

~~THE EFFECT OF MASS MEDIA IN RURAL AREA ON THE DRESSING HABITS OF NIGERIAN YOUTH~~
Impact of Foreign Television Programme
ON THE DRESSING HABITS OF NIGERIAN YOUTH.
BY

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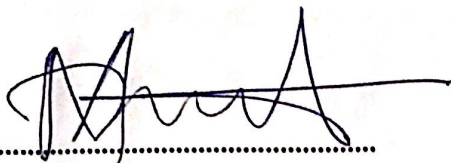
BEING A RESEACH PROJECT SUBMITTED TO THE DEPARTMENT OF
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CERTIFICATION

This is to certify that this project has been read and approved as meeting part of the requirements for the award of National Diploma in Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin



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DEDICATION

I dedicate this project to god Almighty, the source of Wisdoms knowledge, and understanding.

This project is a testament to your faithfulness and your goodness. May it be a reflection of you glory and a trite to your greatness.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

The different definitions giving to dressing are based on the differences in the orientation of the people. The Nigerian traditional dressing habits is observed to be fading out as a result of the acceptance and adaptation of the modernists solution to under development. One of such theories which relates to this subtle method is given by Obi (2005).

In his concept of "empathy" Obi states that the inhabitants of third world nation must learn to empathize with the west for modern transformation of their societies to be possible. Dressing can be therefore be said to be an item of clothing usually worn by people which covers the upper part of the body as well as the whole body. O. A. Agabi and G. O. Aduku (2020) - "Impact of foreign fashion trends on Nigerian youths: A cultivation theory approach". A. A. Agbaje and O. A. Ayodeji (2019) - "Perception and attitude towards Western fashion among Nigerian youths: A cultivation theory perspective". The television programmes especially provides many powerful models for observation learning.

These behaviors that most parents do not want their children to imitate. Studies have shown that average Nigerian children have watched thousands of dramatized murders and countless other acts of violence on television. For many years, psychologists have debated the question of whether watching violence on TV have detrimental effects on children. A number of experiments both inside and outside the laboratory have found evidence that viewing TV violence is related to increases aggression in children and youth. Nigerians are exemplified by trends in Ilorin metropolis where western exports of Television entertainment, information are shown on NTA Ilorin, Kwara Television,. "cartoon network, ESPN – Expanded sports programmes network" channels provided by various satellite transmission operators as DSTV, Multi choice. Music television, euro sports, etc. Have raised Nigerians eyebrows to such western Television programmes, thereby, making them to copy those they watch and try to associate with them, dress like them and even speaks like them. Even our generation that is shown on NTA Ilorin and the youths perspective on Kwara Television are presented by youth and related with music video of foreign origin dominated by rap stars as (late) Tupac, Beyonce, Ashanti, 50-cent. Sean Paul, Kelly Rowland, Celine Dion, etc. It is the researchers belief that TELEVISION especially American television

experts have a strategic "weapon" aimed at overpowering the dressing habit of Nigerian youths.

1.2 STATEMENT OF THE PROBLEM

The influence of foreign television programmes on the dressing habit of Nigerian Youths have been said to be a serious problem facing Nigerians.

Vasan, A (2010) posits that a considerable body of researcher from developed Countries, particularly the US, suggests that the visual media influence a broad range of attitudes and behaviors among young people and may exacerbate risky

practices. Furthermore, it is obvious that students are exposed to foreign films.

This exposure is premised on the effect that students want to learn about other culture as a result, films being a powerful medium of mass communication has influenced several aspects of people's attitude and behavior including choice and taste of dress. Daine (2006) cited by ojetumbi, E.O.O (2014) in his PhD pre-field presentation entitled, influence of foreign movies on cultural practices among undergraduates in selected universities in Nigeria", asserts that, "Student's exposure or lack of exposure to foreign of films influences their beliefs about other cultures". This culture includes the dress mode

depicted in foreign movies. As the clothes we wear is equally part of culture, some of these problems are;

1. Inadequate policy to guild the youths towards foreign television programmes.
2. There is an erosion of the dressing habit.
3. 3. The limitation of foreign dress especially the American dress.
4. 4. The Nigerian youths are faced with brain wash. Therefore, if the above problem are not been taking care of, it will lead to a total destruction of Nigerians dressing habit.

1.3 OBJECTIVES OF THE STUDY

The researcher's objective is to conduct an in depth research on the dressing Habit of the influence of Foreign Television Programmes on the dressing habit of Nigerian youths with an insight to determine its implication to the dressing habit of Nigerian youths are:

- i. To find out whether students do expose themselves more to TV than other media
- ii. To find out whether students prefer foreign TV programmes to locally produced ones.

- iii. To identify whether Nigeria youths identify more with local or foreign television stars as their role model.
- iv. To examine whether the improvement of local Television/Movies industries will improve Nigerian youths preference for local Television product.

1.4 RESEARCH QUESTIONS

- Do students expose themselves more to TV than other media?
- Do students prefer foreign TV programmes to locally produced ones?
- Do Nigerian youths identify more with local or foreign TV stars as their Role model?
- Will improvement of local TV/movies industries improve Nigerian youths preference for local TV product?

1.5 SIGNIFICANCE OF THE STUDY

This research aims to help in possible dilution, domination and finally absorption of the African/Nigeria dressing which until the present has been characterized with good neighborliness, respect for elders, virtuousness, community orientation and collectivism. The work will enable the government and policy makers to put adequate measures in place to check the movement of the foreign Television Programmes into Nigeria.

It will also help to remove the idea of imitating foreign dress or ways of life from Nigeria. The conduct of this research will enable the government to know what role the media can play in the development of a country, and therefore, harness the mass media especially TV in the democratic process and development process in general.

1.5 SCOPE OF STUDY

The scope of this study is to find out how the Foreign Television Programmes affects the dressing habit of youths using Kwara state polytechnic as a case study. Kwara state polytechnic has been noted for a constant influence of foreign Television Programmes on their dressing habits. Hence, the need for choosing the institution as a case study commenced.

The research is going to use questionnaire which will be distributed to students and staffs. Researcher also consulted some textbooks, newspapers which provide or aid in acquiring information pertaining to the study.

1.7 DEFINITIONS OF TERMS

- **Dilution:** the act of having additional knowledge on the dressing habit of Nigerian youth.
- **Programmes:** they are performance of a show or other broadcast on radio or Television.

