YaƙinZaune: Finafinai a Matsayin Makaman Yaƙar Tunanin Al'umma (Ƙalubale Ga Hausawa)

The Silent Fight: Films as Tools for Propaganda (A Challenge to the Hausas)

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Tsakure

*Masana da marubuta da dama, sun tabbatar da dangantakar adabi da tunanin al'umma a cikin rubuce-*rubucensu mabambanta. *Finafinai na ɗaya daga cikin rukunnen adabin zamani da ya samu karɓuwa tare da mamaye zukatan jama'a. Za a iya cewa, fim a duniyar yau, tamkar ruwan dare ne wanda ya karaɗe dukkan nahiyoyi. Lura da haka, bai zama abin mamaki ba, yayin da gwamnatocin ƙasashen da suka bunƙasa ke amfani da masana'antun finafinan da ke ƙarƙashinsu, domin yaɗa saƙonnin da suka shafi manufofi da muradunsu da cigabansu, har ma da farfagandar ruruta ƙarfin iko da suke da shi. A bisa wannan matashiya ne maƙalar ta ƙudiri aniyar bitar tasirin finafinai wajen ɗaukaka matsayin al'umma a idon duniya. Maƙalar ta bibiyi wasu finafinan ƙetare domin bayyana yadda irin waɗannan ƙasashe ke amfani da finafinai wajen ɗaukaka matsayinsu da nuna fasaharsu. A ɓangare ɗaya kuwa, maƙalar ta dubi wasu finafinan Hausa domin duba yadda lamarin yake. A hasashen wannan bincike, sau da dama finafinan Hausa na daƙushe martaba da fikirar Hausawa da ma Nijeriya baki ɗaya, a maimakon ɗaukaka darajarsu da fasaharsu. Ra'in da aka gina takardar a kai shi ne makisanci (Marxism). Maƙalar ta yi amfani da Ra'in Makisancin Fim (Marxism Film Theory) wajen nazartar wasu finafinai da suka*

haɗa da na Hausa da kuma na ƙetare. Sannan an yi amfani da salon hira a matsayin hanyar samun bayanan da aka gina sakamakon binciken kansu. Binciken ya gano cewa, an bar finafinan Hausa a baya wajen ƙoƙarin bunƙasa al'ada da bayyana ci gaban ƙasar Hausa. Daga ƙarshe takardar ta ba da shawarwari. Ɗaya daga cikinsu shi ne, masu shirya finafinai su yi aiki hannu da hannu tare da masana Hausa domin gano inda za a yi a tufkar hanci.

Muhimman kalmomi: Finafinai, Hausawa, Al'ada, Farfaganda, Makisanci

Abstract

Previous researches have proven the relationship between literature and human thoughts. Films are, however, among the modern works of literature that have great significance on human behaviors. Films are largely accepted and watching films has become a tradition to almost all communities in the world. Therefore, it is not surprising that films are used as tools for propaganda. Accordingly, this paper is set to examine the relevance of films as tools for propaganda in disseminating and imposing ideologies to large targeted populations. The paper analyses films produced in some selected countries to determine the extent to which the films display the caliber of development of those countries which ranges from political, social, to developments in the areas of science and technology. On the other hand, the paper studies some Hausa films to ascertain if they promote the cultural heritage and display the good sides of the socio-political practices of the Hausas. The paper hypothesized that the Hausa films usually downgrade the status of the Hausas and Nigeria in general instead of promoting them. Marxism Film Theory is used in the study. Data were collected

from interviews and critical studies of some selected films. The study found out that, the Hausa films are lacking in promoting Hausa culture. In conclusion, the paper proposed some suggestions as a panacea to the current shortcomings of the Hausa films. One of them is that the Hausa filmmakers should work hand-in-hand with Hausa resource persons in providing good film contents.
Key Words: Films, Hausas, Culture, Propaganda, Marxism

1.0 Gabatarwa

Finafinai na ɗaya daga cikin rukunnen adabin zamani da ke da matuƙar tasiri a tsakanin al'umma a duniyar yau. Fage, (2004) yana da ra'ayin cewa, finafinai a yau sun zama wani ɓangare na rayuwar al'umma. Kusan za a iya cewa, babu wata al'ummar da ta samu cigaba a faɗin duniya a yau, face sai tana cuɗanya da finafinan da take samarwa, ko waɗanda ke shigo mata daga baƙin al'ummu, ko kuma ma duka biyun. Kafin bunƙasar finafinai a zamanance, madidinsu sun kasance wasannin kwaikwayon gargajiya. *Wasa* da *satar kama* ke haɗuwa su ba da wasan kwaikwayo, wanda kuma ake gudanarwa musamman domin cim ma ɗaya ko fiye daga cikin waɗannan manufofi:

i. Koyar da tarbiyya
ii. Hannunka mai sanda ko faɗakarwa
iii. Nuna wata al'ada
iv. Ilimantarwa
v. Nishaɗantarwa da makamantansu

A ƙasar Hausa, finafinan farko sun ɗauki wannan layi, inda ake bin addini da al'adar Bahaushe yayin samar da su. Abin tambaya a nan shi ne, ko yaya abin yake a yau?

A ɓangare guda kuwa, finafinan ƙasashen ƙetare suna amfani da su matsayin babbar hanyar farfaganda. Ta cikin irin waɗannan finafinai ne suke yaɗa manufofinsu tare da kare martabarsu da ɗaga darajarsu da kuma kambama ƙarfin ikonsu. Wannan takarda za ta yi ƙoƙarin hasko yadda abin ke kasancewa a finafinan ƙetare tare kuma da dubawa ko akan samu irin haka a finafinan Hausa?

