

Western Entertainment Television Programmes: A Catalyst for Behavioural Tendencies among Students of Babcock and Covenant Universities

Johnson Babafemi Akintayo (PhD)¹, Adegoke Adebola²
Department of Mass Communication, Babcock University

Abstract

Television has been considered a major influencer of its viewers world-wide on a lot of things especially in attitudinal and behavioural capacities. This study probed the influence of Western entertainment television programmes on the behaviour of Nigerian youths. The study was anchored on the Social Learning theory and Cultivation. Using the survey method, and questionnaire as instrument; a total of 300 students from Babcock University, and Covenant University were selected. Findings revealed that Western entertainment television programmes influenced the style of dressing of Nigerian youths (60.7%), sexual behaviour (60.5%) and food habits by (58.7%); that youths exhibit violent behaviours, imitate foreign accent and engage in public display of affection as a result of watching Western entertainment programmes. It was recommended that programme producers should be more creative and original in the production of indigenous programmes, reduce the emphasis placed on body shape, and that parents should help reduce amount of sexual and violent content they expose their wards to at home by having family programmes viewing time.

KEY WORDS: Style of dressing, Sexual behaviour, Food/eating habits, Western entertainment television, Influence.

1. Introduction

The discussion on whether media is responsible for violence or ill actions in the society is one that will thrive for a long time to come. Lodziak (1986) posits that in the past 25 years, there has been a considerable research effort in an attempt to establish the facts about television's power. The debates are on as to whether or not television is responsible for some of the vices in society. According to Karim (2009) some say television's power of audio and visuals has both positive and negative influence on its audience; it draws the attention of the viewers to different ideas and behaviours.

Although arguments have been equally put forward that the media cannot be blamed for these ills, Lodziak (1986) affirms McQuail's position on media that, "if we did not fundamentally believe media to have important long term consequences we could not devote so much time to their study". Since the media has tremendous effects, media researchers and writers have devoted time and resources to critically study it. Therefore, the assumption that television is powerful is widely shared by concerned members of the public and media researchers alike.

Just like any other mass media, television has cultural repercussions on its viewers. The term culture can be defined as the totality of learned, socially transmitted customs, knowledge, material objects and behaviour. Schaefer (2002) cited in Nwegbu, Eze and Asogwa (2011). It can be deduced from this definition that an individual's behaviour is an offshoot of the culture s/he subscribes to.

Behaviour can be defined as the way in which an individual behaves or acts. It is the way an individual conducts herself/himself. It is also the way an individual acts towards people, society or objects. Behaviour may be viewed as bad or good, normal or abnormal according to societal norms. Society will always try to correct bad behaviour and try to bring abnormal behaviour back to normal. UNESCO (2000)

The influence of western television programmes may be seen in the attitudes and behaviour of Nigerian youths and this varies from food habits, to mode of dressing and sexual orientation (Devadas & Ravi, 2013). The U.S culture for example largely values thinness and beauty in women (Baran, 2006). This can be seen in programmes like *Dr 90210* and *Botched* on E- entertainment television. Question is, can these programmes influence the thought process of Nigerian youths to the extent that they become not just conscious of what they look like but even go ahead to become dissatisfied with their body shape.

American made programs are seen practically in every country where television exists and it is believed to exert influential power in various developing countries. There is no doubt that one of the more remarkable phenomena of the 21st century is the widespread diffusion and accompanying popularity of American films and television entertainment programs throughout the world.

(ArticlesNG, 2014)

The widespread penetration of cable and satellite television in Nigeria for example may be a testimonial to the

above statement. The DSTV (Digital Satellite Television) for example has become so popular in Nigeria. With over a hundred channels at viewers disposal, and the transmission of largely foreign programs. This includes films, soap operas, reality television shows, music videos, fashion television and much more. A lot of these programs are of western orientation, behaviour and culture. As a matter of fact, even the indigenous local entertainment channels produce and transmit a huge number of programs that tend towards western ideology of video, pictures and life style. Daily, there is an increasing manifestation of lifestyle and behavioural pattern among Nigerian youths that is largely skewed towards foreign or western culture. For example, the manner of dressing (saggy pants), eating (eatery culture), talk (slangs and widening use of the F word), has become so prevalent that it is difficult not to connect it with the amount of time devoted to programs with foreign orientation they are daily fed to since it did not hail from traditional Nigerian cultures. This research therefore is an attempt find out the possible relationship between the content viewed on television and the gradual spreading of a new culture of living and behaviour that is not just emerging but fast getting entrenched among Nigerian youths.