- Depiction: a life like image of something verbal or visual
- Foreign: a different culture, organization, company or country. The act of belonging to a different culture.
- Brain wash: an effect upon one's memory belief or ideas.
- Vulgar: an inappropriate, uncouth, offensive, popular use of language
- Violence: action intended to cause destruction, pain or suffering.
- Models: a praiseworthy. Example to be copied, with or without modification.
- influence: the power to affect, control or manipulate something or someone, the ability to change the development of fluctuating things such as conduct, thoughts or decisions.

CHAPTER TWO

LITERATURE REVIEW

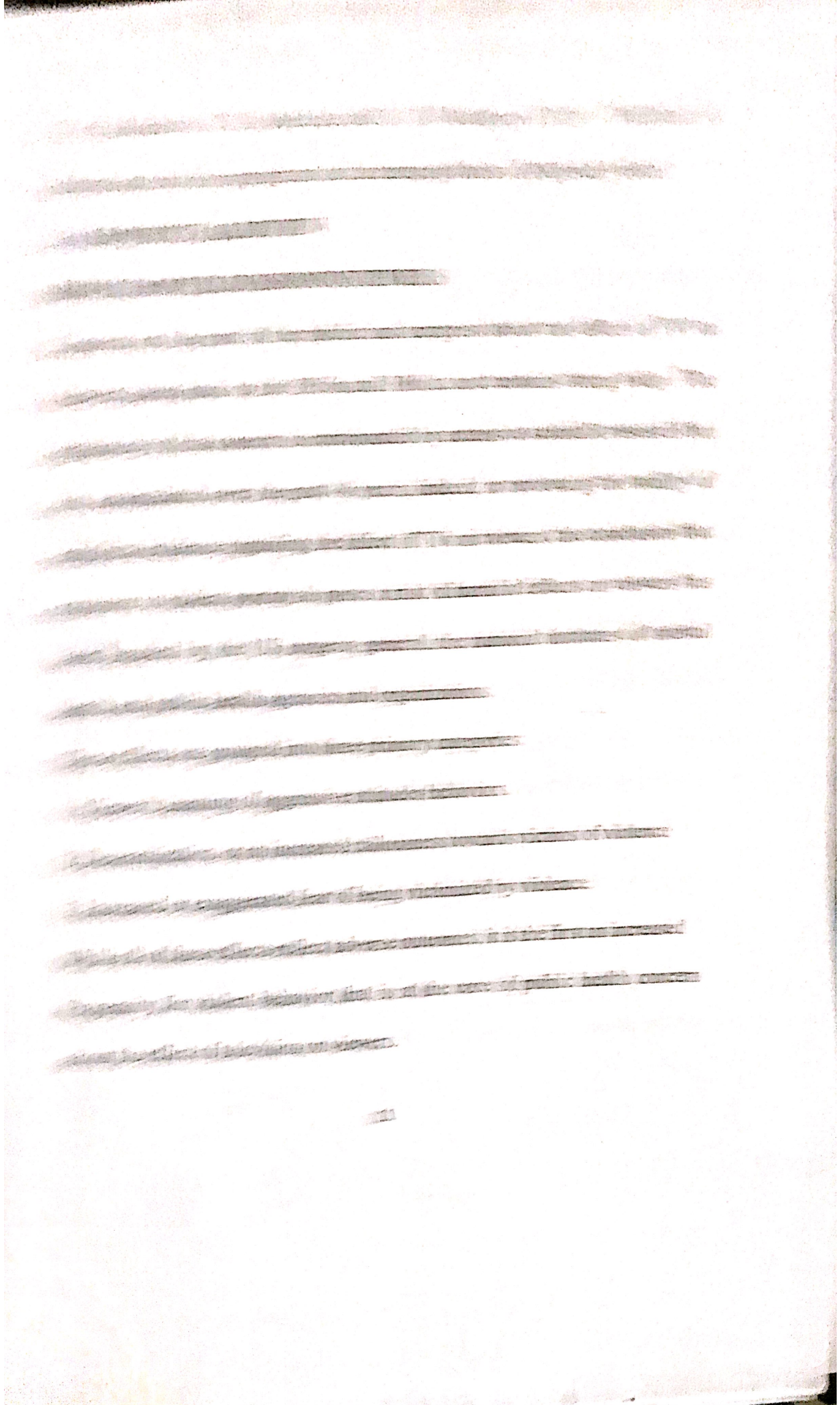
Television as an electronic medium has indubitably transformed the media and its main traditional functions of information, education, entertainment and correlation of the society. There is no gainsaying that today, television has become a part of everyday life which was not so between the 1920s when it was invented and the 1960s when it lost its novelty. As a result of commercialization, the number of TV sets available in homes.

The growth of television globally over the last two decades has been extraordinary. statistics reveal that more than 95 Percent of households in America own at least one TV set and, on an average, television occupies about seven hours a day in those households which translates into 2,400 hours per year – the most consuming activity besides sleep, (Wilson and Wilson, 2001; Dominick, 2005; Vivian, 2009). The medium has been of tremendous influence whether positive or negative as it has changed the way we socialize across all strata in the society. Novak (n. d.). in Vivian (2009:2011), comments that television is “a molder of the soul’ geography: It builds up incrementally a psychic structure of expectations. It does so in much the same way that school lessons slowly, over the years, tutor the unformed mind Und

teach it how to think." Corroborating, Comstock, also in Vivian submits that "Television has become an unavoidable and unremitting factor in shaping what we Are and what we will become (2009)". Walter Lippmann (1921) suggested that the pictures in our head are mainly constructed from the mass media. It was Lippmann's work that was referred to what is now known as "cultivation". Several scholars have studied the influence of foreign television programs on the dressing habits of Nigeria youths. A literature review shows that: In a study conducted by Adegoke and Idiodi (2018), they found that foreign television programs have a significant influence on the dressing habits of Nigeria youths. The study revealed that most youths imitate the dress sense of their favorite foreign celebrities shown on these programs. In a similar study by Ezinne, Azikiwe and Chukwuma (2017), they found that the exposure to foreign television programs has led to a change in dressing habits among Nigerian youths. The study revealed that most of the youths tend to dress in a more westernized manner after watching these programs. Furthermore, a study by Aiyedun (2016) revealed that the dressing habits of Nigeria youths have been heavily influenced by foreign television programs. The study showed that the youths are heavily influenced by popular music videos and reality shows from foreign countries, thus leading to a change in

their dressing style. In a study conducted by Onwe and Ezugwu (2019), they also found that foreign television programs have a significant effect on the dressing habits of Nigerian youths. The study revealed that most Nigerian youths are now dressing in a more revealing manner after being exposed to these programs. In summary, the literature review shows that foreign television programs have a significant influence on the dressing habits of Nigeria youths, leading to a change in their dressing style towards a more westernized and revealing manner. Here are some scholars who have written about the influence of foreign television programs on dressing habits of Nigerian youths:

- O. Adegbonmire and A. Oladayo (2017) - "Influence of foreign television programmes on the dressing habits of Nigerian youths"
- P. E. Agulanna (2015) - "The influence of foreign television programs on the dressing habits of Nigerian youths: A study of students in the University of Nigeria, Nsukka"
- A. Anifowose (2014) - "Foreign television and its impact on the dressing culture of urban Nigerian youths"
- L. O. Oyewole and B. O. Ayodele (2017) - "Impact of foreign television programs on the dressing habits of Nigerian secondary school students"



THE POSITIVE USAGE OF TELEVISION

While many people would believe that watching TV is a mindless and pointless

Waste of time, there are actually many benefits to watching TV. The key to it

Having a positive effect is that it is watched in moderation, as well as enjoying

Other thing, such as outdoor activities. Radio is used for the following:

1. **Relaxation:** After a hard day at work, it can be a good distraction from the days events to watch a TV programme, A calming nature programme can be nice, or if soaps are more your thing, then a half an hour spent watching easterners or coronation street can help unwind.
2. **Brainpower:** Watching quiz shows, especially more intellectual ones such as countdown, can help with keeping mind and brain active. Obviously, watching episode after episode of family fortunes or red or black. Is not going to have the same effect, but watching a quiz show where questions can be answered or puzzles can have a positive effect.
3. **Sources of information:** Television can be a source of useful information, just like the internet. Consumer programmes, or documentaries can open mind to issues that may be affecting and the solution to those issues. Watching the news can be a vital way of

keeping up to date with world issues, and it can be easier after a long day at work to Switch on the TV and watch the news, rather than sit and digest a news paper.

4. **Inspiration:** There are often programmes on TV that can inspire the people watching them to take action, or get involved in something they have seen. This can range from watching a documentary on fostering and adoption for example. which may inspire people to look into doing this themselves, to the huge inspiration that took place across the nation when the London Olympics was staged in 2012. After watching the Olympics people were inspired to take part in sports they had never tried before, and to see the benefits of keeping fit and healthy.

THE NEGATIVE USAGE OF TELEVISION

There are many negative effects / usage of TV, especially in regards to viewers. Besure 1977 said television get less exercise. Obesity is a problem in the united state as it is reaching an all time high. Moreover, viewers receive less socialization and this can be very devastating to a viewer because good socialization skills are crucial in the development of becoming a productive adult.

- i. **TIME:** television also takes away from family time. This is also true for families who eat in front of the television, instead of sitting at the table engaged in conversation, they are focused on what is on television instead.
- ii. **SEX:** sex is everywhere on TV maybe not actually sex, but people acting sand dressing in very sexualized ways. This has made viewers especially kids wanting to be like what they have seen on TV.
- iii. **MATERIALISTIC:** TV makes viewers more materialistic; it makes them want everything that they have seen in commercials. According to Brett, a high school teacher said it's very easy to overuse television as a baby sitter, and then it becomes part of the child socialization. Even with older kids and adults, it is a great "dc-motivator" leading to long days sitting on a couch, often eating while doing nothing to move around. Kind of like sitting in front of a computer typing on message boards, but that's beside the point. It often makes light of violence and sexual themes.

LOCAL TELEVISION VS TELEVISION IN NIGERIA

Televisions are central in provision of ideas and images which the people use in interpreting, understanding great deal of their every day experience.

It had been a long time argument between different people about local television and television. According to Schwartz's view point "people differs so their desire."

ADVANTAGES OF LOCAL TELEVISION

1. **TIME:** time is a factor in which every body works towards to, in local television such as NTA. Time is a factor it works with highest/ longest time news casting is one as well as the local film/movies.
2. **LESSON:** there are lesson learnt in most programmes been displayed that will are mostly understood by the local people.
3. **INDIGENIOUS LANGUAGE:** the language use in disseminating information in some locals station is the indigenous language. Station like Radio Kwara, KWTV, NTA and so on have specific time allocated to the disseminating of information.

DISADVANTAGES OF LOCAL TELEVISION

1. **SEX:** sex is everywhere on TV maybe not actual sex, but people acting and dressing in sexualized ways. Mostly especially in Nollywood movies which is the local movies. This has made viewers especially youths and kids wanting to be like what they have seen on TV.
2. **PREDICATION:** In most local programme predication the beginning of programme is common, that is, it is always easy to determine what the outcome of the programme or movie will be.
3. **QUALITY OF PROGRAMME:** Most local 'TV lack quality which gives room for pirate, there are some programmes in local TV that lack good quality.

ADVANTAGE OF TELEVISION

1. **ANALYSIS: TELEVISION:** Programmes is known for its step by step analysis of programmes. Programmes and movies are always been analyzed to the simplest way or method that always give better understanding
2. **CREATIVITY: "TELEVISION:** Has high uniqueness of creativity, taking USA as an example, there program is always presented in a creative way.

Technologies: Part of the factor that make foreign TV supersede is it use of high technology, foreign countries like American and others have high techniques in which: they use in operating and presenting their programmes in an effective way.

DISADVANTAGES OF TELEVISION

1. **TIME:** Television also takes away from religion time. This is also true for families who cat in front of the television when watching foreign: TV, most of the programmes or movies takes nothing less than two to three hours from the viewers.
2. **VIOLENCE:** people argue that foreign TV cause viewers most especially children to become too use to violence. The kids sees so many violence act on TV
That they think that violence is normal and acceptable. Skornia (2007), reports that in March, 2001, Micheal Lee Camrilb a nineteen-year-old America marine on leave, says that alter watching a horror movie on foreign TV, something came over him which caused him to kill his father, mother and sister with a machete.

3. SEX AND MATERIALISTIC: sex is everywhere on foreign TV maybe not actual sex, but people acting and dressing in very sexualized ways. TV makes viewers more materialistic, it makes them want everything that they have seen in commercials and also has made viewers especially kids wanting to be like what they have seen on TV.

EFFECT OF EXPOSURE TO TELEVISION ON DRESSING HABIT OF NIGERIAN YOUTH.