1.1 Matsala

Tun a shekarar (2004), Muhammad ya ja hankali dangane da farfaganda cikin finafinan duniya a ƙarshen bincikensa inda yake cewa: "Siyasar duniya ta harkar fim yanzu kowa ya rungume ta, don haka dole mu tashi daga barci don an yi mana nesa a wannan fagen" (Muhammad, 2004: 475). A cikin finafinan Hausa kuwa, ko bayan batun saɓa wa al'ada da rashin hankalci mai kyau ga al'umma a matsayin madubin hasko rayuwarsu, wani abin tambaya kullum shi ne, 'shin ma labarin masu shirya fim ɗin Hausa, yaya suka samar da shi, ko satacce ne daga finafinan ƙetare?" Hakan kuma, ya sanya da dama daga cikin Hausawa sun gwammace su kalli finafinan ƙasashen ƙetare a maimakon na Hausa. Ba wai don ba sa son kallon na Hausan ba, sai don abin da jakin dawa ya faɗa yayin da ya ga na gida: "Allah wadarai naka ya lalace." Lallai ke nan, akwai buƙatar a yi binciken abin da ya shafi nau'o'in farfaganda na finafinan duniya da kuma duba inda aka kwana cikin finafinan Hausa. Ana sa ran hakan zai zama wata fitilar haskawa ko hannunka-mai-sanda ga waɗanda abin ya shafa.

1.2 Muradin Bincike

Wannan maƙala ta mayar da hankali ne kan nazartar tasirin da finafinai ke da shi kan tunanin al'umma, wanda hakan ya sa ƙasashe da dama ke amfani da su a matsayin babban makamin farfaganda. Kai tsaye takardar tana ƙoƙarin cim ma manyan muradu guda uku:

i. Waiwayen tasirin finafinai a kan tunanin al'umma.
ii. Fito da yadda ƙasashen ƙetare ke amfani da finafinai a matsayin farfaganda domin ɗaga daraja da yaɗa manufofinsu.
iii. Nazartar hoton fikirar Hausawa cikin finafinan Hausa.

1.3 Dabarun Bincike

Wannan takarda to ɗoru a kan wasu dabarun bincike domin cim ma muradunta. Dabarun sun haɗa da zaɓen ra'in da za a ɗora binciken a kai da hanyar da za a bi domin samun bayanan da za a gina sakamakon bincike a kai, tare kuma da iyakance farfajiyar da binciken zai yawata a ciki.

1.3.1 Ra'in Bincike

An ɗora wannan aiki a kan ra'in Makisanci. Wannan ra'in ya samo asali ne daga baban malamin falsafa mai suna *Karl Marɗ.* Ra'in ya samu tun kimanin ƙarni na goma sha takwas (18K), wanda kuma babban muradinsa ya kasance fafutukar daƙile zalunci da cin zalin da mai ƙarfi ke yi wa na ƙasa da shi. Bayan shuɗewar lokaci, malaman falsafa sun riƙa sauya wa kalmar Makisanci ma'ana.[1]

[1] A bisa wannan dalili ne Karogal (ed) (1999: 122) yake cewa: "Eɓen though the term 'Mardism' giɓes a certain sense, there are so many shades of meaning included in it." Fassara: "Duk da cewa kalmar Makisanci na ba da ma'ana ta musamman, akwai wasu ma'anoni da dama da ke tattare da ita."

Wannan ya danganci muhallin da aka yi amfani da ra'in, wato ko dai a siyasa ne, ko zamantakewa, ko kasuwanci, ko addini da makamantansu.
Har ila yau, ra'in yana nuna cewa, ya kamata kuma ya zama dole finafinan kowace al'ummu su samu damar bayyana muradunsu ga duniya kamar yadda abin yake a manyan ƙasashen da ke da ikon faɗa-a-ji. Idan muka ɗora manufar takardar kan wannan ra'in, za mu samar da ma'anar cewa, ya kamata finafinan Hausa su duƙufa wajen ɗaukaka darajar al'ummar da suke wakilta (Hausawa) a idon duniya. Wannan zai yiwu ne ta hanyar nuna wa duniya irin fasahohinsu da fikirarsu na zahiri da ma na kambamar zulaƙe.

1.3.2 Hanyoyin Tattara Bayanai

Wannan bincike ya taƙaita ne ga finafinai kawai. An nazarci wasu finafinan Hausa da kuma na ƙasashen ƙetare, domin samun bayanan da za su taimaka wajen cimma muradin wannan bincike. A ɓangare guda kuma, an tattauna da wasu masu kallon irin waɗannan finafinai, domin ƙara samun haske da tabbaci kan nazarin da takardar ta yi a karan kanta (na kallon ƙwaƙƙwafi ga finafinai). An tanadi tambayoyi na musamman waɗanda a kansu ne aka gina hirarrakin da aka yi. Ana sa ran sakamakon binciken ya kasance ya daidaita da zahiri, sannan ya zamana mai ba da gudummawa wurin inganta harkar finafinan Hausa.

2.0 Waiwaye

Ko kusa wannan bai kasance aiki na farko ba, da aka gudanar game da finafinan Hausa da kuma musamman finafinai a matakin duniya gaba ɗaya. Saboda haka ne wannan ɓangare na takardar zai duƙufa wajen zaƙulo ra'ayoyin wasu ayyukan da suka gabata a wannan ɓangare, musamman dangane da tasirin finafinai a kan

tunanin al'umma da rayuwarsu ta gaba ɗaya. Sannan za a waiwayi inda aka fito da kuma inda ake a yau dangane da finafinan Hausa.

2.1 Matsayin Adabi A Duniya: Gurbin Finafinai

Kamar yadda adabi ya kasance madubi ko wani hoto na duba rayuwar al'umma, a koyaushe ana kyautata zaton adabin al'umma ya kasance mai wakiltar wannan al'umma. Wannan kuwa zai samu ne yayin da su al'ummar suka yi yunƙurin bayyana hoton kansu cikin adabinsu, ko kuma ma ba tare da sun yi wani yunƙurin yin hakan ba. Hakan kuwa na faruwa ne a sakamakon tasirin muhalli ga tunani da hikimomin ɗan'adam.