1.1 Statement of the Problem

In recent times, there has been a huge concern over the Nigerian culture which seems to be taking a downward plunge among the average Nigerian youth. Trends and patterns have emerged in their food habits, mode of dressing and sexual orientation that is not consistent with known Nigerian cultural orientations. Values that are supposed to define and guide the overall behaviour of Nigerian youths are daily being neglected. Since there is no school or subject that teaches the need to discountenance established cultural values, where food, dress and sexuality is concerned, it is not impossible that these changes in attitude and behaviour may be connected with the western television programs that Nigerian youths are exposed to.

According to O'Donnell (2007) television programs reflect a society's values, norms and practices as well as fads, interest and trends. Western television programs largely reflect the western culture through their programs. Fashion TV and Style for example are entertainment stations that deals with fashion and lifestyle in western countries. These stations makes youths increasingly aware of fashion trends and there seems to be the urge to try to keep up with the standards of the westerners. Music and music videos are not excluded, as there are some musical content on Multichoice' DSTV that overtly depict sexual promptings. This can be seen on channels like MTV base, Trace and Sound City.

Languages such as being 'hot and sexy' for example has become new trends among viewers and may have contributed not just to the increased rate of indecent dressing prevalent among students of Nigerian universities, but also their eating pattern and sexual behaviour which are all connected. Although Babcock and Covenant Universities are private Christian institutions where the dress codes are enforced to regulate students' dress behaviour and orientation, the researchers chose these relatively conservative Christian schools in Nigeria to establish whether or not the emerging trend on television programs have any hold on the behaviour of these students. This study will therefore among other things, try to find out if Western entertainment television programmes could be responsible for some of the emerging behavioural and attitudinal patterns among Nigerian youths presented in this paper.

1.2. Research Questions

1. To what extent has western television programs influenced the food habits of Nigerian youths?
2. How does exposure to western television programs influence the mode of dressing of Nigerian youths?
3. In what ways has western television programs shaped the sexual orientation of Nigerian youths?
4. To what extent has western television programs impacted on the behaviours of Nigerian youths?

2.THEORETICAL FRAMEWORK

This paper is anchored on the Social learning theory and Cultivation analysis theory.

2.1 Social Learning Theory

Social learning theory proposed by Bandura argues that observers can acquire symbolic representation of behaviours and this picture provides information on which to base subsequent behaviour. Social learning involves both imitation and identification to explain how people learn through observation. Imitation is the reproduction of observed behaviour. Identification on the other hand is a form of imitation that springs from wanting to be and trying to be like an observed model relative to some characteristics or qualities (Bandura, 1997).

This theory is generally applicable to socializing effects of media and the adoption of various models of action. Therefore it applies to many everyday matters such as clothing, appearance, style, eating and drinking, modes of interaction. (McQuail, 2005)

Harrison and Cantor (1997) cited in Aneto, Onabajo and Osifeso (2008) however applied the social learning theory to examine the role of television in influencing audience members' ideas about thinness and ideal body

shape. The researchers noted that images of thinness and dieting are very common in the mass media and the mass media often provide instances of thin actors being rewarded. They found out that viewers with higher exposure to messages about thinness had a tendency to have a high drive or desire to become thin and dissatisfied with their bodies.

In relation to this study, this theory seems to explain the food /eating habits of Nigerian youths as it relates with the values depicted in western programmes. What is largely portrayed in western television programmes is that thinness is part of beauty. Young girls who are not thin are far more likely to feel ashamed and distressed by the changes in their body and appearance. They can become more insecure and self-aware of the changes that occur. Therefore, many Nigerian youths especially women can become dissatisfied with their body shapes to the extent that they go on starving themselves under the disguise of losing weight just to be skinny like the characters they see on television.

The central argument of the cultivation analysis theory as proposed by Gerbner and his colleagues in Baran & Davis (2003) is that television creates a worldview that although possibly inaccurate, becomes the reality simply because people believe it to be the reality and they base their judgment about the everyday world on that "reality".