"It is my view that most foreign American TV programmes in Nigeria have violent contents and thus, contribute to the rise in violence on the Nigerian youths", Vincent Maduka (1984) agrees that Nigerian dressing habits are being eroded by foreign ones. He regrets the fact that there seem not to be any sign of resistance by Nigeria against these foreign invades that make matter worse. the further point out that Nigerians especially youths, adopt foreign value in their ways of dressing, eating, speaking, education and even counting and sex life. There could be no better way to foreign to analyze the effect of exposure to television on dressing habit of Nigeria youths than the one given by Maduka (1984) Nigerian youths have become so materialistic and pleasure loving that they would by jeans, skirts, t- shirts, belt, booties, .ankle boots, pump, hamburger etc rather than

buying books and going to libraries to read. They would go to night parties with short gown and armless dress, sagged trousers and picnics instead of attending lectures and classes. The list is endless but more disturbing is the fact that the students often go to the extent of using their school fees to satisfy these desires of cloth buying.

Nigerians are so carried away with the TV projection of reality that they adopt hair and dressing styles that are nothing but outrageous. While most female's Nigerian youths dress almost naked to school, male youths increasingly wore spot car-rings. They also learn, know and speak American slang's more than English language. These foreign dresses are deemed to be violent and competitive. Harvard law professor (Duncan Kennedy 1993), says the dress of the "wild west" is individualistic, materialistic and philistine, imitation of TV realities of foreign nation by people of the third world nations as Nigeria was acknowledged and attributed to some major reasons by McBride et al (1980).

Some of the reasons include:

1. The continuing and increasingly dependency of developing countries on
Rich industrialized nations for nearly all their communication equipment technology skills and software's.

2. The over whelming in flow of news, TV programmes, films, books and Other cultural materials between developed and undeveloped ones with alien Models and values.

The consequence this trend has for Nigeria and other third world countries Over which the TV hegemony of the west dangles can be measured in terms of the Number of people from Nigeria and other third world countries who perpetually Seeks to emigrate every to the united countries (American) (Western Europe) in Order to experience and realized their impression of foreign dresses formulated Through the TV and construct perception of social reality. That is to give meaning to their projected self image, this stunts real development.

FACTORS INFLUENCING CHOICE OF TELEVISION AMONG NIGERIAN YOUTH

The powerful factors that influenced the choice of television is the effectiveness of media. Media enjoyed acceptance among the generality of Nigerian youths. Schwartz (1988) literally portray the power of TV when he write "good like the media can change the cause of war" the following arc the factors listed that influenced the choice of television among Nigerian youths:

1. A step by step analysis of foreign programs

2. Desperation for quality entertainment
3. Imagination in foreign programmes
4. Creativity in foreign programs
5. Quality of programming
6. Timing in programming
7. Sponsorship of programmes or show
8. Prediction in movies
9. Technologies use in programmes
10. Types of programmes

These are the factors influencing choice of television among Nigerian youths.

2.2 THEORETICAL FRAME WORK

A number of theories come into play in explaining the communication situation

Being questioned by this study. However, the theory of acculturation in association with the cultivation hypothesis gives this study the bases for its existence especially with TV social effects.

ACCULTURATION THEORY

Acculturation involves those changes individuals are willing to make in their effective cognitive identities and interactive behaviors over time as they deals

with life. It occurs through the identification, internalization and subsequent expression of the significant symbols of the "host" or dominant dress of society. As early Walter Lippman (1921), suggested that the pictures in our heads are mainly constructed from the mass media. It was Lippman's (1922) work that was refined to what is now known as "cultivation" or "enculturation" hypothesis. This hypothesis is derived from the dress indicator project of Gerbner (1978) and his colleagues which since 1978 has conducted annual content analysis of us network dramatic TV programmes (message system analysis) and investigated the contribution of those messages for viewers conception of social reality (cultivation analysis).

The basic hypothesis guiding cultivation is that the more time one spent watching TV, the more likely one is to hold conception of reality that are congruent with television most stable and recurrent portrayals of life and society. This is called cultivation because; it is argued that TV messages achieve these effects by virtue of their cumulative, systematic repetition over time. An important corollary of cultivation theory is the notion of "main streaming" which means that television cultivates homogeneity among their divergent groups.

This analysis raised questions that are ideally suited to cross dress comparative research (Morgan 2005) especially in countries with similar media structures but different dressing than exist in USA. Nigeria is' such a case. Therefore, the major theoretical perspective applied in this works the acculturation perspective under which the approaches of cultivation and mainstreaming are subsumed The theory of acculturation deals mainly with physical movement or removal of an individual from ones dressing habit mediated communication context with the mass media and in particular TV. The TV is being considered as major agent in the acculturation process Which takes place regardless of national borders or geographical boundaries (Nwankwo and Onwumechi 2011). The research problems of cross-dressing effects of across national borders has received special attention, studies generally support the view that TV dopes exercise significant influence on domestic, national and international audience. The acculturation effect on attitudes of individual has been discussed in terms of co-native or behavioral effects. (Rohof and Miller 1980) shows a resultant change in attitude as a result of TV viewing. Also, Payne and Calson 1982", found exposure to America TV to be related to more favorable attitudes towards US dressing habit.

CULTIVATION THEORY

Gerbner (2002) hypothesizes that TV cultivates perceptions of reality on the basis of which perception and understand. Society people are therefore influenced into corresponding or acceptable behaviors towards the rest of the society (Garbner et al 1978; Bryant et al 2011) TV cultivates and mainstream viewers. Where mainstreaming is the process by which TV brings various group into the mainstream of values of a dominant dress. Gerbner (1978) also argues that heavy TV viewing within various sub groups develop common outlook which are different from the outlook of lighter viewing. The cultivation hypothesis further posits that contents exert a continuous force on viewers' mind influencing the way they see the world.

The dressing harmony perspective is also useful; Antonia Grimes (2005) explains that two conditions are necessary for the ideological process of dressing hegemony to take place in content and in coercion. The dominants of political, social and economical interest utilize TV as their instrument of domination and seek to secure the consent of the audiences through the legitimate means of TV programmes.

Hall (2007) and Girtin (2008), emphasized the dialectical nature or hegemony

Showing how TV programs represent a method adopted by the dominant classes in Society as "and of which method me quail (2011) call it TV reality. Foreign countries TV news and programming provide the social text and Context for images of cultures, political and economical hegemony. These TV Programmes have been internalized for dressing and material success in Europe and America. The acceptance of general foreign TV programmes therefore.

Represents a consensual acceptance of these alternating image (dressing Dependency). Dressing dependency is expressed in terms of the dressing habit of the audience. The literature speaks eloquently to this issue (the influence of television Programmes on the dressing habit of Nigerian youths). Collar and Thomas 2009 Have established that dressing habit is one of the many identities forms and Manages different people of different mode of dressing communicates. Also, the soap opera in terms of image that tend to encourage mode of dressing, Political cultural and economic hegemony (Thieve 1985, Beltran 1978), are Generally low in art, high in sex and sell (Mc Kemah 1983). Therefore, it is my view that dressing hegemony is a tool for dress accumulation of the foreign habit by the Nigerian youths.

