THE ROLE OF BROADCAST MEDIA IN SHAPING TEENAGERS DRESSING HABIT IN NIGERIA

(A CASE STUDY OF YOUTHS IN ILORIN WEST LOCAL GOVERNMENT AREA)

BY

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CERTIFICATION

This research work has been carefully examined and approved as meeting the requirements of the department of Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin, in partial fulfillment of the requirements for award of Higher National Diploma (HND) in Mass Communication

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DEDICATION

All praise and thanks are due to Almighty Allah, the Most Gracious, the Most Merciful, for granting me the strength, wisdom, and perseverance to complete this project. Without His divine guidance and endless mercy, this achievement would not have been possible.

This work is lovingly dedicated to the memory of my late father – your absence is deeply felt, but your love, teachings, and sacrifices continue to guide and inspire me every day. May Allah grant you eternal rest and Al-Jannah Firdaus. Ameen.

To my beloved mother, thank you for your unwavering support, countless prayers, and the strength you've shown throughout this journey. Your love has been my constant source of encouragement.

To my wonderful grandparents, I am grateful for your wisdom, values, and the prayers that have carried me through many challenges.

To Mrs. Opaleke, my project supervisor – I sincerely appreciate your patience, dedication, and insightful guidance. Your mentorship has made a meaningful impact on this work.

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This project stands as a testament to the love, faith, and support I have received from all of you. May Allah reward you all abundantly. Ameen.

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ABSTRACT

The study was on the role of broadcast media in shaping teenagers dressing habit. The objectives of the study among others were to: ascertain the extent of exposure to television programmes on teenagers dressing; determine how residents of Ilorin West Local Government Area perceive television programmes on teenagers dressing; and ascertain the influence of television programme on teenagers dressing among residents of Ilorin West Local Government Area. The study was anchored on cultivation theory. Survey research design was adopted for this study. A sample size of 100 was drawn from the population through the Wimmer and Dominick online sample size calculator. The instrument for data collection is questionnaire. Multistage sampling technique was adopted by the researcher. Findings revealed that residents of Ilorin West Local Government Area are to a high extent exposed to programmes on teenagers dressing. Also, it was divulged that television programmes on teenagers dressing are perceived positively by residents of Ilorin West Local Government Area. Furthermore, it revealed that people are influenced by television programmes on teenagers dressing. Thus, this study recommends that; television programmes on teenagers dressing should be extended to other mass medium like the radio; there should be more television programmes on indecent dressing and broadcasted at an appropriate time; and the pattern of dressing of presenters or host should be appropriate for hosting a programme most especially when such programme deals on indecent dressing.

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CHAPTER ONE
INTRODUCTION

1.1   Background of the Study

Television has remained the most influential medium of communication among the mass media since it came into existence in the year, 1927. Information disseminated from the television are most times considered credible and accurate, due to it audio visual characteristics which makes the television a realism medium to the audience. According to Oberiri and Kwase (2017), television carries the audiences along through drama, film, documentaries and other beautiful presentation and shows, thereby, entertaining, educating and informing them.

The propagation of television and its attendant's consequence on social behaviour of people has created lot of concerns in recent times. The message television portrays have influence on it audience, most especially their mode of dressing (Oberiri & Kwase, 2017). Baran (2009) and Daramola (2007) stated that studies show that television contributes to the socialization and the transmission of culture. Thus, the television is a powerful instrument which can build or destroy people's culture due to its conversational nature. Furthermore, Aldana (2004) expressed that television plays a vital role in the lives of men and women daily, just in the way they perceive and conceived themselves and most especially conduct their own lives.

In relation to dressing, television has influenced people, in essence pushing them to believe in a way of dressing. These cloths are used in advertisements, music, movies and programmes. "Television are some of the factors that today affects the way teenagers dress, talk, walk and even influence the type of music or food they want" (Mangwere, Inadesango & Kuerba, 2013).

According to Boone and Lomore (2001), a side being influenced by characters on television, people are prone to be influenced by the presenter(s) of the programmes. This implies that movies contents are absorbed by people without

restraint or second thought. According to Olorunda (2022), indecent dressing has come to characterize the dress pattern of many individuals in the society. One can say that there is hardly any city in the country that is not faced with this menace. Females were seen to be the worst gender among whom indecent dressing is found (Anadi, Egboka & Aniorobi, 2011; Igbinovia, 2005).

Furthermore, it has infiltrated the dress sense of many individuals in various societies and country at large. Kwanuba, Sababa and Filgona (2020) as cited by Chuddy (2021) stated that "the menace is spreading faster than covid-19 virus pandemic with no end in sight but management and control of it been the order of the day". According to Chuddy (2021), indecent dressing trends are fast spreading across various individuals and this is threatening the values of the Nigerian society. Dressing is an essential part of people's culture which identifies their tribe or ethnic group. Also, a side cultural identification, they are also used for aesthetic and ornamental purposes and protection of body against harsh weather (Omedi, 2011 as cited by Chuddy, 2021).

The mass media-radio, television, newspaper and magazine reach large numbers of people through communication and entertainment, and have been found as a useful tool for influencing the public. Information network allow private individuals to get information and to communicate directly with one another (Schiller, 199:186).

Although mass media especially the broadcast media have a distinct presence in our homes today-providing us with a wealth of information on a multitude of channels-they are equally well especially well established as parts of the social structures and world of values around us.

The broadcast media have become probably the most important social institution in the construction and circulation of information in any modern society. The broadcast media permeate our daily lives. They serve as the main source of information concerning our social, cultural and political processes. Also, they are

veritable revervior of image suggestions concerning modes of self preservation and general life styles.

Media scientists have often discussed how much influence the media has on people's opinions, behavior and attitude. People tend to selectively read what they already agree with and to rationalize their preferred opinions in the face of contrary arguments. Experimental evidence seems to indication that the mass media have little power to change people's opinions on issues for which they already have formed a strong opinion, but they have a profound influence when it comes to setting the agenda and priming people on new issues.