Akwai masana da suke da ra'ayin cewa, finafinai sun wuce "shiri kawai." A maimakon haka, sun kasance ne "labaran gaskiya da aka taskance cikin hikima." (Arnheim, 1997: 8). Masu wannan ra'ayi sun dogara kan cewa, fim ya kasance tamkar hoton da aka zana da hannu. Shi kuwa zane, ya dogara ne kai tsaye da abubuwan da idanun mai yin sa ke kallo. Saboda haka, abin da ake tsammani shi ne, duk wani lamarin da ya faru a cikin fim, haka abin yake ko dai a zahiri, ko a tunanin masu shirin fim ɗin. Yazdani ya rawaito Mark yana cewa:

> Whether we like it or not, our most profound thoughts and most intimate secrets, are now constantly expressed and experienced via moɓing pictures on screens big and small.
>
> Fassara
>
> Ko mu yarda ko kar mu yarda, a yanzu ana nuna mafi girman tunaninmu da sirrukanmu a kan fuskar talabijin a matsayin hotuna masu motsi manya da ƙanana. (Mark a cikin Yasdani ND: 21).

Pirkis, Blood, Francis, da McCallum (2005), sun yi wani gagarumin bincike da ya shafi bibiyar ayyukan da aka gudanar game da tasirin finafinai kan rayuwar al'umma ta zahiri. Sun mayar da hankali wurin gano "ko kisan kai da ake nunawa cikin finafinai na da tasiri a kan al'umma?" Sakamakon binciken nasu ya nuna cewa, ko da ba a samu tasiri na kai tsaye ba, haƙiƙa akwai misalan lokutan da aka aiwatar da kisan kai daidai da yadda aka taɓa nunawa cikin wani fim. Bisa wannan ne ma suka ba da shawara da cewa:

> Mental health professionals and suicide experts should collaborate with film makers and television producers to try to balance entertainment against the risk of harm, and to promote opportunities for education. (Pirkis, Blood, Francis, da McCallum, 2005: 2).
>
> Fassara:
>
> Ya kamata likitocin ƙwaƙwalwa da masana kan harkar kisan kai su haɗa guiwa da masu shirya finafinai domin garan bawul a harkar fim yadda za a tsallake jefa masu kallo cikin haɗari, sannan a inganta ilimantarwa da ke ciki.

Daga maganar tasu, za a iya fahimtar ra'ayinsu ya karkata kan cewa, finafinai na da tasiri a kan tunanin ɗan'adam, wanda har na iya sanya mutum aikata wani abu da ya gani cikin fim. Wannan kuwa ya yi daidai da binciken (Phillips, 1982) inda ya gano cewa, an samu rahotannin kisan kai a wasu satuka da suka kasance a jere a shekarar 1977 cikin Tarayyar Amurka a sakamakon sigar labari da ke ƙunshe da kisan kai wanda aka yi wa suna da *"Soap Opera Stories."*

Sbardellati, (2012: 43) ya rawaito A. P. Giannini inda ƙarara yake nuni da matuƙar tasirin finafinai. Yana cewa: "*The nation which controls the cinema can control the thought of the world*" Ma'ana: "Duk ƙasar da za ta iya sarrafa sinima, to za ta iya sarrafa tunanin duniya." Wannan magana ta zama sha-kundum dangane da batun da ake yi. Ta kai matuƙa wajen nuni ga tasirin finafinai a kan tunanin al'umma. Ba makawa, Ginannini ya yi la'akari ne da yadda farfagandar fim ke tasiri a zukata, wanda bisa wannan fahimta ne ya yi wannan furuci.

Muhammad, (2004) na da irin wannan ra'ayi, inda yake cewa: "Wasu ƙasashe a duniya suna fim ne don su yaɗa manufofinsu a siyasance a cikin hikima ga al'ummar duniya yadda mutum zai ji yana son wannan aƙidar". (Muhammad, 2004: 475).
Finafinai a matsayin wani ɓangare na adabin baka ya samu karɓuwa da bunƙasa matuƙa. Hakan ya ja hankalin al'ummu da dama da suka haɗa da gwamnatocin ƙasashen inda suke amfani da su wajen yaɗa manufofinsu. Akwai muhimman ɓangarorin rayuwa da finafinan ƙasashen duniya suka fi mayar da hankali. A ƙasa an tattauna wasu daga ciki:

i. Bajintar Jami'an Tsaro: Tsaro na da matuƙar muhimmanci wanda na ɗaya daga cikin abubuwan da ke nuna matsayin cigaba tare da ƙarfin ikon Ƙasa. A bisa wannan dalili ne ƙasashen duniya da dama ke amfani da finafinai domin kambama ƙarfin tsaro da suke da shi. Wannan ya haɗa da nuna ɗimbin kayan yaƙi na zamani da suke da shi, tare kuma da jaruman matakan tsaro masu bajinta da jajircewa. A wani fim na ƙasar Indiya mai suna *Main Hoon Surya Singham*, an yi ƙoƙarin nuna irin nagartar 'yan sandan Indiya, har da kambamar zulaƙe.

A cikin wannan hoto, ‘yansandan ƙasar Afirka ta Kudu tare da wani ɗansandan ƙasar Indiya na bin wani ɗan ta’adda da gudu. Kamar walƙiya ɗansandan ƙasar Indiya ya wuce su.

