayi ko tunani ko dagula lissafin wanda ake so adagula ta yin amfani da kafafen da aka iya taimaka wa don cim ma wannan manufa.

Ko da yake farfaganda nau'i-nau'i ce a iya akwai wadda sai dai jama'a su tsimci kansu banbarakwai, domin baɱa zasu fahimci komai ba, balle kuma abin da ake son su zama sai aita karkatasu har sai anga sun kai yadda ake buƙatarsu su kasance, daga baya sa fahimci abin bayan sun tsunci kansu a ciki, kuma irin wannan farfaganda ba a fita daga cikin ta abu ce da sai an ɗandana fiye da kima ko kuma a dauwama a cikin ta har wa yau akwai wani nau'i mai ɗan ɗama-ɗama domin jama'a za su iya fahimtar inda ake so su fuskanta, wanda daga dukkan alamu mai hankali sai ya kuka da kanshi, abin lura kawai ana matsawa wajen ganin kowa ya shiga tsundum, domin a irin ta a kan yin amfani da baragurbin amitattu daga cikin al'ummar da ake son su da wannan abun, domin su fito fili su nuna wa jama'ar su wannan abu ne mai kyau, kai wani lokaci ma a kan yi amfani da addini wanda ake ganin kusan shi ne, akalar duk wani mai bin wannan addini.

A wannan nau'i ɓadda bami ake dabaibaye wa, ba safai kowa ke iya gane ta ba sai mai ilmi, domin irin ta ana jirkita tunanin mai tunani ne , sai namijin gaske domin ita ta ƙunshi abubuwa da ɗama, zaka ganta kamar Halas amma ba ta yi kama da Haram tsantsa ba, ma'ana ta gauraya kamar wata Wahainiya ko Hawainiya, ka ga kusan kamar ta fi sauran haɗari domin ita sai wanda suka shirya ta suke sanin manufarta ta zahiri, sauran

mutane kuwa sai dai kirdado da kame-kame. To amma duk wadannan nau'o'in farfaganda ana cim ma manufofinsu ne kawai ta hanyar kafafen yada labarai duk wadda ta samu, domin samun natija.

Masana kamar su Noam da Herman da Edward (1988) su ka bayyana wani bangare na irin wannan farfaganda da cewa ita ce wadda ake mata kwaskwarima da fakewa da tattalin arziki da kasuwanci ta hanyar shigar burtu a kafafen yada labaru. Saboda haka wannan farfaganda ita ce aljihunka ya gaya ma, sannan kuma da wannan ce ake fakewa da tallace-tallace a gidajen yada labarai ana yada abin yadda ake so jama'a su karkata wajen sayen wani wanda yake ko dai ya cutar ko ya citar, wato farfaganda ce wadda ta fi samun tagomashi a kafafen yada labaru masu zaman kansu domin fakewa da talla ga masu saurare ko masu karantawa. Irin wannan farfaganda ta amfani da tattaalin arziki ta fi saurin nakasa al'umma, domin ai da tattalin arziki ake saurin karya lagon al'umma. Kamar yadda wadansu bagen shugabanni suka amshi iren iren wadannan farfagandoji domin cim ma gurbatattun manufofi na bage.

In Ba Rami, Mai Ya Kawo Rami?

Farfaganda na samuwa ne ta dalilin zamantakewar al'umma wajen kokarin juyadda tunanin ko dabi'un jama'a a bayyane ba tare da an sanar da su gaskiyar sakon ba. Tana samuwa ne,wajen son cusawa jama'a wani ra'ayi domin a fusata su ko kuma sanya su su yi laushi ko kuma su amince ko ki.[31]

Musayar ra'ayi: Har ila yau a na amfani da musayar ra'ayi wajen haifar da farfaganda, ta inda ake samun bangare biyu na jama'a wadannan na goyon bayan abin da ake bukata, to amma sai a sami wadanda su suka fi sani akan daya bangaren, to daga nan mai sauraro sai ya ga ai kuwa wadancan sun fi kawo hujjojir rashin hujja, saboda haka ta irin wannan musayar ra'ayi za a canza tunanin mai sauraro, dangane da abin da ake so su zama sun amince ko rashin amincewa bisa wancan hujjoji na madalla-tir.

[31] Ibid-p20

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[31] Ibid-p20

Son zuciya: ana amfani da Gaskiyar lamari domin a karkatar da tunanin ko ra'ayoyin al'umma, misali kamar maganar yaki, sai a nuna wa jama'a ai yaki bashi ne abu mara kyau ba a a abin da zai biyo baya, a kokarin farantawa jama'a rai sai a bata mata tunani wajen bayyana musu gaskiyar lamari. Edward (1988). a littafinsa mai suna *Crystallizing Public Opinion* ya yi nuni da cewa ai ba kowace farfaganda ce take da aibu ba, sai ya ba da misali da cewa ai ba kowane ilimi ne mai kyau ba, haka ita ma farfaganda.