The mass media especially the broadcast media play influential role on modern society. The Nigerian population including children relies on the broadcast media as the main source of information and the basis on which they form certain habits and behavior. According to cultural selection theory, any selection of messages in the media will thus have a profound effect on the entire society.

The broadcast media seems to be the most important channel for the propagation of culture, ideas, and opinions; and also play vital role in shaping people's attitude and bringing conformity to some kind of lifestyle which determine the informed decisions of people. Most opinion formation takes place when people sit and watch or read news and articles on the media.

Looking at the cultural selection in the electronic information society, it would be observed that the selection lies in the choice between TV channels. Millions of viewers sit comfortably zapping between action films, revivalist preachers, and commercials for a new fragrance, hardly realizing that by choosing which cultural influence they expose themselves to, they also chose their cultural and moral disposition and destinies.

Good moral upbringing is an asset which any wise society and/ or individual wishes to inculcate in children and the wider members of the society. The broadcast media could be applied effectively in the moral upbringing of children and the sanity

of all in the society. This responsibility is a duty which patriotic citizens, mass media practitioners as well as well-meaning individuals owe the human society, especially Nigerian society where ideological riots, mental infant and attitudinal decadence are evident.

Indeed, the broadcast media have been identified to be so powerful and attributed to have so much influence on the people. This study tends to specifically appraise the broadcast media on the moral upbringing of Nigerian children.

1.2   Statement of Problem

As each year passes, the dressing pattern of people has gone from bad to worse (Olorunda, 2022). It is an undeniable fact that the television has greater influence in the mind of the people most especially in their choice of dressing.

According to Apuke (2016), the ways in which people dress leave many to wonder where they get the clothes from. He further stated that they tend to copy different television programme presenters and actors'/actresses costumes which are projected on the television screen but are mostly contrary to our traditional norms and culture.

In spite of the various campaigns against indecent dressing, it is now common for people to dress indecently in a bid to flow with the fashion trends (Ifeoma, 2017). Thus, it is necessary to find out if television programmes have an influence on indecent dressing among people.

1.3   Objectives of the Study

The general objective of this study was to evaluate the influence of broadcast media on the moral upbringing of Nigerian children with a focus on the residents of Enugu metropolis.

The specific objectives of this study include:

i.   To ascertain the level of influence broadcast media content have on the moral upbringing of Nigerian children.

ii.   To determine the extent broadcast media content shape the moral values of children residents in Enugu metropolis.

iii.   To ascertain whether well designed broadcast media programs have positive influence on the moral upbringing of Nigerian children.

iv.   To determine whether there is any relationship between broadcast media programmes and positive moral upbringing of Nigerian children.

1.4   Research Question

This study is guided by the following research question below:

i.   To what extent are residents of Ilorin West Local Government Area exposed to television programmes on indecent dressing?

ii.   How do residents of Ilorin West Local Government Area perceive television programmes on teenager's indecent dressing?

iii.   What is the level of influence of television programme on indecent dressing among residents of Ilorin West Local Government Area?

1.5   Significance of the Study

The study focuses on television programme influence in curbing indecent dressing in Ilorin West Local Government Area. This study is of great essence to the society. In relation to academic, it stands as a material for further studies in a bid to expand and explore academic viewpoints in relation to people in the country at large.

This study shades more lights on the level of moral decadency amongst individuals and how television programmes play key roles in encouraging or discouraging indecent dressing in the society.

Furthermore, in relation to theory, it serves as a core point that translates theories that are socially related together with the media effects theories in a bid to enable that these theorise, models and principles are vital in converting the form assumptions to practices.

1.6   Theoretical Framework

This study is anchored on the social learning theory. The social learning theory is also known as modeling theory. It is based on the assumption that people learn how to behave by observing others, including those portrayed in the mass media.

The basic idea of this theory is that we cannot learn all or even much of what we need to guide our own development and behavior as well as morals from direct personal observation and experience alone. We have to learn much from indirect sources, including mass media (McQuail, 2005: 493).

According to Bandura (2002: 140), "Social learning theory holds that the media can have direct effects on people and their influence does not have to be mediated by personal influence or social networks". He went further to identify four sequences that social learning occurs. They are attention, retention, production and motivation.

Usually, our attention is directed at media content of potential relevance to our lives and personal needs and interest. We may then retain what we have learnt and add it our stock of prior knowledge. The production stage has to do with the actual application in behaviour of lessons learnt. The outcome of the production stage determines the motivation towards what has been learnt.

Rodman (2010:42) posits that "Social learning theory would suggest that critics are right to be concerned about the stereotyping of woman and ethnic and racial group in the media…. Women are portrayed as as submissive and dependent and African, Americans and Hispanics are portrayed ac criminal perpetrators. According to this theory, these depictions not only teach audiences to accept the stereotypes but also teach women and minorities to behave in the ways they are depicted"

The theory also implies an active engagement on the parts of the learner, and on the individual's self-reflective capability. It has a general application to socialization effects of the media and the adoption of various models of action. It also applies to many everyday matters such as clothing, appearance, style, eating, and drinking, models of interaction and personal consumption.

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When related to children's' moral upbringing, this theory holds that the media can influence the clothing, appearance, behaviour, attitude and other personal traits of people(children) in any given society. This can be achieved by portraying those aspects of media content that are sophisticated and civilized enough to engender the cultivation of good morals.

Furthermore, judging from the assertion of Rodman, if the media is dominated by a powerful content of moral values and other degrading values are presented as inferior, there is the tendency that children will begin to subscribe to the contents that promote good morals. This is the more reason why parents should guide the children in their exposure to the mass media. This will help to guide them properly on what and what are beneficial to them in shaping their moral values towards a positive direction.

1.7   Scope of the Study

This study focuses on the, evaluation of the influence of broadcast media on the moral upbringing of Nigerian children with kids resident in Enugu metropolis.

The study characteristics are contingent on the residents of Enugu metropolis. These residents will be used as the sample on which the people's view on how the broadcast media influence children's moral upbringing will be determined.