McQuail (2005) citing Gerbner (1967) says that television is responsible for a major cultivation and acculturating process according to which people are exposed systematically to a selective view of society on almost every aspect of life, a view which tends to shape their views and beliefs.

2.2 Cultivation Analysis Theory

Cultivation analysis theory simply explains that heavy television viewing distorts people's perception of the world, making it seem like an unrealistic world. (Anaeto, Onabajo and Osifeso, 2008). This means there are certain things or issues presented in the media that though may be unachievable or attainable in the real sense, seem real to viewers. This lends credence to Gerbner's initial postulation of the three Bs stating that television blurs traditional distinctions of people's views, blends their realities into television's mainstream and bends that mainstream to the institutional interests of television and its sponsors.

In relation to this study, Western television programmes have created a reality that places value on thinness as beauty. The audience in this study (which are Nigerian youths) then tend to accept this idea, not that it was imposed on them, but because they believe it to be the reality. This then leads the audience who has accepted this reality portrayed to adopt unhealthy eating practices in order to lose weight, become skinny before finally acknowledging that he/she is beautiful.

3. Literature Review

3.1 Youths and Television

The combination of pictures and sounds that go along with television no doubt make it appealing to the audience. However the extent that this can drive the viewer is what may not be easily ascertainable but may require long and consistent studying.

Schramm (n.d), in Adagun (2013), identified two main classes of reasons why youths watch television. First is escapism, the common reason. Schramm and his colleagues described this as "the passive pleasure of being entertained, living a fantasy, taking part vicariously in thrill play, identifying with exciting and attractive people, getting away from real-life problems, and escaping real-life boredom". The second, but usually passive reason for watching television is the information component that is, the desire to know and understand the world they live in. To further explain this, it is suggested that "the girls say they learn something about how to wear their hair, how to walk and speak how to choose garments for a tall or a short or a plump girl, by observing the well-groomed creatures on TV. Boys on the other hand will also learn "manners and customs and how young men dress".

Lodziak (1986) also suggests that of the time spent on television viewing, approximately 70% of it goes to entertainment programmes, a little over 20% to informational programmes, and about 5% goes to cultural programmes. This is probably because of the constant need to be free and escape from boredom.

Interestingly, studies have revealed that the amount of hours spent viewing television in America has reduced since the 1990s following the various options at the disposal of the youths. According to Brown and Marin (2009), the number of hours spent watching television has decreased among teens since the early 1990s. For example, among eighth grade students, the percentage who watched four or more hours of television on the average weekday declined from 36 percent to 29 percent between 1991 and 2006. During that same period, the percentage watching an hour or less per weekday increased from 20 percent to 29 percent. This may not be unconnected with other forms of media usage that became open for the youths in America, like home and school computer access, internet access, cell phone access.

Beyond escaping from boredom, Nigerian youths today spend a huge amount of time on television viewing which obviously impacts on their behavior and disposition towards life. They may not particularly be able to use

so much off other forms of media even though they may be available due to the cost attached to cell phone and internet usage for example.

3.2 Behavioural Effect of Television

Researchers have proposed three major mechanisms for the behavioural effects of television and according to Moeller (1996); they include imitation, arousal, and dis-inhibition.

1. Imitation:

Imitation, or learning through observation, is a mechanism that was proposed by Albert Bandura's social learning theory. According to this theory, behaviour performed on television is being observed and imitated by the viewers. The 1986 version of the social Learning theory describes imitation as being mediated by a variety of cognitive and motivational processes that determine whether or not modelled behaviour will be actually performed by the observer.

Imitation therefore is dependent on some factors such as whether or not the observer is attending to the model, how well the observer can remember and execute the modelled behaviour, and the incentives and rewards associated with carrying out the modelled behaviour. (Moeller, 1996)

2. Arousal:

Zillman (1982) in Moeller (1996) defines arousal as "a unitary force that energizes or intensifies behaviour that receives direction by independent means" Worthy of particular interest for explaining behavioural effects of television are those arousal processes that are associated with affective and emotional reactions. Zillman refers to this form of arousal as autonomic. Autonomic arousal is usually measured through heart rate (acceleration and deceleration), systolic and diastolic blood pressure, or skin conductance. According to proponents of the arousal theory, television can either elevate or reduce viewers' arousal levels. Research has shown that certain programs, such as comedy, drama, and sports (for some viewers) elevate viewers' arousal levels, whereas nature shows have been shown to decrease viewers' arousal levels (Zillman, 1982) in Moeller (1986). The extent to which a viewer will become aroused by a particular program will depend on the viewer's initial arousal level and how frequently the viewer was exposed to the arousing material (Reifler, Howard, Lipton, Liptzin, & Widmann, 1971) in Moeller (1982). The researchers however suggested that television viewers who have a low level of arousal initially will have much larger reactions to an exciting programme than viewers who are already aroused before they begin to watch the programme.

