



Towards Effective Mass Mobilization for Social Justice: a Communication Approach

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Abstract

The work looks at effective mass mobilization as a function of communication. It looks at mass mobilization as an essential aspect of human relational activity which has, to a great extent, been over dramatized with little to show for its achievement. The historical approach was deployed for information gathering and analysis. It was discovered that mass mobilization has not been effectively defined and implemented by agencies. The work therefore resurrected the traditional approach of mass mobilization, a method which has mostly not been followed in the search for right results. The work concludes that mass mobilization should be given priority of place as an effective tool for human development. The work proceeds to recommend proper deployment of effective communication for effective mass mobilization as a tool for achieving social justice.

Key Words: Social Justice, mass mobilization, effective communication

Introduction

Mass mobilization: To mobilize people is to increase the said people's level of awareness of certain set objectives, with a view to enhancing the realization of these objectives. It is the act involving people in taking part, actively and freely in issues that affect their development and sustainability. In another sense, it can implicate the art of increasing people's level of awareness or cognition of political, economic, social, and technological and other issues so that they can apply their energies positively and participate actively in the social, political and economic life of a nation. When viewed

critically, these are the functions of communication, as it is effective communication with appropriate media that can facilitate these objectives.

Abasiokong (1982) is of the view that mass participation and mass mobilization can be used synonymously or interchangeably. According to him, the term is more than voting decisions, but includes playing an active, though not necessarily direct, roles in community decision making. This process requires some knowledge of civic and sociopolitical and developmental issues, attendance at public meetings and related attempts to affect positive changes the society. It is in this sense that he further argues that the process can be measured through individual and group actions.

Gana (1989) maintains that mobilization can be seen as the process of pooling together, harnessing, galvanizing and utilizing potential human intellectual and other resources for the purpose of sustainable and effective development. Through this process, according to him, human beings are made aware of the resources at their disposal and are motivated to collectively utilize such resources for the improvement of their spiritual and material well being. This is the view point of Munroe when he insists that for effective and total development, people must be encouraged to focus through enlightenment to release and maximize their potentials, (2003). It is obvious from the said that mass mobilization has been an integral aspect of human societies, especially in pre-capitalist, capitalist, socialist and even in communism and beyond, Engels (1976).

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If one can infer from these positions so far highlighted, mobilization campaigns can be seen as acts or arts that are capable of generating education effective education, not the education of the books, but a kind of education that is aimed at developing in humans all their intelligences. Some of these intelligences include;, but is not restricted to: social, intellectual, financial, entrepreneurial, political, cultural, economic, spatial, musical, technological and environmental for the realization of collective or mass action aimed at transforming thought pattern, class and power relationship, economic development, socio-cultural awareness and the total productivity

level. This school of thought which principally pioneered and represented by Daniel learner (1976) further asserts that systematic relationship between the major forms of mobility, physical, social and psychical is requisite for a modern participant society. This is in tandem with noetic sciences and the principles of multiple intelligences trending in Harvard University and in Kiyosaky (2008)) where he emphasized the need for increasing one's financial IQ. Another school of thought on the other hand posits that mobilization campaign is a mass movement required for the implementation of effective social, economic and political development is of this opinion. He asserts that mass mobilization or mass movements are instruments of development or developmental policies which have helped in raising the level of consciousness and development of the revolution in China. Enlai (1979)

Mobilization is the act or art, process or procedure overt or covert that is employed to create united mass action. This art may be through persuasion or pedagogy or through enforcement or coercion. What is therefore referred to as effective mass mobilization is dependent on ideological leaning. To the bourgeoisie scholars, it would mean the enforcement of high level of liberalism, the living of the proletariat consciousness into inactivity and for effective exploitation by those who have the means of material production or the ruling material force. To the masses or the proletariats, it is a social psychological process that is used for the creation of social consciousness aimed at developing critical consciousness, to act against all forces of reaction and exploitation and at all levels. Institute of Social Sciences (185)