2.3 REVIEW OF RELATED LITERATURE

MOW LANA (1996) remarks: there seems to be almost blind faith in the new Modern and technological solution to problems and a subsequent devaluing of dressing values and ethics, no matter how valuable they have prove to be over countries people are surprisingly quick to project their indigenous mode of dressing and culture values as reactionary, static, irrelevant to their lives. however, some argues that there is meditating factors which limit the influence of countries; such factors are selecting personality and society.

Media violence is ubiquitous and .comes in many forms, television and Film; computer and video games, internet, music and radio and newspaper and Magazines. However, the media that dominates the studies are television, then Computer/Video game and to a lesser degree music. Three types of evidence Support the hypothesis that exposure to media violence is harmful to youths. First There is anecdotes' and case study then correlation studies and third the results of Numerous experiments (Bernstein et al. 2006). However there are the skeptics that Suggest the evidence is not conclusive in anecdotes and case studies, while Correlations don't mean causations and the experiments may not apply beyond the Laboratory (Bernstein et al. 2006).

McQueen (2000:2022), in recent times, the issues of globalization as evident in global mass communication has enhanced information around the world. Yet, it has also brought about increased in equality, individual alienation, cultural, dressing and social tumults. The phenomenon is also seen to be leading to the Replacement of dressing structure, such as the family, religion and the community with ones supposedly more relevant to the modern world. The social setting that influences a youth development, but do not contain the individual, is the ecosystem and the expensive cultural context that defines the child's understanding of the macro system (Jordan 2004). The individual and their family are in the micro system, and the TV is in the ecosystem (Jordan 2004). The Ecosystem connects the family with the individual and the family can offer ideas about violent TV such as discussing the violence. Assessing the influence of foreign television programs on the dressing habits of Nigerian youths. Foreign television programs have undoubtedly influenced Nigerian youths' dressing habits over the years. Recent studies have shown that young Nigerians are increasingly adopting fashion trends from foreign cultures through television programs and the internet. This has led to a significant change in the fashion industry's dynamics, with Nigerian youths embracing more western styles and designs.

However, this shift in fashion trends has not been without its drawbacks. Some scholars have raised concerns over the gradual erosion of Nigerian cultural identity and values as a result of these foreign influences. Nigerian youths appear to be more focused on dressing to impress their peers and gain recognition on social media platforms. It is essential to recognize that foreign television programs have both positive and negative effects on Nigerian youths' dressing habits. While they have exposed Nigerian youths to a diverse range of fashion trends, there is a need to strike a balance between foreign fashion and traditional Nigerian clothing to maintain cultural identity and values.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 INTRODUCTION

This chapter covers the used to address the objective of the study. It focuses on the research design, research population, sample size and techniques, the instrument for data collection, the validity of the instrument and method of data analysis.

3.1 RESEARCH DESIGN

This study was basically surveying research and therefore required the used of survey method of investigation. In this survey research, a questionnaire is designed to gather information relevant to this project topic. The questionnaire has option agreed, strongly agreed, disagreed, strongly disagree and undecided.

3.2 POPULATION OF THE STUDY

Nancy Krieger, (2012) defines population as statistical rather than substantive to rational beings. The population of this study includes the followings students, employed, unemployed, male, female from the age of 18 years and above irrespective of their occupation but with the ability to be able to read and comprehend and residing in Nigeria

3.3 SAMPLE SIZE AND SAMPLE TECHNIQUE

Sample size are the collection of individuals, subject elements and object that a researcher intended to use for their study. Therefore the portion of a population selected for a study is known as sample size. Sample technique that was adopted for the purpose of this research is a total of one hundred (100) respondents from the four cardinal point in Nigeria i.e{ North, East, South and West}. Since the study comprises the entire resident in Nigeria. This researcher adopted random sampling technique.

3.4 RESEARCH INSTRUMENT

The study makes use of primary source of data. With this source, questionnaire was used to gathered data. The questionnaire would be in five points rating scale. Starting from strongly agree (SA), agree (A), and neutral (N), disagree (D) and strongly disagree (SD). The questionnaire was designed in such a way that every questions on the questionnaire was related to the study. Also the result were used to answer the research questions.

3.5 VALIDITY OF THE INSTRUMENT

Since the data collection instrument is (closed ended questionnaire) standard instrument of gathering of data, with will give accurate and unbiased data for

effective and efficient analyze. Therefore, any generalization that may be arrived at will be regarded as accurate and genuine.

3.6 METHOD OF DATA COLLECTION

The data of this research work is collected through the administration of questionnaire, interview and personal observation on respondents in Kwara State Polytechnic. The instruments were used to demographic data and data for specific questions for the study.

3.7 METHOD OF DATA ANALYSIS

For proper analysis of the data gathered for this study descriptive and inferential statistical tools of measuring data were used in analyzing the collected data. The use of these forms of statistical method to test the validity and reliability of data cannot be done without appropriate coding.

The use of table and percentage will be use to analyze the data gathered from each respondents.

CHAPTER FOUR

4.0 PRESENTATION OF DATA ANALYSIS AND INTERPRETATION

The data collected in this study are presented and analyzed to this chapter. The data were collected through the questionnaire administered to elicit the information needed from the various respondents. Some questions contained in the questionnaire are analyzed using percentage for simplicity and clarity.

4.1 PRESENTATION AND ANALYSIS OF DATA

This section aims to analyzed questions in the questionnaire on section A, which are primary o bio data of respondents, the background and material status.

4.1.1 TABLE1. AGE OF RESPONDENTS

VARIABLES	FREQUENCY	PERCENTAGE
15-20years	13	13
21-25years	50	50
26-30years	33	33
31 and above	4	4
TOTAL	100	100

Source: Field survey 2024

Table 1 shows the distribution of respondents based on age as follows: 21-25 years representing (50%) are between age of 21-25 years, 35 respondents representing (38%) are between the ages of 26-30 years while 3 and above representing (12%).

TABLE 1.1 SEX OF RESPONDENTS

Category	FREQUENCY	PERCENTAGE
Male	49	49
Female	51	51
Total	100	100

Source: Field survey, 2024

The above table indicates that large portion of respondents are male which represents 49 (49%) while female respondents are 51 (51%).

TABLE 1.2 MARITAL STATUS, BACKGROUND OF RESPONDENTS

Category	FREQUENCY	PERCENTAGE
Married	68	68
Single	26	26
Divorced	6	6
Total	100	100

Source: Field survey, 2024

The above table, shows that respondents of HND/BSc are 68(68%) OND/NCE respondents are 26(26%) while O'level respondents are 6(6%).