3. Dis-Inhibition:

The third mechanism that was proposed for the behavioural effects of television is dis-inhibition. This theory is particularly relevant for explaining the impact of television on adults. According to this theory, repeated exposure to socially sanctioned behaviours may increase the probability of viewers to go against the constraints on their actions and to display such sanctioned behaviour. This theory further suggests that television not only influences the acquisition of behaviours, but also may have an effect on whether or not already acquired behaviour patterns will be performed (Moeller, 1982).

Quite often, research affirm that there is a clear correlation between watching television and behavioural practices of the viewer. Although other schools of thought like to aptly refute such claims, it is however becoming increasingly evident that television viewing impact on the viewer and such a viewer is far likely to act or manifest behavioural traits as subconsciously imbibed from programmes viewed. Discussing the influence of media (film and television) on the viewer, Vasani (2010) submitted the following testimonies from their studies on how television can prepare the viewer to act out what is seen on the screen when they experience it first hand:

One young woman explained how watching daily soaps on TV provided her with "useful information" on how to handle a love relationship, support peers in a romantic relationship, and to cope with the problems that she may encounter with her future in-laws:

"It is nice to watch serials. It is very real like our own life. For example, the husband chasing the wife out of the house, quarrels between the daughter-in-law and mother-in-law.... These are things that we see around us... watching this I learn about the kinds of problems I may have to face in my life in the future... and understand how to deal with them.... I get a lot of useful information also. If the story has lovers, you can see how they show their love for each other, how they get married, how they convince their parents. This information is useful to me...." (Young woman, 1st year PUC, in-depth interview)

He equally affirmed that television viewing prompts the viewer to actually act out what they have watched:

Apart from scripts such as those reported above, several young women shared

their desire to imitate the looks and mannerisms of their favourite film characters as these quotes indicate: “I feel like behaving like the film actresses—the way they dress and dance. I like Ramya because of her nice hair. I wish I had that kind of hair. I like to wear make-up like her. She puts on lots of lipstick. I like that...” (Young woman, 2nd year JOC, in-depth interview)

“My friends tell me I look like Suhasini. I want to learn to laugh like her. I plait my hair like her so I look like her.” (Young woman, 2nd year BA, in-depth interview)

“I like her hairstyle—she parts it on one side and the way she keeps pushing her hair back. She acts very well in love films. I would like to have her kind of figure and hairstyle. But I can only desire it but cannot fulfill it. I am short and have curly hair...” (Young woman, 1st year JOC, in-depth interview)

Also, Mangwera, Wadesango and Kurebwa (2013) citing Shirley (1999) stated regarding the influence of television viewing on youthful minds that

... T.V has a great part to play in influencing behavior. According to Shirley (1999), 1 500 T. V. stations operate in the USA. Already the extent of the influence by this form of media is very high. Shirley goes on to say that on average, Americans watch 7 hours of T.V. a day. These people are now addicted to it. As a result, this medium has attracted much attention from parents, educators, social scientists, religious leaders and all those who are concerned with society’s habits and values. This means that all the above mentioned people are concerned with the effects of the T.V.

These shows the tendency of television to influence and impact on behavior of youths. The very fact that Nigerian youths constantly prefer and sit down to watch foreign programmes points to the results in terms of their behavior in society. Mangwera et al further affirmed citing Shirley (1999) that, “T.V. is bound to affect the way people live” because someone who is watching T.V. is not doing other things, for example, farming, going to museum, reading, studying etc, thus affecting the way people live.

Meaning that the more time spent on a particular thing by an individual, the more the tendency to act or behave in that particular way as it becomes the only thing that takes the persons attention.