The Report of the Political Bureau (1987) asserts that such mass actions are aimed at bringing people together to realize the importance of group membership, through the formation of cooperative societies, community development association or other developmental bodies. His view tallies with Kim Jung Ill (1989) position on the need for collectivism rather than individualism. These formations or human networks enhances economic, political cultural integration and development by enabling people to pool their resources economic, intellectual and others for their self improvement and nation building. Mass mobilization campaigns could be directed to agriculture, commerce and the relationship between man and his scarce means and how he uses it; economic condition of man. This type of

campaign is referred to as economic mobilization. Examples of such campaign are: Operation Feed the Nation, Green Revolution, Back to Land Programme, Austerity Measure, Structural Adjustment Programme, MAMSER, Keep Right, War Against Indiscipline, Anti-Corruption initiatives etc. These are tended to function as revolutions and are usually the creation of the ruling material forces that are also the ruling intellectual formations, mostly sustained by the power of the state. Marx (1987), Lenin (1984)

When the campaign is directed toward the environment, it is tagged environmental campaign, when it addresses the political economy, it is called political campaign, and there are many others like cultural, technological, agricultural, intellectual and religious and entrepreneurial related campaigns. In most of these cases, the ruling intellectual forces direct the nature and content of the campaigns, with the implication that a deviation is considered a violation of the state. The campaign may be focused on human health related issues like HIV/ AIDS, STDs and STI, Female Genital Mutilation, Reproductive health and rights, sexual health and right, immunization against the six dreaded diseases. These are referred to as health campaigns.

Another type of campaign is the ideological campaign. The essence is to transform one's thinking, cultural and educational standard and pattern from errors. It is also aimed at eradicating anti people views with a view to establishing a conscious and progressive culture. This type of campaign deals much with intellectual force in its entirety. It looks into problem of social and political consciousness and/or religion, Yu (1977). Examples abound in the Nigerian context. Some of such are: The Nationalist campaign and the youth - the Zikist campaign of 1946 down to the period of its betrayal by the opportunists. Amongst the protagonist of such were, Hebert Macaulay, Nnamdi Azikiwe, Funmilayo Ransome Kuti, Margareth Ekpo, Kola Balogun, Nduka Eze, Raji Abdullah, Michael Imoudu, etc Coleman, (1986).

These type of campaign are mostly dreaded by government and state agencies. The proponents are mainly referred to as thought criminals and the enemies of the state. For insensitive governments there is always the reliance on the use of brute force or despotic legislations and the

manipulation of the judiciary for the realization of and the enforcement of despotism. This was used by all military Gestapo formations in Nigeria. Another fundamental indicator is the manipulation of media of mass communication, the manipulation of media practitioners, abuse of the rule of law and the promotion of the rule of force.

The campaign against the Anglo African Defense Pact that the reactionary government of Nigeria wanted to go into in 1961, the National Union of Nigerian student campaign against the visit of Queen Elizabeth of England in 1961, the brutal killing of Patrick Lumumba by irrational imperialist mercenary, Mobutu Sese Seko are ideologically motivated. The motive is toward the realization of effective democracy in Nigeria and other countries. It is or could be referred to as political mobilization. Campaigns like anti IMF, Austerity measure, rationalization of our academic institutions as directed by Britonwood and the Paris Club, campaign for and against the Nigerian civil war have political and economic implications. Especially as they are powered by the agencies of neo-colonialism, neo-liberalism, and globalization: World Bank, International Monetary Fund, World Trade Organisation and their boy scout; North Atlantic Treaty Organisation (NATO) and United States of America hegemonism, (Toyo, 2000), Khor (2003)

They are again orchestrated, ossified, and systematically masterminded by rationalization of educational facilities, schooling systems, multi-national corporations and or transnational business concerns super advertisements properly backed up by the state and their super media for mobilization, Macbride et al (1987), Ukam (2014). Right hand side driving campaign in Nigeria, 1973, currency change from Pound Shillings, 1973, and the change from the Imperial Measure to the S. I. Unit (International Standard Unit) are also unidirectional ideological campaigns backed up by the state ideological apparatus or culture industries Boyd-Barret, (2010). Other forms of ideological campaigns in Nigeria include: mass mobilization for social justice and economic recovery (MAMSER), War Against Indiscipline and Corruption (WAI) Campaign for Democracy are all multidirectional or multipronged campaigns with different interest and ideologies, warring against each other. There are all campaigns in frustration. The material resources employed are merely out to maintain the status quo-classes and class struggle.