4.1.4 TABLE 4: OCCUOATION OF THE RESPONDENTS

VARIABLES	FREQUENCY	PERCENTAGE
Civil Servant	12	12
Student	67	67
Others	21	21
Total	100	100

Source: Field survey, 2024

TABLE 4, shows the respondents of civil servant who are 12 (12%) respondent of students represent 67(67%) while others respondents are 21 (21%)

4.1.5 TABLE 5, MARITAL STATUS OF RESPONDENTS

VARIABLES	FREQUENCY	PERCENTAGE
SINGLE	62	62
MARRIED	37	37
Other	1	1
TOTAL	100	100

In table 5, respondents that are single are 62 (62%), married respondents are 37 (37%) and others are 1 (1%)

SECTION B

4.1.6 TABLE 6: DO RESPONDENTS WATCH FOREIGN FILM?

VARIABLES	FREQUENCY	PERCENTAGE
Yes	90	90
No	10	10
Total	100	100

Source: Field survey, 2024

The above table shows the respondents Yes and No on watching foreign film. Yes are 90(90%) and No are 10(10%)

4.1.7 TABLE 7: WHICH OF THE CATEGORIES OF FILMS DO RESPONDENTS PREFER TO WATCH?

VARIABLES	FREQUENCY	PERCENTAGE
FOREIGN	30	30
LOCAL	13	13
BOTH	57	57
TOTAL	100	100

Source: Field survey, 2024

In table7, it shows that large portion of respondents are both which foreign represent 30 (30%) while local are 13 (13%) and both are 57 (57%)

4.1.8 TABLE 8: HOW OFTEN DO RESPONDENTS WATCH FOREIGN FILMS

VARIABLES	FREQUENCY	PERCENTAGE
VERY OFTEN	29	29
OFTEN	45	45
RARELY	25	25
NEVER	1	1
TOTAL	100	100

Source: Field survey, 2024

The above table shows how often respondents watch foreign film and the respondent accept very often are 29 (29%), often are 45 (45%), rarely are 25 (25%) while never are 1 (1%)

4.1.9 TABLE 9: HAVE RESPONDENTS GET ATTRACTED TO FOREIGN PROGRAMMES

VARIABLES	FREQUENCY	PERCENTAGE
YES	79	79
NO	21	21
TOTAL	100	100

Source: Field survey, 2024

Table 9 shows that Yes respondents are 79(79%) while No respondents are 21(21%)

4.1.10 TABLE 10: DID RESPONDENTS WATCHED MODE OF DRESSING

VARIABLES	FREQUENCY	PERCENTAGA
YES	86	86
NO	14	14
TOTAL	100	100

Source: Field survey, 2024

Table above shows that Yes respondents are 86 (86%) while No respondents are 14 (14%)

4.1.11 TABLE 11: WHAT TELEVISION PROGRAMMES AFFECT THE DRESSING STYLES OF YOUTHS MOST?

VARIABLES	FREQUENCY	PERCENTAGE
ENTERTAINMENT/MUSICAL	81	81
NEWS PROGRAMME	8	8
DRAMA PROGRAMME	8	8
DISCUSSION PROGRAMME	3	3
OTHER	-	-
TOTAL	100	100

Table 11 shows that the respondents of entertainment/musical are 81 (81%), News Programming respondents are 8 (8%), Drama Programming respondents

are 8 (8%) while Discussion Programming respondents are 3 (3%) and Others are 0 (0%)

4.1.12 TABLE 12: WHICH CATEGORIES OF DRESSING IMITATE THE MOST FROM TELEVISION PROGRAMMES

VARIABLES	FREQUENCY	PERCENTAGE
FOOD/NUTRITION	26	26
HIP POP	41	41
HAIRSTYLE/MAKE UP	19	19
A&B ONLY	3	3
B&C	11	11
TOTAL	100	100

Table 12 shows the response of respondents for Food/Nutrition are 26 (26%), Hip Pop are 41 (41%), Hairstyle/Make Up are 19 (19%) while A&B Only are 3 (3%) while B&C are 11 (11%)

4.1.13 Table 13: Do the movie influence the type of cloth respondents wear

VARIABLES	FREQUENCY	PERCENTAGE
SLIGHTLY	25	25
STRONGLY	30	30
NOT AT ALL	18	18
TOTAL	100	100

Source: Field survey, 2024

From the above table, are respondents for Slightly 25 (25%), Strongly are 30 (30%) while Not At All are 18 (18%)

4.1.14 Table 14: DOES THE DRESSING STYLE ON FOREIGN SYTLE IN FOREIGN FILMS INFLUENCE RESPONDENTS.

VARIABLES	FREQUECY	PERCENTAGE
TO A LARGE EXTENT	20	20
TO SOME EXTENT	41	41
NOT MUCH	27	27
NO	12	12
TOTAL	100	100

In table 14, majority of the respondents indicated that the dressing style on foreign film influence to a large extent 20(20%), 41(41%) of respondents state that the dressing style on foreign film influence to some extent, also 27(27%) of respondents shows that dressing style on foreign film did not influence them much and 12(12%) of respondent state that dressing style on foreign film did not influence them.

4.1.15 Table15: WOULD RESPONDENTS PREFER FOREIGN OR LOCAL DRESSES

VARIABLES	FREQUENCY	PERCENTAGE
FOREIGN	64	64
LOCAL	36	36
TOTAL	100	100

Source: Field survey, 2024

In the table 15 above, it shows the respondents who prefer foreign are 64(64%) while respondents that prefer local dresses are 36(36%)

4.1.16 TABLE 16: DO RESPONDENTS COPY THE MODE OF DRESSING ON FOREIGN FILMS.

VARIABLES	FREQUENCY	PERCENTAGE
YES	73	73
NO	27	27
TOTAL	100	100

The above clearly indicates that majority of respondents copy the mode of dressing on foreign films which respondents 73(73%) while 27(27%) of respondents state that they don't copy the mode of dressing on foreign films.

4.1.17 TABLE 17: WHY DO YOU COPY MODE OF DRESSING ON FOREIGN FILMS

VARIABLES	FREQUENCY	PERCENTAGE
I LOOK GOOD ON THEM	48	48
THEY ARE READILY AVAILABLE	22	22
I JUST FEEL LIKE USING THEM	12	12
OTHER REASON	18	18
TOTAL	100	100

Source: Filed survey, 2024

Result on table 17 shows that 48 (48%) respondent said they copy the mode of dressing on foreign films because they look good on them, 22(22%) of respondents state they copy the dressing because they are readily available, 12(12%) of respondents indicate that they copy the foreign dressing because they just feel like using them while 18(18%) of respondents said tht state other reason(s).