1.8   Limitations of the Study

This study could have covered a wider area, but was constrained by finance and time. Due to financial constraints, the researcher was not able to cover a wider scope.

The time limit for the completion of this work is also a limitation to it. Additionally, the researcher combined this study with other academic activities-lectures, assignments, practicals etc. This hindered the researcher from fully concentrating on the study.

In spite of the aforementioned constraining factors, the researcher made concerted effort to ensure that these constraints did not hamper the results of the study.

1.9 Definition of Terms

Conceptual Definitions

1. **Evaluation**

   This is an assessment of something as the basis for a summary of a particular situation.

2. **Broadcast Media**

   Broadcast media are the electronic channels through which one society transmits or imposes its culture on another.

3. **Influence**

   This is the effect that something or somebody has on the way a person thinks or behaves or on the way that something works or develop.

4. **Moral upbringing**

   This is concerned with the rearing of a child by impacted positive value to the child, or helping him or her to distinguish between right and wrong accepted rules and standards of human behaviour.

5. **Youth**

   The period between childhood and adult age.

6. **Teenagers**

   a person aged between 13 and 19 years.

7. **Teenagers Dressing Habith**

   the individual choices and styles they make when selecting and wearing clothing, often influenced by trends, peer pressure, personal expression, and cultural factors.

CHAPTER TWO

LITERATURE REVIEW

2.1   Introduction

Television Programmes and Indecent Dressing in relation to fashion, the television programmes have great influence on people. According to Chuddy (2021), television is one of the factors that today affect the way people dress, talk, walk and even influence their choice of music and food. This means that the kind of cloths used in acting, stage music, and advertisement is broadcasted to the society as the best dress to portray one in a good way in the society. "Attractiveness of the television character associated with the rating of female character with their wistful identification could lead to modelling effect in term of the appearance of women (Hoffner & Buchanana, 2005). Thus, individuals are likely knowingly model their own appearance after their model character. This in turn gives an emphasis on the unique correction between the audience and the media figures (Oberiri & Kwase, 2017).

According to Mohd (2006), the television programmes has a wide influence on it audience. Thus, affect not only the knowledge of the audience but also the attitudes in such a way that it creates preference for a particular brand or product. He further explained that it buttresses social codes as to attract readers stay glue while convincing the right way to think and act. Domick (2005) in Apuke (2016) affirm the above by stating that "throughout history, television has been collectors, producers and distributors of social knowledge". He further emphasized that the television being the medium that attract the most specialized audience; it can have powerful impact on its audience.

One of the ways that youths are able to get exposure to the current trends in fashion pertaining to their dressing is through the mass media. Television is a powerful tool that exerts power on the psychology of youths, due to its audio and visual strength. Television has specific programmes on fashions and beauty. Youths are bound to fancy such new up-to-date and trendy fashion and dressings. Hoffner and

Buchanan (2005) found that "attractiveness of the TV character associated with the rating of female character with their wishful identification could lead to modeling effect in term of the appearance of the women". Therefore, youths are more likely to consciously model their own appearance after the model character. This leads to making TV character appealing as role models to young adults, especially women. This in turn gives an emphasis on the unique connection between audience and the media figures.

A lot of researches, most especially in developed countries suggest that visual media (e.g Television) influence a range of attitudes and behaviors among youths. Scholars such as Huesmann and Taylor (2003) are of the view that television has authority over young people's decision. They assert that "youths just accept what the television tells them without question". In contribution, Baran (2009) opines that "television technology is but a double age sword that has the power of doing good and evil to anybody exposed to it". Keyes (2000:1) raised fears about the negative influence that the media have on youth culture. "Youths are particularly vulnerable to outside influence from their television sets because their values and ideals have not yet fully developed". Thus they are prone to alteration by any slightest means. Chari (2005) says "their world is erected by the stories they hear, see and tell. Television plays significant role in this process, hence the importance of who should determine what should shape people's perception and how".

Television in terms of fashion has influenced the youths, thereby making them believe in a particular way of dressing. The kind of clothes used in acting, stage music, advertisement are presented to the society as the best dressing to make one look good. Mangwere et-al (2013) supports this, stating that "television are some of the factors that today affects the way teenagers (youths) dress, talk, walk and even influence the type of music or food they want.

Besides being influenced by the characters on television, youths are also prone to be influence by the presenters of the programme (Boone, & Lomore, 2001). By

implication, youths absorb this movie contents without restraint or second thought. Elaborating on the negative effect of television. Omede (2011)

In recent times, it has been observed that a change is occurring in the mode of dressing and clothing style of the younger population. They dress weirdly and embarrassingly. The female younger population mostly dresses half nude; they prefer to wear trousers and skimpy shirts or tee-shirts that reveals their tummy, body hug which shows all the contours in their body frames or mini-skirt with a see – through tops while the boys although still wear shirt and trousers but which are always in various bigger sizes compared to their nominal sizesApuke (2016) further submits that "the way students on campuses of learning dress leave many to wonder where they get these dresses from. They tend to copy different television programme presenters and actors/actresses costumes projected on the screen which are mostly contrary to our traditional norms and values".

TV has a wide influence on its audience (Mohd Yusof, 2006). It affects, not only, the knowledge of the audience but also the attitudes such as the desire for products and brand preferences. Many studies have shown that TV, to some extent, is very influential on youth clothes shopping behaviour especially for the adolescents and the young adult group (Peters, 1989). However, Owuamalam, (2007) found that "adolescents did not seem to select clothes like those worn by persons in TV". In a similar vein, Lachance, Beaudoin & Robitaille (2003) did not find any TV influence; instead, people are more likely to believe in what they see. TV is the most credible source of information and is widely used (Ibelema and Powell (2001). Ibelema and Powell (2001) further found that "cable TV news is the most trustworthy of all news services among Alabama residents". TV is able to provide knowledge on fashion and women dressing to its audience. TV is highly visual and seeing something on TV, like fashion, may have an impact on the audience. When local TV programme aired fashion close to home fashion design, there is more likely that the news proximate it and it is found to be realistic to them (Weitzer and Kubrin, 2004). Audience members

tend to make changes in their appearance, values, attitudes, and other characteristics to become more like the admired celebrities (Boone & Lomore, 2001). Earlier Murray (1999) found that "teenage girls frequently tempted to emulate the lead character in the programme that they watched by dressing like her".