The last form of mobilization campaign is the struggle campaign according to Yu, this type like ideological campaign is aimed at correcting erroneous thinking, but its focus is on the elimination of the power base and/or class or group which are aimed at resolving antagonistic contradictions. Modern examples of such are Alex Akinyele's campaign against the National Association of Nigeria Students in the 1990s, Uche Chukwumerije's campaign of calumny against the winner of June 12 1993 election, Chief Mushood Abiola, Anti labour Campaign and Anti-Government Campaign - as epitomized in NUPENG and PENGASSAN encounter in 1994, Movement for the Survival of Ogoni People (MOSOP) environmental campaign wherein the leaders Ken Saro-Wiwa and the Ogoni eight were murdered by Shell BP and junta state of General Sani Abacha, are typical examples of struggle campaigns. (Cell, 1977)

Classical positions of the said campaign is that between the oppressor and the oppressed, the haves and the have not, the proletariats and the bourgeoisies and the antagonism between progress and retrogression. In all, it is imperative to note that all these forms of campaign are communication processes and that they are employed in all communication oriented businesses, organizational activities and management functions. The results obtainable therefore are dependent on the motives and the ideological orientations of the implementers.

When reactionaries and fraudulent - self centered and naives are involved, the result is the echo of the said people. If however, the essence is to carter to the need of the generality of the people, and to ensure an egalitarian society and to fight exploitation of all forms based on: sex, colour, religion, education etc and if the ideology is proletarian oriented, the result would be the same with the propagators or the execution team's aspiration. In all circumstances, the stages of the said campaigns are almost always the same -attention attraction which can be in the form of agenda setting, or otherwise. Most progressive organizations are mostly involved in mass mobilization campaigns and governments also to perpetrate it hegemony in the society uses pseudo-mobilisation approaches, which are technically mass deception or gross propaganda, (De-Sola Pool).

Phases of Mobilisation Campaigns

Under normal situations, mass mobilization campaigns are organized in phases. The first phase is referred to as planning phase. Here, the nature and aims and objective of the campaigns are designed. The target audiences are highlighted, the budgetary scheme highlighted and the forms of media are also selected. In this process, also, potential personnel and resource persons are sourced. This means that this phase of the campaign will involve series of meetings, collation of human and material resources before the process of attention attraction, which constitute the second phase of the first phase. In the second phase of the first phase, attention attraction, the agencies here carry out the campaign with fan fare. Sometimes it is accompanied by ceremonies which are mostly referred to as the inauguration of the campaign. Posters, hand bills, pamphlets, leaflets, books, charts, maps, collective mass listening, press coverage, collective television viewing, the use of the internet medium: websites, social media, e-mails, chat groups, cell phone, potech etc are involved..

The second phase is the ideological preparation phase of meetings, discussion, pedagogy and plenary are held. The essence according to Schram and Robert (1976) is to change; "the thinking pattern, cultural and educational standards, raise every person's general consciousness and opposing anti people forces within and outside the society". Typical instances are the activities of Academic Staff Union of Universities (ASUU) CEPED activities, the Nigeria Labour Congress' Hamattan and Rain Schools respectively. A pseudo example is the activities of National Orientation Agency, the exhumation of the ghost of Mass Mobilisation for Social justice and Economic Recovery (MAMSER).

The third phase is the struggle campaign. Here the people issue communiqués, organize rallies, protest march, embark on civil disobedience if the government is hardened, a face up if the regime is very repressive. Wars: intellectual, ideological, tribal, intertribal, internecine, civil, national, international wars (open or hidden, violent or non violent) etc; and all forms of civil disobedience religious intolerance, majority nationalities struggles to dominate the minority nationalities, minority nationalities campaign and struggle for survival are in this phase. The typical African experiences are many and varied ranging from religious insurgencies, ethnic nationalist

struggles to the then Liberian, Angolan South, Rwanda, Nigerian Civil wars and Apartheid in South Africa. One can include the recent Xenophobic crisis in South African as another instance.