Daga ƙarshe kawai, sai ‘yan sandan ƙasar Afirka ta Kudu suka saki baki suna mamakin irin ƙwarewa da jarumta da bajintar wannan ɗansanda na ƙasar Indiya.

ii. Fikira da Kaifin Basirar Jami’an Tsaro: Akwai kuma finafinai da dama da ke nuna kaifin basira na jami’an tsaron irin waɗannan ƙasashe da ke shirya finafinan. Wannan wani salo ne na yin barazana a sauran ƙasashen duniya ta hanyar nuna cewa, ƙasar,

a shirye take da ta daƙile duk wani aikin ta'addanci da za a iya yi wa ƙasar barazana da shi. An nuna irin wannan a wani fim na ƙasar Sin, mai suna: *Who Am I.* A ciki an gwada tsantsar basirar jami'an tsaro na *C.I.A.* inda suka yi binciken ƙarƙashin ƙasa dangane da ɗaya daga cikin manyan ma'aikatansu da suke tuhuma da gurɓacewar zuciya da ta kai shi ga almundahana. Daga ƙarshe kuwa suka gano shi, sannan suka yi masa ƙofar rago lokacin da yake ƙoƙarin tserewa daga babban ofishinsu na tsaro. Yayin da mai kallo ya bibiyi wannan fim, dole ya jinjina wa jami'an *C.I.A.* na ƙasar Sin, duk kuwa da ya san cewa shiri ne.

Kifi na ganin ka… Bayan ya ƙare gudunsa, sai ga shi kewaye da jami'an tsaro ta ko'ina. Jami'ai na tafe a ƙasa, ga wasu jikin jiragen yaƙi, haka ma wasu na cikin jiragen ruwa a tafkin da ke gefen hanya.

iii. Son Kasa: Akwai finafinan ƙasashen duniya da dama da aka gina a kan jigon son ƙasa tare da yi mata aiki tuƙuri. Haƙiƙa irin

waɗannan finafinai na taimakawa wajen cusa kishin ƙasa ga zukatan ‘yan ƙasa, tare da yi musu ƙaimi wajen ƙoƙarin yin hidima ga ƙasarsu. An nuna irin wannan a wani fim na Indiya mai suna: *Knock Out.*

Duk da ana amfani da shi domin badaƙalar dukiyar ƙasa, da taimakon wani jami’in tsaron ƙasarsu ya shiryu kuma ya mayar da maƙuden kuɗin da aka sata. Wannan ya sa al’umma suka tarbe shi tamkar wani annabi.

iɓ. Baiwa: A film ɗin *Aɓengers Infinity War,* an nuna yadda ƙasar Amurka ke da al’umma masu ɗimbin baiwa. Sannan a fim ɗin an nuna irin waɗannan mutanen shirye suke da su kare ƙasarsu tare ma da duniya baki ɗaya. A cikin irin kambamar zulaƙe da aka yi wa irin baiwarsu, har an nuna yadda suka ƙalubalanci wasu halittu da suka sauko daga wata duniya ta daban, waɗanda kuma sun kasance masu tsananin ƙarfin tuwo da ƙarfin tsafi.

Jaruman suka tinkari waɗannan halittu masu ban tsoro da tsananin ƙarfi. Duk da cewa shiri ne kawai, hakan na ƙara nuni da tsagwaron bajintar masu shirya wannan fim.

v. Wanke Kai Daga Zargi: Ƙasashen duniya na amfani da finafinai domin wanke kansu daga wani zargi da ake musu. Sau da dama akan alaƙanta ayyukan ta'addanci da Musulunci. A wani fim mai suna: *Tiger*, jarumar fim ɗin ta wanke ƙasar Pakistan, (wadda ta kasance mafi yawan mazaunanta Musulmai ne), daga alaƙanta su da aikin ta'addanci da duniya take yi. A cikin fim ɗin an nuna cewa, ta'addanci ya kasance tamkar sana'a ce tsakanin 'yan ta'adda da kuma munafukan ɗaiɗaikun mutane daga ƙasashen duniya.

"Because of a few troublemakers, my country is misunderstood by the world."

Fassara:

"Duniya ta yi muna mummunan fahimta a dalilin wasu tsirarun tsageru."

vi. Adana Muhimman Tarihi: Wannan ma wani babban jigo ne da ake samu daga finafinan ƙetare. Akan samu wani muhimmin tarihi a yi masa kwaskwarima da daɗin gishiri yadda zai kasance mai ƙayatarwa tare da jan hankali. Irin wannan tarihi na shiga zukatan masu kallo ya zauna daram. Za a iya cewa, babbar hanyar adana tarihi ce tare da yaɗa shi ga al'ummun duniya. Za mu iya samun irin wannan misali a fim mai suna, *Fele: Birth of A Legend.* Wannan fim ne na ƙasar Amurka, inda aka adana tarihin wani fitaccen ɗan ƙwallon ƙasar Birazil mai suna Pele.

vii. Hasashen Gobe: Finafinan ƙetare ba su tsaya kan abubuwan da suka gabata ko waɗanda da ake ciki a duniyar yau kawai ba. A

maimakon haka, sukan yi hasashen yadda gobe za ta kasance. Sukan yi hakan domin nuna wata musiba da ka iya aukuwa a sakamakon wani abu, ko kuma wani ci gaban zamani da za a iya samu. A bisa wannan ne, Hjort ke cewa: "*Film… has an eďtraordinary capacity to eďpand our reality."* Fassara: Shirin fim… na da matuƙar tasiri wurin inganta al'amuran rayuwarmu ta haƙiƙa." (Hjort in Yazdani, ND: 25).