In Television, more than any other medium, advertisements and entertainment contents flow together to create an experience. They reinforce social codes as to attract readers stay glue, convincing them the right way to look, act and think. According to Dominick (2005), in Apuke (2016) throughout history, television has been collectors, producers and distributors of social knowledge. He emphasized this notion by explaining that the three defining features of magazines are that first, they attract the most specialized group of audience, and second, magazines are the most in tune with demographic, economic and social trends. Television, being the media that attract the most specialized audience can have a powerful impact on its niche audiences.

In most cases, there are positive relationships between audience programme preferences and the influence of such programmes. This means that the higher the level of likeliness in watching a programme in TV would very much associate with the level of influence in the audience everyday life. Dominick (2005) found that it is not the amount of TV exposure that influence girls and young women's images of their future; rather it is the programmes that they were exposed to.

Brown & Pardun (2004) found that youths most especially girls would watch top ten girls' programmes. As such, they tend to be influenced by the programmes. Apuke (2016) found out that youths develop interest on dresses they see on Television most especially western films, and hip hop/hippies and make up/hairstyle are the most imitated form of dressing by youths.

TV programmes are carefully cast in such a way that the physical appearance and the manner of dress do develop character to the audience. This is because physical

appearance was found to be related to wishful identification of especially girls. For youths, appearance is of primary importance in life (Ramsey & Langlois (2002).

2.2 Indecent Dressing

Indecent dressing is not accepted as normality but yet it is gaining ascendancy (Olorunda, 2022). The practice of indecent dressing especially amongst the female ones who dress seductively leaves much to be desired. What these females call skirts is just "one inch" longer than their pants. When they put on such dresses, they struggle to sit down, find difficulty in climbing machines, cross gutters as well as pick anything from the ground. Apart from the skimpy and tight fitting nature of these dresses, they are again transparent; revealing certain parts of the bodies that under normal dressing patterns ought to be hidden away from the glare of people. In the case of males, their pattern of dress is different. It makes them to look so dirty and very unattractive with unkempt hairs and dirty jeans having pockets of holes deliberately created around the knees and the lower part of the trousers allowed to flow on the ground because they go through their heals into their legs as socks (Confidence, 2019).

According to Aminah (2019), "indecent dressing is the major cause of the various assault and sexual harassment recorded in the society, over time". Although, indecent dressing is becoming a norm in the society, Chiamaka, Ngozi and Nana-Aisha (2019) expressed that most religious-based institutions have succeeded in inculcating moderation among people through regulatory bodies such as disciplinary committees, panels, etc.

2.3 Theoretical Framework

Theoretical studies are principles on which the subject of the study is based. These theories determine their objective parameters. These theories establish a vantage point, a perspective, a set of issues for which the study seeks for answers to the study questions. The relevant media effect theory to this study is the magic bullet theory.

Magic Bullet theory

The Magic Bullet Theory suggests that the mass media could influence a very large group of people directly and uniformly by 'shooting' or 'injecting' them with appropriate messages designed to trigger a desired response (Baran, 2003). Baran (2003) adds that, both images used to express this theory (a bullet and a needle) suggest a powerful and direct flow of information from the sender to the receiver.

The bullet theory graphically suggests that the message is a bullet, fired from the "media gun" into the viewer's "head". With similarly emotive imagery the hypodermic needle model suggests that media messages are injected straight into a passive audience which is immediately influenced by the message. Baran, and Davis (2003) further postulates that "the theory is with the assumption that media is a dangerous means of communicating an idea because the receiver or audience is powerless to resist the impact of the message".

There is no escape from the effect of the message in these models. The population is seen as a sitting duck. People are seen as passive and are seen as having a lot media material "shots" at them. People end up thinking what they are told because there is no other source of information.

The Magic bullet theory is appropriate to this paper because the study looks at how packaged television programmes affects the dressing pattern of youths. Just like a bullet the messages from television influence a very large group of young people directly and uniformly by 'shooting' or 'injecting' them with messages designed to trigger a desired response and this responses is seen in their emulation of such styles/fashions shown in television. Television programmes presenter, actors and actresses styles/fashion is liken to a bullet, fired from the "media gun which is the "television" into the viewer's "head" which represents the youths who absorb such messages. The messages are injected straight into the youths, and this immediately influences them; making them copy and practice what they watch. By implication, this theory holds that as young people watch television programmes they come across

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certain dress pattern that they admire, they quickly adopt it without having any second thought. This means television is so powerful that it can influence people directly without the need of other factors.

The earlier forms of entertainment were accused of influencing the social behaviour of teenagers negatively. Through the development of technology in Mass Communication, some of these forms of entertainment have evolved into television and its programming contents and can be mass produced thereby finding their way in easily accessible and compact form to the living rooms of the audience, mostly teenagers. Subsequently, the development of entertainment on television will be examined from the account of Wilson & Wilson (2009, p. 310-324).

The journey started in the latter part of the 19th century with the development of two kinds of entertainment to meet the demands of the new urban dwellers. The *ballpark* and *vaudeville* helped to fill the growing amount of leisure time workers enjoyed and later transformed into mass media activities. The ballpark brought together crowds of strangers who could experience a sense of community within the big city as they watched a baseball game. Also immigrants were able to shake loose their ethnic ties and become absorbed in the new national game, which was becoming representative of the "American spirit." The green fields and fresh air of the ballpark were a welcome change from the sea of bricks, stone, and eventually asphalt that dominated the city scene. Workers could temporarily escape the routine and dullness of their daily lives by vicariously participating in the competition and accomplishment that baseball games symbolized. Baseball reflected the competitiveness of the work place and the capitalist ethic, as players were bought and sold and were regarded as property. The ballpark also provided a means for spectators to release their frustrations against authority figures: the umpire became a symbol of scorn, and cries of "kill the umpire," accompanied by tossed debris, were frequent.