In the advertising and public relation industries this phase of the campaign is carried out through outdoor activities, trade fair, calls, promotional activities that could range from lotteries to other things. Basically the winners are further advertised to lure others into the game, or the consumption of the said public relations products. Ordinarily, the mobilization agencies are usually aware of all motivational strategies; those directed to the physical, psychological, safety, social esteem and self actualization needs. In addition to the said qualities, the social mobilization agencies must be people of integrity, discretion, with a good sense of moral judgment; time consciousness and a sense of assertion.

The last stage of the four stages is the Review Stage. Here, a critical overview of the entire process is analyzed and the results are used in a dialectical materialist view point used as a base for further development. It is quite unfortunate that most of what are called mobilization campaigns are mostly not subjected to this particular stage, and when they are figures are cooked by supposed research analysts.

Media for Effective Mobilisation

Media for effective mass mobilization are many and varied. For us to define media of communication, it would be necessary to define the basic terms: communication, media of communication and their categorizations, roles of communication in social mobilization. Many definitions of the term, communication has been given by different school, of thought. In its real sense, communication is the means or mechanism through which human relations exist and develop. It is rather an all symbolic expression of the mind, together with the means of conveying them through space and preserving them in time. It includes the expression of the fact, attitude and gesture, the tone of the voice, words, writing, painting, railway, telegraph, telephone and whatsoever else may be the latest achievement in the conquest of space and time, De Sola Pool (1986).

UNESCO (1989) sees communication as the exchange of news and messages and the individual and collective activities embracing all transmission and sharing of ideas, facts, data. From this point of view, the major functions of communication can be classified as follows: Information collection, storage, processing, dissemination of news, data, pictures, facts and messages, opinions and comments required in order to understand and react knowledgeably to personal, environmental, national and international discussion. Socialization: The provision of common fund of knowledge which enables people to operate as effective member of the society in which they live and with social cohesion and awareness.

Motivation: The promotion of the immediate and ultimate aim of each society and the stimulation of personal choice and aspirations, debate discussion, cultural promotion and entertainment and social integration. From the aforementioned it could be seen that communication is a major instrument for our social, political, economic, cultural, biological and medical, productive/reproductive, educational and technological needs.

Amadou - Mahter M.Bow (1989) sees communication as the heart of all social intercourse. In his classification, communication is said to be taking place whenever: men come together to establish regular relations with one another. He further posits that, "the nature of the systems of communication created between them, the forms these have taken and the measure of effectiveness they have attained have large) determined the chances of bringing communication closer together or of making them one and the prospect of reducing tensions or settling conflicts wherever they have arisen.

What he implies here, is that, communication is the bulwark of the society. The nature of communicator and communicatee's relationship would decide for either war or peace. Colin Cherry (1986) on the other hand sees communication as a means of sharing of elements of behaviour, or modes of life, by the existence of set rules. Based on the definition Adekunle Adeniran (1989) argues that communication is a social function involving more than one living organism interacting where there are certain elements of behaviour to share. He argues further that such elements of behaviour contain two elements, content (actions, information, concepts, emotions,

etc) and the mode of sharing (joyfully, sorrowfully, peacefully or in disagreement). The essence of communication from the said definition and classification is for human survival.

Another communication expert, Joseph Dominick (1989) on the other hand looks at communication as a process that involves a source, a process of encoding, a message, a channel, a process of decoding, a receiver, the potential for feedback, the chance of noise. He looks at the functions of communication to include:

1. Surveillance - News and information function which he further classified into;
 - a. Warning (beware) surveillance, b. Instrumental - dissemination of everyday information. C. Status conferral - where the media makes one prominent or destroy the said person
2. Interpretation of the society, linkage of one form or order with others.
3. Transmission of cultural values or heritage and socialization and
4. Entertainment.

Communication is as well a veritable instrument for mobilization, transformation and motivation. It is a vital tool for the facilitation of cognition and coordination of the human society. It is in this sense that one can posit that communication can be used for the development of human consciousness: social, cultural, scientific, intellectual and political-economic as well as technological for good or for bad.

Communication for Effective Mass Mobilisation

This work focuses on effective mobilization for social justice. As a result, critical areas such as communication malaise, communication dysfunction and the aspects that concern the media and its related arguments on uses and gratification shall not be x-rayed.