A fim ɗin haɗin guiwa tsakanin ƙasashen Amurka da Sin mai suna: *The Great Wall*, an yi matuƙar ƙoƙari wurin hasashen girman matsalar da duniya za ta iya fuskanta daga Yajuju da Majuju. Yajuju da Majuju dai wasu halittu ne sanannu ga Hausawa, musamman kasancewar Alƙur'ani ya kawo maganarsu. A cikin wannan fim, an nuna cewa, dakarun ƙasar Sin ne ke ta ƙoƙarin kare duniya daga sharrin waɗannan halittu na tsawon shekaru barkatai. Sai kuma aka nuna irin musibar da za ta iya aikuwa yayin da suka samu damar shigowa duniya.

viii. Kimiyya da Fasaha: Finafinan ƙetare suna mai da hankali matuƙa game da kimiyya da fasaha. Sukan yi haka domin nuna wa duniya matuƙa da suka kai a ɓangaren ƙere-ƙere. Ƙasar da ta yi fice ga fasahar ƙere-ƙere za ta kasance tana da ƙarfin dogaro da kanta tare kuma da samar da makamai irin na zamani. Waɗannan kuwa na daga cikin manyan abubuwan da ke ba wa ƙasa ƙarfin iko a idon duniya.

2.2 Finafinan Hausa

Masana da manazarta da dama sun yi rubuce-rubuce mabambanta dangane da samuwa da bunƙasar finafinan Hausa. Komawa kan

wannan batu zai kasance tamkar maimaici ne kawai.[2] Sai dai duk da haka, akwai muhimman abubuwan da tarihin finafinan Hausa ba zai manta da su ba. Sun haɗa da:

i. An fara fim na farko a Nijeriya ƙarƙashin kulawar Herbert Macauly a shekarar 1903 (Ali, 2004). Wannan ya faru tun kafin kafuwar Nijeriya a matsayin ƙasa guda, wanda hakan bai wakana ba sai a shekarar 1914.

ii. Finafinan Hausa kuwa an fara su ne tsakanin shekarar 1980 zuwa 1984 a Kano (Gidan Dabino, 2001). A hankali ne waɗannan finafinai suka ci gaba da bunƙasa tare da samun sauye-sauye sakamakon ƙarin ilimi da wayewa da kuma zamananci, har dai suka kai sigar da ake kallon su a yau.

iii. A shekarar 1990 ne finafinan Hausa (wanɗanda a lokacin an fi kiran su da finafinan Kanawa) suka samu karɓuwa. A wannan shekara ne kuma aka samu fitattun ƙungiyoyin shirya finafinai guda uku wato (Gwauron Dutse da Gyaranya da kuma Karate).

iv. A ƙarƙashin waɗannan ƙungiyoyi, Alhaji Hamisu da Muhammad Gurgu da Sani Lamma sun ɗauki nauyin samar da finafinai uku da suka shahara a wancan lokaci (H*ukuma Maganin ’Yan Banza* da ’*Yan Ɗaukar Amarya* da kuma *Baƙar Indiya*). Waɗannan finafinai sun taka rawa matuƙa wajen fito da harkar fim fili tare da ƙara cusa karɓuwarsu ga zukatan jama’a.

[2] Ɗumbin rubuce-rubucen da aka yi dangane da finafinan Hausa sun haɗa da: Gidan Dabino, (2001); Aminu, (2002); Ali, (2004); Fage, (2004); Abdullahi da Maidabino, (2013); Ɗanmaigoro, (2013); Kiyawa, (2013) da sauransu.

A zuwa yau, kusan kowane sati sai an fitar da sabbin finafinan Hausa. Garuruwan da aka fi shirya irin waɗannan finafinai su ne Kano da Kaduna da kuma Jos. Akwai kampunna da dama da suke ɗaukar nauyin shirya finafinen. Sun haɗa da:

S/N	**Sunan Kampanin Fim**	**Jaha**	**Jagoran Kampani**
1.	*2effect Empire*	Kano	1. Sani Musa Danja 2. Yakubu Muhammad
2.	*Abnur Entertainment*	Kano	1. Abubakar Bashir Maishadda 2. Nura M. Inuwa
3.	*ASMASAN Motion Pictures*	Jos	Sadik Sani Sadin
4.	*Crown Studio*	Kaduna	Ahmad Zango
5.	*DORAYI Movies*	Kano	Falalu A. Dorayi
6.	*FKD Production*	Kano	Ali Nuhu
7.	*Hanan Synergy Concept*	Kano	Hannatu Bashir
8.	*Hikima Multimedia*	Kano	Aminu Ladan Abubakar (ALA)

S/N	Sunan Kampanin Fim	Jaha	Jagoran Kampani
9.	*Iyan Tama Film Production*	Kano	Alhaji Hamisu Lamido Iyan Tama
10.	*Mai Kwai Movies*	Kano	
11.	*Maifata Pictures Jos*	Jos	Hamza Talle Maifata
12.	*Nafs Entertainment*	Kano	Nafisa Abdullahi
13.	*Rite Time Multimedia*	Kano	
14.	*RK Studio*	Kano	Dan’azumi Baba Chediyar ‘Yar Gurasa
15.	*SAIRA Moɓies*	Kano	Aminu Saira
16.	*Sauki Firm Production*	Sokoto	Alhaji Yahaya Maikaset Sokoto

Madogara: An samu waɗannan daga hirar da aka yi da masu kallon finafinan Hausa. Sannan an bi wasu hanyoyi domin tabbatarwa da suka haɗa da bincike a kafofin intanet.

La’akari da waɗannan kampunnan samar da finafinan Hausa, da ma sauransu da ba a kawo ba, ya kyautu a ce finafinan da ake samarwa sun kasance masu inganci tare da isar da ire-iren saƙonnin da ake bukata zuwa ga rukunin jama’ar da ake bukata.

3.0 Hoton Fikirar Hausawa Cikin Finafinan Hausa

Kamar yadda bayanai suka gabata a sama, a zahirance ƙwaƙwalwar mai kallon fim na karkata ne kan irin al'ummar da wannan fim ke wakilta. Yazdani ya rawaito Mark yana cewa:

> Whether we like it or not, our most profound thoughts and most intimate secrets, are now constantly expressed and experienced via moving pictures on screens big and small. (Mark in Yasdani ND: 21).
>
> Fassara
>
> Ko mu yarda ko kar mu yarda, a yanzu ana nuna mafi girman tunaninmu da sirrukanmu a kan fuskar talabishin a matsayin hotuna masu motsi manya da ƙanana.