A irin wannan abu ne na zahiri wanda al'umma take so, sai a musaya Gaskiyar lamarin da canza wa al'umma tunani wajen sanya su cikin ra'ayoyi mabambamta da rudani.

Addini: Ta fuskar addini kuwa ita ce ma kusan ta fi kowace saukin karkatar da tunanin al'umma wajen yadda ake amfani da malamai bayin Allah, ta yadda ake fadakar da su ta bai-bai su kuwa su na ganin abun kamar Gaskiyar ke nan amma ina, ba ma malamai har da Sarakuna iyayen kasa, idan aka dubi yadda Sarkin Musulmi da Malaminsa cikin daukar dawainiyar yin addu'a da karanta Littafi mai tsarki kawai domin Turawan mulki su samu nasara kan Hitler. Ga bayanin kamar haka takarda daga Malam. Abubakar . Malamin Sarkin Musulmi:[32]

> *Dalilin yakin ga da ya tsananta yanzu tsakanin Ingilishi da Jamus, abin da af fatar kowa nemmu mutanen Nijeriya, Allah shi kawo nasara maza-maza ga Ingilishi bisa ga Jamus. Don kudirin wannan nasara ga Ingilishi maza-maza shi ya sa ran 29.5.1940 Sarkin Musulmi ya kirayi manyan limamman Sakkwato da manyan mallamai masu karatu, ya ba su labarin tsanantar yaki da abin da ake ciki yanzu, kuma ya aza musu addu'a su limamai sun tara malamai cikin masallatai 2 na Birnin Sakkwato, anka karanta Alkur'ani, anka yi addu'a ga Allah shi ba Ingilishi nasara maza maza bisa ga Jamus da sauran abokan gaba. Kuma sad da anka yi salla duka, limamai su yi addu'a...*

[32] Ibid

Farfaganda A Yaƙin Hitler:

Allah ya sa mu yi mutuwar shahada:

Addin ma ya taimaka ta yin amfani da shi wajen yaɗa farfagandar Turawan mulki, domin cim ma burinsu, raba Bahaushe da addini abu ne mai wuyar gaske, saboda haka an yi amfani da wannan dama, wajen jawo hankalin mutanen Arewa ta amfani da addini wajen yaƙin domin duk wani Bahaushen musulmi ya ji an ambaci mutuwar shahada a babu wani abun da zai hana shi wannan gwagwarmayar shi dai ƙoƙarin da tunaninsa ai lada yak enema wurin Allah, sannan ga garaɓasa da zai samu idan ya rasa ransa a wannan yaƙi. Saboda haka yin amfani da wannan kalma ta addini ta sauya tunanin da yawa daga cikin 'yan Arewa sun fantsama cikin yaƙin domin neman wancen abu da aka ambata dangane da addini.

Niyar kashe zalunci.

Wannan ma wata hanya ce ta yaɗa farfaganda ta hanyar addini, hakan ya faru ne lokacin da ƙasashen Turawa suke ta aiko da takardu na su na neman su taimaki sarkin Ingilishi wajen kauda wannan zalunci na Malam Hitler[33], wannan wata hanyace ta nuna wa 'yan ƙasa ga na waje na son taimakon ƙasar Ingilishi bare, kuma waɗanda take matsayin uwar gijiya agaresu. da kuma ƙara ƙarfin gwaiwa ga 'yan gida, a ce ai harma kyauta Turawa suke ba da kan su domin su zo su taimaka su ma su yi mutuwar shahada. Kodayake farfaganda suna ta tara kamar yadda Edward (1988) yake cewa ba kowace farfaganda take da illa ba kamar dai ba kowane ilimi ne mai alfanu ba. To amma idan muka kalli irin wannan da idon Rahama za a fahimci ce **in ba rami mai ya kawo da rami,** Ingilishi **da Musulmi sun Tsaya Taimakon Juna. Ga sojan maser da na Ingilishi tare.** [34]

Kamar yadda hoton yake nuna wa a ƙasa an tattaro sojojin Ingilishi da jama'ar misar ba domin komai ba sai don sauya tunani da ra'ayin 'yan ƙasa dangane da cewa shi fa wannan yaƙi ba 'yan Arewa ba a a kusan kowa ma ya ba da haɗin kai domin ceto jama'a. wato abin nufi kar fa sojojin

[33] Gaskiya ta fi kwabo, October, 1939. p-3
[34] Gaskiya ta fi kwabo, January, 1940. p-2

Nijeriya ta Arewa su karaya ko su ɗauka su kaɗai suke taimakawa ga ma Larabawa, waɗanda ake ganin addinin ma sun e suka kawo ma Bahaushe to su ma sun shigo domin su taimaka. Waye ba zai kawo nasa taimakon ba? Domin a ruguza Malam Hitler.

