

Hausa Film Industry (Kannywood) and Culture a Vehicle for Sustainable Development.

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Abstract

Hausa film industry plays a great role in developing the cultural heritage of the Hausa community especially in terms of socio-economic life of the people as well as entertaining/educating audience within and outside the community. For long, many challenges were confronting the industry. The need to tackle Hausa film is necessary in order to promote Hausa cultural heritage and self-reliance. This paper high some steps to take in order to solve the persistent problems confronting Hausa film industry.

Keywords: Hausa film industry, Culture, vehicle and sustainable development.

Introduction

The elegance and development of Hausa home video popularly known as Hausa films in Nigeria started about three decades ago with films such as Shehu Umar and other televised Hausa drama series. (Abdulrahman, 2006). McCain (2012), sees the name Kannywood for the Hausa film industry was first coined in 1999 by publisher Sanusi Shehu Danaji three years before the New York Times used the term “Nollywood” to refer to the Nigerian film industry “Since the Hausa film industry was centered in Kano”.

In the late 1970s, television drama series (usually broadcast at night) which featured such legendary actors as samanja, bariki Malam Mamman, Tambaya, Hankaka, Kassimu Yero, and host of others, were the only source of modern audio-visual entertainment in Hausaland which make up a large chunk of Northern Nigeria. (Abdulaziz and Odili, 2010).

Other inspirations from which the Kannywood pioneers tapped include stage drama and Indian films (Bollywood movies). For a long time, stage drama has been used as an instrument of mass mobilisation’ especially for rural populace. The colonialists used mobile theatres to preach and teach various subjects across towns and villages. The earliest forms of Hausa TV drama and films drew there characterization and simple use of props, from such stage shows, this enabled production at a very low cost.

With audience throughout the Hausa speaking world and the academia in Western universities, the Hausa film industry is a trailblazer of sorts. In Kano, for example, where the industry has its roots, Kannywood is arguably the single largest employer, especially with most once-vibrant industries closing shops on daily basis. Kannywood's worth is estimated at billions of naira and counting. It employs wide range of labour from the barely educated to the highly educated that performs a variety of roles, from serving as assistants to acting in the films or manning cameras and editing etc.

Film Industry and Culture

Culture may be defined as the way of life of a people or society. People have a way of doing things in their own society. Every society has a way of dressing, habits, foods and mode of preparation, way of expressing fear and sorrow, hate or anger, songs and dance steps, transportation and even ways of healing diseases (Amadi et al 2011). Therefore culture is the totality of peoples way of life, including the ways they live, eat, dress, traditional norms, the way they are born and the way they die.

Wasagu and Eguare (2011) opined that communication wise, involves knowledge of how people relate with others in their choice of words and patterns of behavior. In a topical Hausa film or movie, it is expected to portray the culture of Hausa people in terms of cultural norms and values. Like the story line should be strictly base on the Hausa settings, the mode of Dressing, the use of language, settings and props etc.

Art and Film Making

The definition of art is controversial in contemporary philosophy. This is because no single activity or group of activities can be said to explain all that is called Art. The concept Art can be viewed as mastery of a certain skill or talent. It can also be viewed as a piece that appeals to people’s emotions and senses.

Obizue, (2000) define Art as the process of producing aesthetic objects or the end product of such process. Art is the study and creation of things in forms, texture, lines, and colour which gives pleasure to the mind and satisfies our sense of beauty (Ogumor, 2007). Art can be viewed as a piece that appeals to people’s emotions and senses.

Therefore, Art is actually a reflection of a certain place's culture.

Filmmaking is referred to in an academic context as film production. It is an aspect of art that belongs to the branches of humanities which operates within value bound intellectual frame work (AHFIP, 2011). Thus, Filmmaking simply means the process of making a film, from an initial story, idea, or commission, through scriptwriting, casting, shooting, editing, and screening the finished product before an audience that may result in a theatrical release or television program. Filmmaking takes place all over the planet in a huge range of economic, social, and political contexts, and using a variety of technologies and cinematic techniques.

Hausa Film

It consists of home video movies, television drama, film/video musicals, sound tracks, trailers (radio, television, cinema commercials) and any other cultural adaptations that constitute what is know as popular culture. This can be seen as a major vehicle through which Hausa culture is being transmitted to the global village.