The vaudeville which was the other popular form of entertainment in the 19th century, took the traditional forms of popular entertainment or folk art, such as ethnic

humour, juggling, dancing, and clown acts, and it was made part of the new mass culture. Vaudeville set the mold for entertainment programmes on the electronic media that eventually displaced it in the 20th century. Radio incorporated the style and humour of vaudeville, and television in turn took over the entertainment format of radio when it developed in the late 1940s and 1950s. The quick cuts and action of modern day television are ultimately based on the conventions of vaudeville entertainment.

TV entertainment started out as a novel idea. The shows consisted of pointing a camera at some action and letting it be transmitted. The early programmes included variety of shows, puppet-comedy shows, stand-up comedians, domestic comedies and game shows. Many of these programmes were carbon copies of radio shows, but with pictures. In fact, popular radio personality Arthur Godfrey merely brought television cameras into his studio to televise his daily radio programme on CBS. Godfrey and the performers on the programme wore headphones, had large microphones blocking part of their faces, and tended to ignore the cameras while concentrating on the radio braodcast. But people watching early television were dazzled to be able to see action and watch their long-time radio stars present familiar sitcoms in their living rooms.

Some of the leading early entertainers identified during the beginning years of television were Milton Berle, Ed Sullivan, Sid Caesar, Imogene Coca, Lucille Ball, Art Carney, Jackie Gleason, Art Linkletter, Arthur Godfrey, Jack Benny, Amos 'n' Andy, ventriloquist Edgar Bergen and his dummy Charlie McCarthy, Bob Hope, Bing Crosby, Red Skelton, the witty comedy team of George Burns and

2.4   Empirical Studies

In a study carried out by Olorunda (2022) which focused on indecent dressing pattern that is common among youth in South-West Nigeria. The ethnography research design was used in this study, the population for this study consisted of all youth in southwest Nigeria. The sample of this study consisted of 20 selected youth in southwest Nigeria. Multistage sampling procedure was adopted by the researcher. The

findings revealed that various forms which include the use of the internet, fading values, and peer influence. The consequence includes rape, prostitution, HIV/AIDs and other venereal diseases/infections, cases of armed robbery, lying, poor school grades, and dropout others. Further research findings revealed that the absence of a dress code has created a high rate of indecent dressing which has also manifested in several forms such as distraction, lack of academic focus, sexual harassment, cultism, loss of integrity, etc.

Also, Oberiri and Kwase (2017) did a study which examined the influence of television programmes on the dressing patterns of youth in Taraba State University, Jalingo. The researcher through the use of Taro Yamane sample size formula arrived at a sample size of 100 and used focus group discussion and quantitative survey for data collection. Findings revealed that television influence young people's behaviour. Also, entertainment/musical programmes are the most preferred and watched programmes by youths. Furthermore, it revealed that youths imitates the hip-hop, makeup and hair styles shown on television programmes than any other form of dressing which makes them most appear indecent. Furthermore, Saodah and Mohd (n.d) conducted a study which determined the impact of television and magazine on fashion and dressing of Malaysian women of various ages. 639 urban Malaysian women were used for data collection. Data gathered were analyzed using SPSS. Descriptive and inferential statistics were employed for the study. Findings revealed that television has an impact on urban Malaysian women's fashion and dressing. Also, magazine use is associated with young adult's fashion and dressing while magazine influence is associated with adolescent's fashion and dressing.

Okeoma (2012) also did a study on home movies influence on pattern of dressing on students of tertiary institutions in Abia state. Survey method was adopted for this study with a sample size of 400. Findings revealed that home movies celebrate African values in their dress patterns. This is in contrast with the obvious practice in Western and foreign movies where the contemporary trend is in the swap of roles

between the male and the female gender as manifested in the swap of dress culture. Also, Sufyan, Muhsin and Saodah (2007) did a study which focused on finding out how different television programs influence family communication among Malaysian urban women. Survey was used to collect data from 639 urban Malaysian women from the Klang Valley. The data was analyzed using T-test and ONEWAY ANOVA in order to find out the specific program that influenced family communication more than others. Findings revealed that Malays, young adults and single women were influenced more by entertainment programs compared to Chinese, Indians, married women and adults. Contemporary television programs' influence is higher than entertainment programs among the Malays. Indians were found to be influenced more by informative programs than Malays and Chinese. However, all respondents were influenced more by informative programs than entertainment and contemporary programs. Television programs' influence on family communication among Malaysian urban women in the present context will actually depend on age, race and marital status.

ProjectClue (n.d) did a similar study which focuses on the influence of foreign television programmes on the behavioural patterns of students in Abia State University. Survey method was adopted for the study with questionnaire as instrument for data collection. A sample size of 110 was arrived at with 100 valid responses used for the analysis. Findings revealed that foreign television programmes influenced the style of dressing of Nigerian youths, dancing styles, fashion and dress patterns and sexual orientation. Also, high exposure to Nigerian youths to foreign television programmes in an unrestricted and unsupervised manner can be linked to the popularity and availability of cable television in almost every home today.

A similar study conducted by Anorue, Obayi, Onyebuchi, Alaekwe, and Etumnu (2022) which examined influence of Big Brother Naija 2019 (Pepper Dem) reality TV show on the social life of undergraduate students of Imo State University, Owerri. The study was anchored on cultivation theory. The researchers adopted survey research

design using questionnaire as instrument of data collection. The total population of the study was 20,000 students. The Taro Yamane's formula was used to arrive at a sample size of 396. A total of 396 copies of questionnaire were distributed to the selected departments in the eleven (11) faculties of the University. The study used the multistage sampling technique in selecting respondents for the study. The findings of this study revealed that BBNaija reality TV show has wide viewership among undergraduate students of Imo State University as 76.2% of the students watch the show in the evenings on daily bases. It also revealed that the students are not negatively influenced by what they watch on the reality show but have been positively influenced, as 72.5% of the students noted that they have been influenced in the areas of living peacefully with their roommates, neighbours and hostel mates. The researchers concluded that undergraduate students of Imo State University are not negatively influenced by BB Naija reality TV show despite their heavy viewership.