Sadakar Mutanen Nijeriya:[35]

Sanin kowa ne sadaka a addinance ko a al'adance abu ne mai kyau, a nan ana so jama'ar Nijeriya ta Arewa su ga ne cewa wannan yaƙi fa, taimakon kai da kai ne, ko kuma yi kai ne, domin idan ba a shiga aikin soji ba Malam Hitler na iya gamawa da sauran ƙasashe ya faɗo ya laƙume Nijeriya ta Arewa, saboda haka ya zama dole ke nan kowa ya ba da duk iya taimakon da zai ba da kuɗi ko shiga aikin soji kusan shi ne muhimmi. Har ila yau domin samun wuri sai aka ƙara da cewa.

Albishirinku Mutanen Nijeriya! Ingilishi na nan na shawara za su ƙara taimakonmu da ƙudi. [36]

Saboda haka daga nan kawai ya isa a gane abin, ya zama wani shirgidibagidi wani banbarakwai ba ma ko tsari, to wanda ya ba da sadaka kuma an ɗawo shi za a taimaka wai da kuɗi, kodayake Hausawa na cewa **Idan mutum ya ce zai ba ka riga ka dubi ta wuyansa.** Kai lallai Biri ya yi kama da mutum.

Me ya hana Ingilishi bas u Taimaki Finland ba? [37]

Ya kamata al'umma su ga ne irin wannan farfaganda, ana ƙoƙarin son nuna wa jama'a cewa su fa Turawan Mulki mataimaka ne, domin taimako suka fito yi, idan ka dubi mafi yawa daga cikin misalan da aka ba da, za a ga cewa wai ƙasashen Turawan Mulki ba zalunci ko juyadda da tunanin ko ra'ayoyin mutane su ka zo yi ba a a, sun fit one domin neman waccen *Shahadar* ka ga ashe irin wannan farfaganda mai iya warware ta, har jama'a su fahimce shi sai kafaffe kuma bijirarre mai hikimar iya magana da wayon na iya kwancewa farfaganda zani a kasuwa, domin kowa ya ganta uryanan.

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[35] Gaskiya ta fi kwabo, March , 1940. p·2
[36] Ibid
[37] Gaskiya ta fi kwabo, April, 19440. p·1

sad da anka yi salla duka, limammai su yi addu'a.
da sauransu.

Allah ya saka wa malam Abubakar. Malamin Sarkin Musulmi da alheri, to amma mu dubi yadda aka yi amfani da addini da Sarakuna, in ba rami to mai ya kawo rami, ka ga ta fuskar addini, a inda aka yi amfani da iyayen ƙasa na wancan lokaci da kuma malamansu, domin cim ma waccen manufa ta farfaganda, ko da yake su a wancen lokaci su na tunanin abun da kyakkywar manufa da kuma tunani managarci wadda a ainihin gaskiyar maganar su Turawan mulki ga manufarsu.

Kammalawa

Fatan wannan maƙala shi ne, ta nuna irin yadda aka yi amfani da harshen Hausa da kuma Jarida mai ɗuake da harshen Hausa wajen rusa ko kuma dagula tunanin 'yan arewa a fakace. An nuna irin mahimmmci da kuma taimakawar da harshen Hausa ya yi ba ma kawai ga Bahaushe ba, a a irin wannan ne ya jawo hankalin Turawan mulkin mallaka wajen kafa wannan jarida, sannan da Edita wanda zai rinƙa amfani da wannan Harshe na Hausa domin cim ma manufofinsu na farfaganda musammam a lokacin yaƙin Hitler, ba ma wannan ba kawai har ma da wani ɗan kanda garki ga mutanen cikin gida domin samun goyon baya da kuma samun sojoji daga Arewa, kai ba ma nan ba har ma da iyayen ƙasa da malaman addini, duk da cewa Turawan mulki sun fahimci ɗan arewa kuma bahaushe sai ta hanyar addini ya fi saukin sarrafawa da miƙa wuya, ko da yake Hausawa na cewa **Da ɗan gari a kan ci gari.** Lallai kuwa a nan ta yin amfani da harshen Hausa, da kuma edita Bahaushe. Ɗan gari ya yi amfani an ci gari, domin ko ba komai ai sojojin Arewa sun halarci yaƙin kai har ma da malaman addini waɗanda suke ta ƙoƙarin karanta littafi mai tsarki domin ganin Ingilishi ta samu nasara akan Hitler, ba ma nan ba, wasu kuwa sun yi *Shahada* kamar yadda aka gani. To mu ma! Allah yasa mu yi mutuwar shahada amma ba irin ta yaƙin malam Hitler ba.

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