**4.1.18 TABLE 18: FOREIGN DRESS CREATE A SENSITIVE
FORTTRAY THAT IMPRESS AUDIENCE**

VARIABLES	FREQUENCY	PERCENTAGE
STROGNLY AGREED	34	34
AGREED	56	56
NEUTRAL	8	8
DISAGREED	1	1
STRONGLY DISAGREED	1	1
TOTAL	100	100

Source: Field survey, 2024 .

Table 18 indicate that 34(34%) of respondents strongly agreed that foreign dress create a sensitive portray that impress audience, 56(56%) respondents agreed with the view, 8(8%) respondents are neutral, 1(1%) respondents disagreed while 1(1%) respondents strongly disagreed with the view.

4.1.19 TABLE 19: FOREIGN PROGRAMMES WITH SEXUAL CONTENT HAS THE CAPACITY TO INFLUENCE VIEWER PERCEPTION ON DATING

VARIABLES	FREQUENCY	PERCENTAGE
STRONGLY AGREED	38	38
AGREED	56	56
NEUTRAL	4	4
DISAGREED	2	2
STRONGLY DISAGREE	-	-
TOTAL	100	100

According to the above table, respondents that strongly agreed that foreign programmes with social content has the capacity to influence viewers perception on dating represent 38(38%) respondents that agreed to the view represent 56(56%), respondents that neutral in the perception represent 4(4%), 2(2%) represents disagree with the view while 0(0%) respondents strongly disagree with the view.

4.1.20 TABLE 20:REGULAR EXPOSE OF YOUTHS TO WESTERN TV PROGRAMMES MAKE NIGERIAN YOUTHS EMBRACE CULTURAL VALUES AND NEGLET THEIR MOTHER TONGUES.

VARIABLES	FREQUENCY	PERCENTAGE
STRONGLY AGREED	41	41
AGREED	54	54
NEUTRAL	5	5
DISAGREED	-	-
STRONGLY DISAGREED	-	-
TOTAL	100	100

Source: Filed survey, 2024

Table 20 above indicate that respondents that strongly agreed on regular exposure of youth to western TV programmes make Nigerian youths embrace western cultural values and neglect their mother tongue represent 41(41%), respondents that agreed represent 54(54%), Neutral respondents represent 5(5%) disagreed, respondents represents 0(0%) while strongly disagreed respondents represents 0(0%).

4.1.21 TABLE 21: LOCAL TELEVISION CHANNEL HAVE LESS PROGRAMME THT CREATS AWARENEWS OR DRESS PATTERN WWARNING.

VARIABLES	FREQUENCY	PERCENTAGE
STRONGLY AGREED	29	29
AGREED	58	58
NEUTRAL	7	7
DISAGREED	2	2
STRONGLY DISAGREED	4	4
TOTAL	100	100

Table 21 above indicate that respondent who strongly agreed that local television channel have less programme that creates awareness of dress pattern wearing represent 29(29%), those that agreed are 58(58%), neutral respondents are 7(7%), the respondents that disagreed are 2(2%) while those that strongly disagreed represent 4(4%) with the view.

4.1.22 TABLE 22: DRESSING VALUE SHOULD BE BROADCAST TO YOUTH USING BROADCAST CHANNE

VARIABLES	FREQUENCY	PERENTAGE
STRONGLY AGREED	40	40
AGREED	53	53
NEUTRAL	4	4
DISAGREED	2	2
STRONGLY DISAGREED	1	1
TOTAL	100	100

Source: Field survey, 2024 ,

From the above table, respondents that Strongly Agreed are 40(40%), Agree 53 (53%), Neutral 4(4%), Disagree 2 (2%) and Strongly Disagreed 1 (1%) that dressing value should be broadcast to youth using broadcast channel respectively.

4.2 DISCUSSION OF FINDINGS

The influence of foreign television programme on the dressing habit of Nigerian youths, according to our findings, foreign film influence them because they (youth) prefer foreign dresses than local.

Also, according to respondents they clearly indicate that youth copy the mode of dressing in foreign films because they look good on them and they just feel like using them. This is possible because youths get attracted to the dressing pattern on foreign films. Majority of youths confirmed that the type of television programme that affects the dressing style of the youth most is entertainment/musical programme, this shows that youths get addicted to foreign dresses because of their exposure to entertainment programme.

In addition, youths imitate hip hop/Hippies dressing mostly and this happened because of the 21st century we are. Day by day, our youths are neglecting our culture, the mode of dressing, hairstyle, manner of greeting, eating etc and this appreciation goes to the influence of foreign television programmes.

Furthermore, regular exposure of youths to western television programme has makes Nigerian youths embrace western culture values which make them to just neglect their mother tongue alone but also the dressing habit. Meanwhile, youths agreed that foreign programmes with sexual contents has the capacity

to influence viewers perception on dating and if care is not taking, this won't stop on majors alone but minors as well.

In conclusion, in order to curb or prevent or find solution to the influence of foreign television programmes on dressing habit of Nigerian youths dressing value should be broadcast to youth using broadcast programme channel. Also, local television channel have less programme that create awareness of dress pattern warning, meaning that we can bring the mindset of youths towards dressing habit pattern by regular exposure of youths to local television channel promoting our culture, reminding them the value of holding onto ones culture. If these can be done and put into practice, probably we can reassure the future of the new generation towards the dressing habit and the influence of foreign television programme will have less effect on dressing habit of Nigerian youths.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

The study Influence of Television programme on the dressing habit of Nigerian youth a case study of Kwara State Polytechnic, contains and analysis of the broad are as presumed scientific research which have showed that exposure to television programme of foreign countries exercise a powerful influence on the dressing habit of viewers from Nigerian.

In this study, concentration was on Television as the independent variable and dressing habit of Kwara state polytechnic students. The role which television plays in transmission of dressing across national frontiers has been reviewed in this study. This ability of television is a function of its qualities rhetoric, imagery, style and language pervasiveness, dressing consistence, receptiveness which collectively make it highly successful medium that it has become.

The uses and gratification theory have provided ready explanation of why the youth highly associated with the medium which provided them with message and images that they view and accept. The theoretical synthesis taken with the ideological perspective of media hegemony, have shown that

television can be used positively or otherwise to show the manner of dressing, to assimilate or completely destroy. The television was also shown to be a good but not in any way a dominating contributing to the unhealthy desire by Nigerian youths to migrate to foreign country.