CHAPTER THREE
RESEARCH METHODOLOGY

3.1   Introduction

This chapter will be focus on the process of arriving at dependable solution to a problem through a systematic collection of analysis and interpretation of data. It also help so as to carry out the research work effectively.

Therefore, the methodology is very important to the study since its forms the basis which the reader or users will use in evaluating the finding and conclusion.

3.2   Research Design

This study adopted a descriptive survey research design type that seeks to unveil the role of broadcast media in shaping teenagers dressing habit in Nigeria (a case study of youths in Ilorin West Local Government Area). They constituted the target population at total number of one hundred (100) youths. The study is descriptive cross-sectional in which youths in Ilorin West Local Government Area were used to determine the gender differentiation on teenagers dressing habit.

The researcher makes use of well preferred questionnaire on containing simple and unambiguous question for the purpose of selected respondent.

3.3   Population of the Study

The population for this research work comprises of the youths in Ilorin West Local Government Area.

3.4   Sample and Sampling Techniques

The sample size of (100) respondents were randomly selected from Ilorin West Local Government Area of Kwara State. The selection of the youths was done on the basis of the proximiting of researchers' resident to this location.

Thus, making it easier for the researchers' to collect necessary information. The people involved in the study area include both the gender.

3.5   Research Instrument

Questionnaire is the research instrument used in this research to determine the gender differentiation on teenagers dressing habit. A total numbers of one hundred copies of the question were used to gather information from the randomly selected respondents. The questionnaires were divided into two sections: Section "A" contains questions for personal data of the respondents. Section "B" contains fifteen item (15) questions on gender differentiation on teenagers dressing habit.

3.6   Validity of the Instrument

After the research has drawn the questionnaire, they were given necessary correction and amendment.

3.7   Method of data Collection

The respondents shall be interviewed using the questionnaire to generate necessary data which regards to the researcher and shall be explained to all the respondents by researcher and they will be treated in confidence.

3.8   Data Analysis

The instrument will be personally administered by the researcher. The researchers ensure that each item on the questionnaire was carefully read and understand by the respondents, and where necessary, explanation was made so that the responses provided are adequate to the best of their knowledge. The completed questionnaires will be retrieved immediately to ensure adequate submission. Data collected in the study were analyzed using the compare and contrast, the researchers of the responses. The results were presented in chapter four.

CHAPTER FOUR

Data Analysis, Result and Discussion

In this chapter, the results of the study obtained from analysis of data are presented under the following subheadings:

- Interpretation of Demographic Data of Respondents
- Presentation and Analysis of Data
- Discussion of Results

4.1 Interpretation of Demographic Data of Respondents

This section present result of demographic data of the respondents, through the use of frequency counts and percentage, analysis of respondent's variables of age and years of experience were analyzed and are presented below:

SECTION A: PERSONAL DATA

1. Gender: Male (   )   Female (   )

2. Age: 18-24 (   ),   25-35 (   ), 36-50 (   ), 51-60 (   )

3. Religion: Islam (   ),   Christianity (   )

4. Marital Status: Single (   )   Married (   )   Others (   )

4.2 Presentation and Analysis of Data

Question 1: How often do students use social media daily, weekly, etc.?

Item	No. of Respondents	Percentage (%)
Daily	95	95%
Weekly	5	5%
Total	**100**	**100%**

From the above table which shows how often students use social media daily, 95 (95%) of the respondents use social media daily while 5 (5%) of the respondents use social media weekly. This shows that majority of the respondents use social media daily.

Question 2: Which platforms are most frequently used (e.g., Facebook, Instagram, TikTok, X)?

Item	No. of Respondents	Percentage (%)
Facebook	60	60%
Instagram	30	30%
Twitter	10	10%
Total	**100**	**100%**

From the table above, to find out which social media platform do you use regularly, out of 100 respondents 60 (60%) of the respondents use Facebook, 30 (30%) of the respondents use Instagram, while 10 (10%) of the respondents use Twitter. The above table shows that majority of the respondents use Facebook and Instagram more than Twitter (X).

Question 3: How much time do students spend on social media daily, weekly, or monthly?

Item	No. of Respondents	Percentage (%)
Daily	95	95%
Weekly	5	5%
Monthly	0	0%
Total	**100**	**100%**

The table above depict how much time students spend on social media, 95 (95%) of the respondents use social media daily while 5 (5%) of the respondents use and spend much time on social media. This shows that students spend much time on social media daily.

Question 4: What are the primary reasons students use social media (e.g., communication, information, entertainment)?

Item	No. of Respondents	Percentage (%)
Communication	50	50%
Information	20	20%
Entertainment	30	30%
Total	**100**	**100%**

The above table shows the primary reasons students use social media, 50 (50%) of the respondents use social media for communication, 20 (20%) of the respondents use social media for information, while 30 (30%) of the respondents use social media for entertainment purpose. This shows that respondents use social media for communication more than any other purpose/reason.

Question 5: How often do students compare themselves to others online, and how does this impact their self-esteem?

Item	No. of Respondents	Percentage (%)
Strongly Agree	50	50%
Agree	30	30%
Strongly Disagree	20	20%
Disagree	10	10%
Neutral	0	0
Total	**100**	**100%**

The table above shows that majority of the respondents representing 50 (50%) compare themselves to others online, 30 (30%) of the respondents agree that they compare themselves to others online, 20 (20%) of the respondents are strongly disagree with the statement, while 10 (10%) of the respondents disagree with the statement. This shows that majority of the respondents compare themselves to others

Question 6: Do students feel more stressed or anxious due to social media usage?