Lura da wannan, a cikin finafinan Hausa ana so ne a ga Hausawa ta fuskokin da suka haɗa da:

i. Launin fata
ii. Harshe
iii. Al'ada da ɗabi'a
iv. Muhalli
v. Falsafa da da ra'ayi da kuma salon tunani

A yayin da finafinan Hausan ke ƙoƙarin fito da waɗannan abubuwa, har ila yau ana kyautata zaton su kasance masu mayar da hankali zuwa ga ɓangarorin rayuwar Bahaushe da suka kasance masu kyau domin ɗaukaka matsayinsa a idon duniya. Abin tambaya a nan shi ne, ko yaya abin yake a finafinan Hausa?

Mafi yawan binciken da aka gudanar game da finafinan Hausa, suna nuni ga gazawar su wurin cimma manufofin da aka gina su a kai. Tuni dai wasu daga cikin marubuta suka nuna rashin yarda da iƙirarin masu shirya finafinan Hausa cewa suna wa'azantarwa. Al-Kanawy, 2004: 372) tambaya ya yi da cewa: "Wai ma a wace duniya marar sani ya taɓa wa'azantar da mutane?"

Chamo na da irin wannan ra'ayi, inda yake ganin hoton tarbiyyar Bahaushe cikin finafinan Hausa abu ne na tir da Allah wadai. Ya ce: "Wani muhimmin ɓangare na al'ada kuma shi ne tarbiyya… sai ga shi a finafinan Hausa ba a amfani da wannan tarbiyya." (Chamo, 2004: 385).

A ɓangare guda kuma, masu kallon finafinan Hausa da dama ba su gamsu da tsarin finafinan ba. A hirar da aka yi da Anas Sulaiman Darazo, ya bayyana cewa: "Nakan kalli tallen finafinan Hausa sosai, amma ba na kallon su karan kansu finafinan domin kayan ɓacin rai ne. Idan na tashi kallon fim ɗin Hausa, to na barkwanci nake kallo. Shi da ma na san ba ilimi na je kallo ba, kawai dai in ga shiririta ne."[3]

Daga cikin masu hannu a harkar finafinan Hausa ma akwai waɗanda ke da ra'ayin cewa, kwalliya ba ta biyan kuɗin sabulu dangane da finafinai da dama. Alhaji Ahmad Ado Gidan Dabino ya bayyana: "A matsayinmu na 'yan fim, alƙalanci ba na mu ba ne. Alƙalanci ba namu ba ne." Sai dai duk da haka, ya tabbatar da: "… kuma na sha faɗa cewa akwai kura-kurai; babu wakilcin al'adu da

[3] Ko bayan Anas ma, akwai masu kallon finafinan Hausa da dama da suka yi irin wannan furuci. Misali, Mujaheed Mukhtar ya bayyana cewa: "Ai da ma akan kalli fim ɗin Hausa ne ba don a ƙaru ba, sai domin a kashe lokaci." Koma dai yaya abin ya kasance, haƙiƙa akwai alamar tambaya kan ingancin finafinan, musamman yayin da aka yi la'akari da ƙaruwar irin waɗannan ƙorafe-ƙorafi da ke nuna rashin ingancinsu.

addininmu a wasu finafinan. A wasu kuma akwai"[4] (Gidan Dabino, 2018).

Dangane da ɗaga darajar al'umma da ƙasa gaba ɗaya, Gidan Dabino na ganin cewa, kafin a samu irin wannan wakilci nagari a cikin finafinai, dole ne sai masu shirya finafinan sun san mene ne shi kansa fim da kuma me yake tallatawa. Sannan dole sai sun san ita ƙasar kanta da abin da take ciki, da kuma abin da duniya take ciki. Ya bayyana cewa: "Su kansu masu fim ɗin ma ba su san ƙasarsu ba, balle su san darajarta." Sai dai a ɓangare guda kuma ya ce: "Su kuma hukumomin ƙasar me suke yi wa 'yan ƙasar da har za su san ƙasar? Ba za ka samu kishin ƙasa da kula da ƙasa a zukatan 'yan ƙasa ba sai ita ƙasar ta san darajarsu, ta san mutuncinsu kuma tana kula da su; sai su yi abu iya rai da mutuwa."[5]

4.0 Sakamakon Bincike

Shin finafinai suna da tasiri a kan tunanin al'umma?

Wannan bincike bai ci karo da wani aikin da ya gabata ba da ke musanta tasirin finafinai ga tunani 'yan Adam. Binciken ya gano cewa, finafinai suna da matuƙar tasiri kan tunanin al'umma da ma rayuwarsu ta gaba ɗaya. Akwai masana da dama da ke da wannan ra'ayi, kamar yadda suka bayyana a ayyukansu mabambanta. Pirkis, Blood, Francis, da McCallum (2005) sun bibiyi irin

[4] Iyan-Tama ma na da irin wannan ra'ayi inda ya bayyana rawa da waƙa a matsayin hanyar "shashantar da zuciya" ta hanyar kawo ayar Alƙur'ani inda Allah ke cewa: "*Da mawaƙa, waɗanda ba bu bin su (mai taka rawarsu) face wawaye gafalallu* (26:224) (Iyan-Tama, 2004: 428).

[5] Idan muka duba waɗanannan maganganu za mutarar da cewa, matsalolin finafinan Hausa a yau, sai dai a ce tsakanin gwamnati da masu shirya finafinan "kowane allazi da nasa amanu."

waɗannan rubuce-rubuce na manazarta, kamar dai yadda aka bayyana a baya. Sakamakon binciken nasu ya tabbatar da wannan tasiri na finafinai kan rayuwar al'umma.