5.2 LIMITATION OF THE STUDY

In the course of conducting this research, some obstacles were encountered.

Firstly, fund serve as a limitation, some of the respondents were too busy to grant the researcher audience and fill out he questionnaires.

Also, the study was limited to Kwara State Polytechnic. But despite these problems, the research still managed to gather the required data and analyzed them accordingly without altering the authenticity of the information and the quality of the research work.

5.3 CONCLUSION

The researcher of this research problem has shown that Nigerian youth can confront the problem of Television programmes destroying the dressing habit.

The educators, parents, community leaders, elites should also by this means help the youth confront the undignified and distorted images so prevalent in Television.

Given the number of broadcast houses in existence in Nigerian, the researcher believes the country is ready for broad equipment manufacturing industry. The private and public sector should consider this angle more seriously so as to reduce the total dependence of Nigerian broadcast industry on industrialized journey.

The researcher believes that there a better tomorrow if the above recommendations are followed towards restoring the cultural values of Nigerian youths.

Firstly, the researcher believes that the educators, community leaders, television house (government & private) the censorship board etc can help in further research on this topic in order to solve this destroyable element of our dressing habit and manner.

5.4 RECOMMENDATIONS

With the implication of the findings being clearly put In focus in the preceding chapters it is the researcher's view that no further time should be wasted in apportioning blames to individual or bodies for their roles in the dressing imperialism issues.

The dressing habit domination that does exist in the Nigerian content can only take place within the complicity and social content of dominated dressing (Cuthbert 1985) and Nigerian youths as well as t other audience members seen to offer willing compliance.

However, the following recommendations are put forward by the researcher as means o putting an end to our dressing genocide and communication neocolonialism.

1. The media managers and practitioners as gate keepers must develop a Nigerian dressing inclination and consciousness that will allow for the production of programmes reflecting the Nigerian dressing habit, develop its own television rhetoric and creativity ability.
2. The Nigerian journalist should be aware of his responsibilities towards the community which is the principal way of helping development. As long as the realizes that the conduct of his duty has bearing on mind

what is good for the society, then he will always guard against feeding his audience/viewers with imperialism message.

3. The broadcast houses should create and project an in-house policy requiring that staff must dress decently at least while on air. This will make people especially the youths to identify themselves as Nigerians and not imitators of foreign countries. This recommendation can solve trivial but it will likely go a long way to restoring the dressing habit of Nigerian youth. The efforts of African independent television (AIT) in this respect are highly welcome.
4. A policy should be formulated to ensure that only professionalism take charge of the business of firms and movies productions
5. The level of technology should be improved; the high level of technology that is used in foreign country is great which made Nigerian youth have interest in their television channels; however, the Nigerian television station should improve on their technology so as to revive the interest of the youths.
6. Government should promote television station, the level of generating revenue or income for media houses is mostly through adverts but if government can promote Nigerian television station there will be

enough income in organizing deferent programme that can revive the Nigerian youths.

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APPENDIX

Dear Respondent,

I am student of Mass Communication, Kwara State Polytechnic, Ilorin conducting a research on a topic: **"INFLUENCE OF FOREIGN TELEVISION PROGRAMME ON DRESSING HABITS OF NIGERIAN YOUTHS (A CASE STUDY OF KWARA STATE POLYTECHNIC ILORIN)"**.

The research is meant for educational purpose and not for publication.

Therefore, your sincerity will be really appreciated.

Instruction: please tick (✓) the answer which you consider as most appropriate. The questionnaire will be into two parts. Section A and B.

SECTION A

1. Age of respondent: (a) 15-20years () (b) 21-25years (✓) (c) 26-30years () (d) 31 and above ()
2. Sex of respondent: (a) Male () (b) Female (✓)
3. Educational background of respondent: (a) HND/BSc () (b) OND/NCE (✓) (c) O'Level ()
4. Occupation: (a) Civil Servant () (b) Student (✓) (c) Others ()
5. Marital Status: (a) Single (✓) (b) Married () (c) Other ()

SECTION B

6. Do you watch foreign programmes? (a) Yes (☒) (b) No ()
7. Which of these categories of programmes do you prefer watching? (a) Foreign () (b) Local () (c) Both (☒)
8. How often do you watch foreign programmes? (a) Very often (☒) (b) Often () (c) Rarely () (d) Never ()
9. Do you get attracted to the dressing pattern on foreign programmes? (a) Yes (☒) (b) No ()
10. Have you ever watched a mode of dressing on Television programme that interest you most? (a) Yes (☒) (b) No ()
11. What Television programmes affects the dressing styles of youths most? (a) Entertainment/Musical (☒) (b) News Programme () (c) Drama Programme () (d) Discussion Programme () (e) Others ()
12. Which categories of dressing do you imitate the most from Television Programmes? (a) food/nutrition () (b) Hip pop () (c) Hairstyles/Makeup () (d) A & B only () (e) B&C only (☒)
13. Do the movies influence the types of cloth you wear? (a) Slightly (☒) (b) Strongly () (c) Not at all ()

14. Does the dressing style on foreign programmes influence you? (a) To a large extent () (b) To some extent (✓) (c) Not much () (d) No ()
15. Would you prefer foreign or local dresses? (a) foreign (✓) (b) Local ()
16. Do you cultivate the mode of dressing on foreign programmes? (a) yes () (b) No ()
17. Why do you cultivate the mode of dressing on foreign programmes? (a) look good on them (✓) (b) they are readily available () (c) I just feel like using them () (d) State other reason(s) ()
18. foreign dress create a sensitive portray that impress audience? (a) Strongly agree () (b) Agree (✓) (c) Neutral () (d) Disagree () (e) Strongly Disagree ()
19. Foreign programmes with sexual content has the capacity to influence viewers perception on dating? (a) Strongly Agree () (b) Agree () (c) Neutral (✓) (d) Disagree () (e) Strongly Disagree ()
20. Regular Exposure of Youths to Western TV Programme makes Nigerian Youths embrace Western Cultural values and neglect their mother tongues? (a) Strongly Agree () (b) Agree () (c) Neutral (✓) (d) Strongly Disagree () (e) Disagree ()

21. Local television channel have less programmes that create awareness of dress pattern warning? (a) Strongly Agree () (b) Agree () (c) Neutral (✓) (d) Strongly Disagree () (e) Disagree ()
22. Dressing value should be broadcast to youths using broadcast channel? (a) Strongly Agree () (b) Agree () (c) Neutral (✓) (d) Strongly Disagree () (e) Disagree ()