Item	No. of Respondents	Percentage (%)
Strongly Agree	10	10%
Agree	30	30%
Strongly Disagree	50	50%
Disagree	10	10%
Neutral	0	0
Total	**100**	**100%**

From the above table, it shows that majority of the respondents representing 10 (10%) are strongly agree that they feel more stressed or anxious due to social media usage, 30 (30%) of the respondent agree with the statement, 50 (50%) of the respondents are strongly disagree with the statement, while 10 (10%) of the respondents disagree with the statement. This shows that majority of the respondent do not feel stressed or anxious due to social media usage.

Question 7: Have students experienced cyberbullying, negative comments, or other forms of harassment online?

Item	No. of Respondents	Percentage (%)
Strongly Agree	60	60%
Agree	15	15%
Strongly Disagree	20	205
Disagree	5	5%
Neutral	0	0
Total	**100**	**100%**

The above table shows that majority of the respondents representing 60 (60%) and 15 (15%) are strongly agree and agree respectively that students experienced cyberbullying, negative comments, or other forms of harassment online, while 20 (20%) and 5 (5%) are strongly disagree and disagree respectively with the statement.

This shows that majority of the respondents have experienced cyberbullying, negative comments, or other forms of harassment online.

Question 8: Do students feel isolated or lonely despite their online interactions?

Item	No. of Respondents	Percentage (%)
Strongly Agree	40	40%
Agree	25	25%
Strongly Disagree	30	30%
Disagree	5	5%
Neutral	0	0
Total	**100**	**100%**

From the above table, it shows that majority of the respondents representing 40 (40%) and 25 (25%) are strongly agree and agree respectively with the statement that "Do you feel isolated or lonely despite their online interactions", while 30 (30%) and 5 (5%) are strongly disagree and disagree respectively with the statement. The above table shows that majority of the respondents feel isolated or lonely despite their online interactions.

Question 9: How often do you compare yourself to others online?

Item	No. of Respondents	Percentage (%)
Strongly Agree	50	50%
Agree	30	30%
Strongly Disagree	20	20%
Disagree	10	10%
Neutral	0	0
Total	**100**	**100%**

The table above shows that majority of the respondents representing 50 (50%) compare themselves to others online, 30 (30%) of the respondents agree that they compare themselves to others online, 20 (20%) of the respondents are strongly

disagree with the statement, while 10 (10%) of the respondents disagree with the statement. This shows that majority of the respondents compare themselves to others online.

Question 10: Do you believe that social media can influence mental health positively?

Item	No. of Respondents	Percentage (%)
Strongly Agree	60	60%
Agree	30	30%
Strongly Disagree	8	8%
Disagree	2	2%
Neutral	0	0
Total	**100**	**100%**

The table above reveal that majority of the respondents representing 60 (60%) are strongly agree and agree respectively with the statement that says "Do you believe that social media can influence mental health positively", while 8 (8%) and 2 (2%) are strongly disagree and disagree with the statement respectively. This shows that majority of the respondents agreed and know that social media can influence mental health positively.

Question 11: How informed do you feel about the potential mental health risks associated with social media?

Item	No. of Respondents	Percentage (%)
Strongly Agree	55	55%
Agree	15	15%
Strongly Disagree	25	25%
Disagree	5	5%
Neutral	0	0
Total	**100**	**100%**

The above table reveal that majority of the respondents representing 55 (55%) strongly agree with the statement, 15 (15%) of the respondents agree with the

statement, 25 (25%) of the respondents strongly disagree with the statement, while 5 (5%) of the respondents disagree with the statement. This reveals that respondents are informed about the potential mental health risks associated with social media.

Question 12: Have you ever taken a break from social media for your mental well-being?

Item	No. of Respondents	Percentage (%)
Strongly Agree	30	30%
Agree	10	10%
Strongly Disagree	45	45%
Disagree	15	15%
Neutral	0	0
Total	**100**	**100%**

The table above shows that 30 (30%) and 10 (10%) are strongly agree and disagree respectively that they have taken break from social media for their mental well-being, while 45 (45%) and 15 (15%) are strongly disagree and disagree respectively that they have never taken a break from social media for their mental well-being. This reveals that majority of the respondents has never taken break from social media.

Question 13: How often do you find information or content on social media that you believe is misleading or untrue?

Item	No. of Respondents	Percentage (%)
Strongly Agree	20	20%
Agree	5	5%
Strongly Disagree	65	65%
Disagree	10	10%
Neutral	0	0
Total	**100**	**100%**

From the table above, it reveals that 20 (20%) and 5 (5%) of the respondents are strongly agree and agree respectively that they find information or content on social media that they believe is misleading or untrue, while 65 (65%) and 10 (10%) are strongly disagree and disagree respectively to the statement. This shows that majority of the respondents do not find information or content on social media that is misleading or untrue to them.

4.3   Discussion of Findings

The research question sought to know if home media have Influence on the dress patterns of tertiary institutions. The following inferences can be drawn from available data. Majority of the respondents expose themselves to home media on a regular basis and learn different kind of dress patterns in the media. Dress patterns reflect a people's manifest culture and the media are the dominant carriers of these cultural manifestations. Youths imitate what they see in these media especially the home media medium.

Findings of the study revealed that all the respondents use social for communication and that they do so very often. Findings further revealed that entertainment/musical programmes are the most preferred and watched programmes by the respondents. Which means youths are mostly attracted to entertainment and musical programmes. It is believed that such programmes encapsulates different presenters on different dressing styles and patterns that is why majority of the respondents consented to have watch a dressing pattern that interest them on television programmes.

Exploring the television programmes that affects youths the most the study revealed that entertainment and musical programmes affect youths preference of clothing thereby making them imitate/emulate different presenters/actors way of dressing.