Aims and objectives of Hausa Film Industry

The goal of every professional industry is to achieve its desire goal through well articulate aim and objectives. The Hausa film industry should endeavor to use the medium to achieve the following goals

- i. Provide professionally accepted Hausa films.
- ii. Evolve practitioners filled with high values and ethics in making morally, socially and religious oriented films.
- iii. Enable the industry serve as a vital instrument for social cohesion
- iv. Integration, unity, national and international image building.
- v. Establish aviable self- reliant industry that can stimulate economic growth through investment.
- vi. Positively protect, project and promote Hausa cultural heritage.(ADFIP 2011) .

The impact of Hausa Film Industry in Sustainable Development

Hausa films have been tremendously impacting on the lives of people. This influence welded by kannywood over the lives of the industry's teeming audiences, directly or indirectly. The impacts are:

- i. **Job Creation:** Hausa film industry contributes immensely to the economic development of the country by creating jobs, particularly to the unemployed youth.
- ii. **Market Strategy:** It create a special market for Hausa Movies in the country which was being patronized within and out side the country and by groups from a wide range of demographic entities, including non- Hausa's.
- iii. **Entertainment:** Hausa films music has become a popular means of entertaining audience for the Dj's and continuity announcers of radio station within and outside the country.

Challenges facing the Hausa Film Industry (Kannywood)

It is difficult to be optimistic about the future of Hausa film in Nigeria, when the industry is confronted on daily basis with critical problems. For long these problems continue to affect the film industry. Practical observations show that, the following are responsible for the challenges faced by the industry:

- i. **Uneducative Films:** The films are no longer educative like in the past, where Hausa films centered at entertaining and educating the audience on current issues. Presently, majority of the producers who are responsible for the production of educative films mainly concentrate on love stories and the profit aspect of the film.
- ii. **Lack of funds:** the industry suffers inadequacy of funding in purchasing good and qualitative equipments. i.e (cameras, lights, boomer Microphones etc) for the production of qualitative films.
- iii. **Inadequate of Professionals:** Kannywood industry lack inadequate professionals in almost every fields of the profession. The areas that are lacking professionals are Directing, Script writing, make-up, editing, cameras and lighting etc. this is one of the reasons why most kannywood films are below standard compare to their counterpart nollywood.
- iv. **Mixed Culture:** Hausa cultural norms and value are been violated in the films. For example the use of English language in the film "INGAUSA" kills Hausa language. Another example is the mode of dressing by the artistes shown in the films do not tally with the typical Hausa dressing code, rather western/Indian styles. In regards to singing/dancing, the have totally abandoned the cultural norms of the Hausa's. they adopted the western/Indian cultures.
- v. **Societal Attitudes:** The society views those within the industry as people without focus. More also people within the society sees the female artistes as prostitutes, which sometime they find it very difficult to get suitors.
- vi. **Indiscipline:** Kannywood artistes lack self discipline. Any one does what he/she want. This happen because there is no strong rules and regulation guiding the ethics of the profession. Examples of indiscipline case within the industry that raised pointed fingers from every corner of the society are

1. A popular artiste involve in a pornographic movie, which really shake the industry.
2. An actress charge for murdering her boy friend
3. Many cases on the usage of illegal drugs by the artistes and sexual harassment of female actress either from the directors, producers or artistes within themselves.

Recommendation

Repositioning Hausa film industry means strengthening efforts that is aimed at increasing the standard of the industry that would contribute to sustainable national development. This buttress the fact that the present Hausa film industry in Nigeria lacks adequacy. To have a standard Hausa film industry that will lead to sustainable development, the following steps should be taken:

Funding: Government, organizations and individuals should support the Hausa film industry with adequate funding and equipments. This would enable the industry to improve in producing qualitative films and the industry would be able to meet with the global film trends.

Regulatory Body: Government should regulates the Hausa film industry by implementing strong rules and regulations guiding the ethics of the profession, and also introduce a well organized board which would ensure the quality of the screen play before given approval for production as film.

Workshop/Seminar: This should be organized regularly to enable the employees within the industry to up date their knowledge in the profession.

Orientation: People should be educated on the importance of Hausa Films in the society, and they should view those within the film industry as responsible individuals who have a vital role to play in developing the cultural norms as well as entertaining/educating the society.

Conclusion

Hausa film industry is an indispensable tool for the achievement of sustainable development in any nation. Hausa film industry is the right type of industry in which the government should invest more and it would yield dividend because of the skill manpower it would produce for the nation and also attract investors within and outside the country, it would also solve the unemployment problem among the youth. Government/individuals should workout modalities to invest in the Hausa film industry because it would help the nation to a large extent in creating employment and sustaining the economic base of the country.

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