A ɓangare guda kuma, hirar da aka yi da wasu daga cikin Hausawa masu kallon finafinai (da suka haɗa da na ƙetare da kuma na Hausa) na ƙara tabbatar da tasirin finafinan kan rayuwar al'umma. Maikwari (2018) yana cewa:

> A da lokacin da Hausawa ba su waye da kallon finafinai ba, sukan yi wasannin gargajiya ne na motsa jiki da kuma tatsuniyoyi da makamantansu. Lokacin da kallace-kallacen finafinai ya yi ƙamari tsakanin Hausawa, a lokacin ne kuma ayyukan ta'addanci suka ci gaba da yawaita. Idan muka duba salo da tsarin waɗannan ayyukan ta'addanci, za mu ga daidai suke da waɗanda ake nunawa a finafinan da muke kallo. To kuwa lallai "Da walakin goro a miya." (Maikwari, 2018)[6]

Lura da wannan, finafinai ba abu ne da ya kamata a zuba musu ido ko a bar su kara zube ba. Ya zama wajibi a fahimci tasirinsu da matsayinsu, tare da sarrafa su ta yadda za su kasance masu amfani ga cigaban tattalin arziki da zaman lafiya da ilimin ƙasa.

Yaya farfaganda take a cikin finafinan ƙetare?

Bincike ya tabbatar da cewa, tuni finafinan ƙetare suka yi ƙamari wurin amfani da wannan babbar dama domin yaƙar tunanin al'umma. Kamar yadda aka gani a sama, akwai ɓangarori na musamman da irin waɗannan finafinai suka karkata. Sun haɗa da

[6] Hira da Malam Haruna Umar Maikwari, ɗan kimanin shekaru 36 da ke kallon finafinan Hausa da kuma na ƙetare.

nuna ƙarfin soja da nuna basira da fikira da dai makamantansu. Ko ba komai, yin hakan yana tasiri ga zukatan da dama daga cikin masu kallo.

A hirar da aka yi da wasu daga cikin masu kallon irin waɗannan finafinai, binciken ya fahimci cewa farfaganda tana tasiri kan al'ummar da ke kallo, ciki har da Hausawa. Wannan ne kuma ya sa ake sha'awar zuwa irin waɗannan ƙasashe. Finafinan sun lulluɓe aibun da za a iya samu a can da suka haɗa da hulɗa da haramtattun ƙwayoyi da taɓarɓarewar tarbiyya da zinace-zinace da fyaɗe da makamantansu. A maimakon haka, hoton ɓangaren rayuwa mai kyau kuma abar burgewa ne ya zanu a zukatan masu kallo.

Yaya hoton fikirar Hausawa yake a cikin finafinan Hausa?

Duk da cewa akwai ɗaiɗaikun finafinan Hausa da ke nuna fikirar Hausawa tare da ɗaga darajarsu, za a iya cewa "ba yadda aka so ba, ɗan fari ya faɗa a wuta." Sakamako daga finafinan da aka nazarta da kuma mutanen da aka yi hira da su, na nuna cewa finafinan Hausa ba su cika mayar da hankali kan ƙoƙarin ɗaukaka matsayin Hausawa a idon duniya ba. Za a iya kallon wannan ta ɓangarori da dama da suka haɗa da:

i. Rashin ba wa 'yan sanda da jami'an tsaro matsayin da ke nuni da kaifin basira da jarunta da jajircewa a kan aiki bisa gaskiya.

ii. Rashin nuna kyawawan halaye da suka haɗa da taimakon juna da son zaman lafiya da kishin ƙasa da ciyar da ita gaba tare kuma da neman ilimi da aiki da shi.[7]

[7] A hirar da aka yi da Mujaheed Mukhtar, ya bayyana cewa: "Finafinan Hausa sun fi gina labaransu kan soyayya. Sun kauce wa abin da ke faruwa a rayuwar Bahaushe ta zahiri."

iii. Rashin nuna bunƙasar Hausawa a ɓangaren ilimin tattalin arziki da kimiyya da fasaha da kiyon lafiya. Wanda hakan ne zai sa a ga su ma al’umma ce da ta isa a tsoma baki da ita yayin da ake maganar cigaba a duniyar yau.
iv. Rashin wani ƙoƙari na a-zo-a-gani domin ƙaryata sukar da ake yi wa Musulunci da Musulmai ta hanyar danganta duk waɗansu ayyukan ta’addanci zuwa gare su.
v. Rashin wani ƙoƙari na a-zo-a-gani kan shirya finafinai masu jigon gyaran tarbiyya, da ilimantarwa da wayar da kai da cusa kishin ƙasa da isar da muradun gwamnati da makamantansu.

Ra’ayin mafi yawan mutanen da wannan bincike ya tuntuɓa, yana nuna cewa, da dama daga cikin masu kallon finafinan Hausa ba sa samun gamsuwar da suke tsammani daga finafinan. Mafi yawan ƙorafe-ƙorafen da ake samu dangane da finafinan Hausa sun shafi:

i. Kauce wa al’adu da ɗabi’u na Bahaushe tare da ikirarin su ake nunawa a cikin finafinan;
ii. Ƙarancin fasaha ga labaran da ake gina finafinan a kansu;
iii. Yawaitar satar labaran finafinan ƙetare[8]; da
iv. Ɓata lokaci a wuraren da ba su dace ba.[9]

[8] Alhaji Ado Ahmad Gidan Dabino ya nuna cewa, akwai finafinan Hausa da dama waɗanda daga kwafi ne na finafinan ƙetare musamman Indiya: “Ka ga wanda zai ɗau wannan ya yi, da ma ba ma tallen al’adarsa yake yi ba” Hira da aka yi da Gidan Dabino, (2018).