Examining the extent to which the exposure to television programmes influence the dressing pattern of Youths in Ilorin West Local Government, the study

revealed that most of the respondents strongly agreed that youths dressing are mostly influenced by television programmes. This implies that the more youths exposes themselves to different television programmes the more they would likely dress like the presenters on screen. It affects, not only, the knowledge of the audience but also the attitudes such as the desire for products and brand preferences. In contribution, Peters, (1989) asserts that "many studies have shown that TV, to some extent, is very influential on youth clothes shopping behaviour especially for the adolescents and the young adult group" The study revealed that youths imitate the Hip hop/hippies and makeup/hairstyles projected on television programmes than any other form of dressing and the major reasons for that are for fashion and imitating a role model. These findings are related to Hoffner and Buchanan (2005) findings which state that "attractiveness of TV character associated with the rating of female character with their wishful identification could lead to modeling effect in term of the appearance of the women. Therefore, youths are more likely to consciously model their own appearance after the model character. This leads to making TV character appealing as role models to young adults, especially women. This in turn gives an emphasis on the unique connection between audience and the media figures". As youths watch these stations it is discovered that the dressing patterns they see interest most of them but most of the youth do not necessary purchase or make such dresses for themselves.

Also it was revealed that most youths today cannot differentiate between cloths meant for outing and casual wear and this has made them to look indecent. That is imitation of the informal dress pattern projected on different television programmes has made most youths look indecent.

It has also been revealed that youths can be dissuaded from indecent dressing through setting and enforcing strict dressing code in tertiary institutions especially Kwara State Polytechnic, and proper parenting and counseling, uncompromising religious teachings; through regular sermons or preaching as well as counseling, Pastors and Imams should insist on the need for decent dressing.

CHAPTER FIVE

Summary, Conclusion and Recommendation

5.1   Summary of Findings

Several researches on television and films influence on youth, revealed unequivocal evidence that television has influence on youth behavior in both immediate and long-term contexts than any mass media channel. This study focuses on the role of broadcast media in shaping teenagers dressing habit in Nigeria, and changes in attitudes toward dressing as attributed to media (Television). It draws upon a study of youths in Ilorin West Local Government Area that included both quantitative and qualitative components.

5.2   Conclusion

Findings confirm that television do influence young people's behaviors. The evidence is clearest within the most extensively researched domain that television exposure within youths increases the likelihood of physically and verbally aggressive behavior, aggressive thoughts, and aggressive dress patterns which may not go well with our norms and culture. Both qualitative and survey findings highlighted the role of broadcast media in shaping teenagers dressing habit in Nigeria, a large proportion of both young men and women believed that the media had influenced changes in their behavior related to dress pattern. Thus a significant proportion of young people reported that recent changes in their dressing style were prompted by the media (television).

5.3   Recommendation

Therefore, the study recommends that:

(i)   Polytechnic and other tertiary institutions should take the issue of dress code serious, punishing students who are found wanting.

(ii)   Local Television presenters should dress decently at all times and no matter their kind of programmes they should know that they are role models and whatever they do is easily copied by the young ones.

(iii)   NGOs dealing with issues like dress pattern need to sensitize youths about issues of dress pattern.

(iv)   Advertisers need to be censored and stopped from using immoral or indecent images or visuals in their effort to sell their goods or services.

QUESTIONNAIRE

KWARA STATE POLYTECHNIC, ILORIN

DEPARTMENT OF MASS COMMUNICATION

Dear Respondents,

The researcher is a final year student of the above named institution, conducting a research on "The Role of Broadcast Media in Shaping Teenagers Dressing Habit in Nigeria (A Case Study of Youths in Ilorin West Local Government Area)".

This exercise is in fulfillment of the requirement for the award of Higher National Diploma (HND) in Mass Communication Department. Hence the exercise is purely for academic purposes.

I therefore, humbly request you to give your sincere opinion on the issues raised in the attached questionnaire. Any information obtained, I assure you, will be treated with confidentiality.

Thank you.

_____

Olayinka Onaolapo Hassanat

Researcher

GENERAL INSTRUCTIONS

Please check properly the entire alternative answers to each question and tick (√) in the appropriate box that best agrees with your opinion.

SECTION A: PERSONAL DATA

5.   Gender: Male (   )   Female (   )

6.   Age: 18-24 (   ),   25-35 (   ), 36-50 (   ), 51-60 (   )

7.   Religion: Islam (   ),   Christianity (   )

8.   Marital Status: Single (   )   Married (   )   Others (   )

SECTION B: THE ROLE OF BROADCAST MEDIA IN SHAPING TEENAGERS DRESSING HABIT IN NIGERIA (A CASE STUDY OF YOUTHS IN ILORIN WEST LOCAL GOVERNMENT AREA)

Please take note of the key:

SA – Strongly Agreed,   A – Agreed,   SD – Strongly Disagreed,

D – Disagreed,   UD – Undecided

S/N	STATEMENT	SA	A	SD	D	UD
1.	How often do students use social media daily, weekly, etc.?					
2.	Which platforms are most frequently used (e.g., Facebook, Instagram, TikTok, X)?					
3.	How much time do students spend on social media daily, weekly, or monthly?					
4.	What are the primary reasons students use social media (e.g., communication, information, entertainment)?					
5.	How often do students compare themselves to others online, and how does this impact their self-esteem?					
6.	Do students feel more stressed or anxious due to social media usage?					
7.	Have students experienced cyberbullying, negative comments, or other forms of harassment online?					
8.	Do students feel isolated or lonely despite their online interactions?					
9.	Does social media use negatively impact sleep patterns and quality?					
10.	Are students experiencing symptoms of depression or anxiety related to social media use?					
11.	Have students experienced mood changes due to something they viewed online?					
12.	Do students feel addicted to social media or					

	struggle to control their usage?					
13.	Are students aware of the potential mental health risks associated with social media use?					
14.	Have students sought help or support for mental health issues related to social media?					
15.	How often do you think about the impact of social media on your mental health?					
16.	Do you feel more stressed due to social media usage?					
17.	How often do you compare yourself to others online?					
18.	Have you ever experienced cyberbullying or harassment on social media?					
19.	Do you believe that social media can influence mental health positively?					
20.	How informed do you feel about the potential mental health risks associated with social media?					
21.	Have you ever taken a break from social media for your mental well-being?					
22.	How often do you find information or content on social media that you believe is misleading or untrue?					

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