

### **Culture, Good Government and Democracy: A Political Communication Commentary on the Political Behaviour of the Yoruba Tribe in South-Western Nigeria**

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**ABSTRACT** A lot of people were stunned in Nigeria, when the Independent National Electoral Commission (INEC) released results of the 2003 General Elections. People expressed dismay at the upset recorded by the Peoples Democratic Party (PDP) in the South-West because since electioneering started in Nigeria in 1922, the people of the geo-political zone have been known as people with unquenchable allegiance to late Chief Obafemi Awolowo whose party and affiliates have been ruling in the zone since 1950s. The truth of the matter however is that the people of the region have a culture of being used to good government and when the ruling party of the fourth republic, AD failed to provide them good government, they denied them their votes at the polls. This is purely what democracy is all about. A blow-by-blow account of what led to the fall of AD in the South-West therefore is the objective of this paper. The methodology adopted in carrying out the study is content analysis.