5.0 Shawarwari

Takardar ta tanadi wasu shawarwari bayan nazartar halin da finafinan Hausa suke ciki da kuma yadda abin ya kasance a finafinan ƙetare:

1. Ya kamata gwamnati ta sanya hannu cikin harkar finafinan Hausa tare da taka rawa ta ɓangarori da dama. Wannan ya haɗa da samar da muhimman jigogi da suka shafi tsaron ƙasa da tattalin arziki da zaman lafiya da haɗin kai, wanda zai kasance cikin finafinai ɗauke da salo mai jan hankali domin hannunka mai sanda da faɗakarwa ga al'umma. A ɓangare guda kuma, gwamnatin za ta taka rawa wajen tallafa wa harkar shirya finafinan, tare kuma da sanya ido a harkar domin tace gura-gurbi da ɓata gari.
2. Masu hannu cikin harkar shirya finafinai su yi karatun ta-natsu dangane da farfagandar fim a duniyar yau. Su ɗauki hanyoyi mafiya kyau na samar da kyakkyawar wakilcin Hausawa da ma ƙasa baki ɗaya ga idon duniya.
3. Masu shirya finafinan Hausa su duƙufa wurin yin bincike lokaci zuwa lokaci dangane da ra'ayin al'umma game da shirye-shiryensu, tare kuma da neman shawarwarin wuraren da ke bukatar kwaskwarima ko sauyi. Wannan zai

[9] Masu kallon finafinan Hausa da dama sun yi irin wannan ƙorafi na ɓata lokaci a wuraren da ba su dace ba. A hirar da aka yi da Mujaheed Muhammad Manga, ya bayyana cewa: "Ɗaya daga cikin matsalolin finafinan Hausa shi ne ɓata lokaci. Komai sai a ce sai an nuna shi, ko da kuwa ya dace a wurce wurin, a bar mai kallo ya ƙiyasta abin da ya faru cikin ransa. Misali, za ka ga an nuno wani jarumi ko jaruma zai je wani wuri daga gidansa. Sai an haska yadda ya fito daga gidan, da yadda ya je wurin mota, da yadda ya buɗe motar, da yadda ya tayar ta, da yadda ya fita daga gidansa… Wannan ɓata lokaci ne kawai, wanda kamata ya yi a nuna abubuwa masu mihimmanci kawai, waɗanda ke isar da saƙonni na musamman ga masu kallo."

sa finafinan su kasance masu gusar da ƙishirwar Hausawa da ke kai su ga fafutukar neman finafinan ƙetare a koyaushe.

4. Masu shirya finafinan Hausa su bi sahun takwarorinsu na ƙasashen ƙetare wurin neman hanyoyin bunƙasa harkar. Wannan ya haɗa da inganta labaransu, da neman masu sanya hannun jari da kuma sanya jarumai masu bajinta a wuraren da suka kamata, da dai makamantan waɗannan.
5. A jawo masana da suka haɗa da farfesoshi da daktoci cikin harkar fim domin ba da shawarwari managarta da za su kai ga magance ƙorafe-ƙorafen da aka daɗe ana yi dangane da koma-bayan finafinan Hausa.

6.0 Kammalawa

Binciken masana da manazarta da suka gabata, waɗanda ke nuna dangantaka ta kai tsaye tsakanin tunanin al'umma da finafinai sun kai matuƙa da ya kamata duk wani mai hannu cikin shirya finafinan Hausa ya yi karatun ta-natsu. Yayin da aka yi ƙoƙarin toshe gurabun da mafi yawan masu kallo ke ƙorafi game da su, akwai kyakkyawar zaton kwalliya za ta biya kuɗin sabulu, wanda a sannan ne za a cimma muradun da ake ta ikirarin an gina finafinan ne kansu (ilimantarwa da faɗakarwa da kuma nishaɗantarwa). Idan ba a samu wannan gyara ba, yayin da masu hannu cikin shirya finafinan ke ganin suna abin yabo, 'yan kallo sai dai su ci gaba da faɗin "da ma gwano ba ya jin warin jikinsa."

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Waɗanda Aka Yi Hira Da Su

Alhaji Ahmad Ado Gidan Dabino – Ranar Lahadi, 23 ga watan Disamba, shekarar 2018

Anas Sulaiman Darazo – Ranar Laraba, 7 ga watan Nuwamba, shekarar 2018

Malam Haruna Umar Maikwari – Ranar Asabat, 28 ga watan Oktoba, shekarar 2018

Mujaheed Muhammad Manga - Ranar Laraba, 7 ga watan Nuwamba, shekarar 2018

Mujaheed Mukhtar - Ranar Laraba, 7 ga watan Nuwamba, shekarar 2018

Rataye

Samfurin tambayoyin da aka yi amfani da su yayin tattaunawa da masu kallon finafinan Hausa da na ƙassashen ƙetare.

1. Shin kana kallon finafinan Hausa da kuma na ƙetare?

2. Shin abin da ake nunawa a cikin finafinai na da tasiri kan tunanin al'umma?
3. Ko ka taɓa cin karo da wani misali na tasirin finfinai kan wani mutum ko wasu mutane?
4. Shin finafinai sun yi tasiri ko suna tasiri ga rayuwarka?
5. Ko ka san ma'anar farfaganda cikin finafinai?
6. Shin a iya saninka masu shirya finafinan ƙetare na amfani da farfaganda cikin finafinansu?
7. Shin farfagandar finafinan ƙetare na iya tasiri kan tunanin masu kallo?
8. Shin farfagandar finafinan ƙetare ya taɓa yin tasiri a kanka?
9. Ko ka taɓa cin karo da wani misali na tasirin farfagandar finafinan ƙetare kan wani mutum ko wasu mutane?
10. Yaya kake ganin hoton Hausawa kamar yadda ake nuna su cikin finafinan Hausa?
11. Shin akwai kura-kuren da kake kallon ana samu cikin finafinan Hausa?
12. Shin akwai ɓangarorin da kake ganin suna bukatar a bunƙasa su game da finafinan Hausa?

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