Generally speaking, communication can be classified into: verbal and non verbal, combination of verbal and non verbal. While verbal communication would include written and spoken communication. Non verbal communication include, the use of space and time, proxemics and chronemics, posture, gaze direction, tactile or touch, eye contacts and such

paralinguistic cues like smiles, blows, gesticulations and facial expressions. They are all tools of communication and effective mobilization. Persuasion, force and violence are also communication elements that could be employed in mobilization for social justice, Wilson (1989).

Instruments of Communication: These instruments are referred to as media. Media of communication can be categorized into two broad forms, traditional and modern media. What makes one traditional or modern is not culture bound. The classification is based on the historical epoch. They are however technologies evolved in periods of man's development. Traditional media are: Aero-phones air instrument; flutes, trumpets, couch, harmonica etc., idiophones: Self sounding instruments like wooden or metal gong, bells, castanets, xylophone, etc.; membrano-phones - membrane instruments like skin or rubber drums of all forms; symbolography, the use of symbol; the skull and cross bones, coat of arms, the anchor etc., objectifies - the use of palm fronts, chalk, cam wood and other objects for communication; floral communication: The use of flowers; colour schema; music, prayers, incantation (extra mundane); fraternities and confraternities, political association and the state are all forms of traditional communication. Language natural and artificial is considered one of the greatest traditional media; with it man has developed to a very great height, Wilson (1991).

Modern media include: radio, the press, telephone, film, computer, satellite, cars, railways, trains, aeroplane and internet. Some of these are referred to as mass media. What it is meant here is that these are devices for moving information or messages across distance or time, to accomplish mass communication, the devices may be mechanical or electronic. They function in transmission, storage, retrieval of messages; thereby allowing a source to reach a widespread and often heterogeneous and contagious audience. These devices includes: newspapers, magazines, radio and television, films, books and the institutions through which they are distributed. Without much ado, it can be seen that there are also formidable instruments for mobilization. The direction of its mobilization is dependent on who uses it and for what purpose. When they fall into the hands of dubious, immoral and treacherous elements like military cabal and their likes in Nigeria there is destruction, deceit, compromise, indecency, hunger, fraud, insecurity of lives and properties and the glossing over of the negative elements.

The voice of opposition is usually crushed with arrest and detention, censorship of all forms, establishment of Kangaroo legislation and jurisprudence, general harassment and even death penalties. When on the other hand humanistic governance passed on the people's will is enthroned, the media burry themselves up with how to push the nation forward. The only people that can secure the type of media are those who can match force with force to seize the media from the present state of affair. No one goes to beg a murderer to spare his life; the only solution is to fight like odysseys any for liberation.

The people that can do it are organized bodies of progressives like the communist movement and the Pirate confraternity and other progressive elements in Nigeria. Another medium of communication that would require discussion here is the state and the culture industry like schools, churches, political parties, clubs, fraternities and confraternities, intellectual groups, trade unions, governmental and non- governmental organisations local intellectual, national and international, faith based agencies. Any attempt to define how these media are deployed to effective mobilisation is a call to write a compendium of these media. For instance the state will mean so many things to so many people, how it can enhance effective mobilisation would mean a political thesis on the use of the state toward the creation of ideology, dependency and/or alienation and hegemony.

Summary and Conclusion

Fundamentally, the proper and coordinated use of communication with appropriate technology can enhance affective mobilisation. The contrary is the case with an inappropriate application of communication in any mobilisation situation like the cases in rogue states mostly in African states. In this situation other nations that are more focused take advantage of these cases and parasite on their economies. This situation does not in any way perturb the leadership and the ruled, especially as the rulers deploy the state and its apparatus. The contrary is It is important to summarise that there cannot be any meaningful mobilisation in today society without the effective deployment of the instrument of communication; traditional, modern, post modern like the internet medium. The effectiveness or the

degree of efficiency with which mass mobilisation can be is to a large extent dependent on the degree of efficiency of the user, the structure of the media, the degree of sophistication of the media, the extent of network and collaboration, the magnitude of advertising patronage and who is involved.

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