According to Baya and Mberia (2014) profane lyrics have an impact on youth’s sexual attitude. In a country where parents and schools remain reluctant to discuss sexual topics, adolescents look to the media (television) to find out about the world, in their own language and from their own point of view. They generally accept what they see on the television as real because they have nothing to tell them otherwise.

Although it might not always be correct that watching television can solely be responsible for bad behaviours among viewers, Baya and Mberia submits that this exposure may help shape viewers’ attitudes and expectations about sexual relationships.

3.3 Exposure to Western Values through Television

Watching television programmes originating from or produced by other societies allows the viewer to peep into the food, music, language, religion, and way of life of a particular group of people. It does not take time before views begin to change and cultural values might even become extinct. The concern that Nigerian youths are losing touch with their cultural values and are fast imbibing those that are foreign is not peculiar to Nigeria. In India, this has been a major source of worry as Devadas and Ravi (2013) argues that with the entrance and penetration of cable and satellite television channels increased in India, there was clamour from different corners to regulate the content of television as it posed a threat to local culture. Television became a medium of communication with power impact on students, particularly young adults. They are stimulated by the imaginary world of television.

They further contended that

The influence of western culture can be traced from the attitudes and behaviour of young adults. This varies from food habits to sexual orientation. The emergence of music channels in the line of MTV has created significant changes in youth’s language and their music preferences. Studies point out that the more exposed, more influenced. According to social scientist Anajali Monteiro, (1998)

—TV has contributed to the culture of packaging oneself. This comes in the form of beauty contests constituting national pride, middle class girls coming in to the profession as VJ's modeling being considered respectable....]. Television commercials play role in consumer behaviour and also their culture. This can be seen from the youth's especially college student's attraction towards cell phones, apparels and food items, such as burgers and pizza.

The attitude of the Nigerian youth especially those of young adults (undergraduates) is not far at all from the picture painted of India. There is no doubt that western television programmes and its orientations has influenced Nigerian youth's attitude and behaviour in terms of food habits, sexual orientation and mode of dressing. There is a yearning desire as it were to act, eat, speak and look like the models seen on television. As indicated in the study of Devadas and Ravi (2013), that television has an impact on cultural norms of the youth. The youth are influenced by fashion of Television characters and various cultural events like Valentine's Day, Mother's day, Akshya Tritiya etc so is the case with Nigerian youths.

Dressing

Sociologically, one significant aspect of culture is mode of dressing in different societies. A particular way of dressing reveals the ethnic background of an individual. Hansen in Odunjo (2009) affirms that the different styles of dressing today can be traced to modernization or civilization.

Clothing is part of the human physical appearance and it has social significance. Therefore, because of the social implications of dressing, clothes or clothing may carries different messages. The type of cloth a person wears tells a lot about the person. Below are some of the messages attached to dressing, according to Deepak (2005) in Odunjo (2009).

Masculinity: This type of clothing includes trousers, ties, belts, knickers, heavy fabrics etc.

Femininity: skirts, low necklines, delicate fabrics

Sexual Maturity: Tight clothing, transparent or shiny fabrics, high heels

Immaturity: loose, shapeless clothes, childish prints or patterns

Occupation: Uniform, suits,

Origin: Traditional attires indicating one's country or region

From the above, it can be deduced that various factors influences the style or mode of dressing of an individual depending on the message that individual is trying to pass across. Some people wear certain clothes to gain or attract the attention of the opposite sex. This is very common among youths and young adults. For some, their career influences their dressing. Yinka Davies, a notable personality in the entertainment industry in Nigeria says that her career as a singer has influenced her fashion sense. She is also of the opinion that wearing skimpy clothes is nothing to be ashamed of.

A lot of the clothes that I have are very sexy and sensual with slits. I love wearing miniskirts, I don't care and I don't think there should be any shame in wearing it.

(Punch Newspaper, November 8, 2014)

3.4 Sexual Orientation

All cultures have norms that regulate sexual relations between their members. For example in the past, the cultural belief in Nigeria was that a girl should remain a virgin until she is married. Culture is not the only institution that supports this, religion also does. This does not seem to be the case in western countries. Judging by many television programmes, there is the portrayal of little sensitivity to issues concerning sex and virginity. It seems that once a child turns 18, that child is free to do what s/he likes.

Corroborating this, Onyiengo (2014) citing Ward, (2002) noted that:

Endorsement of gender stereotypes was likely to promote sexual initiation and dissatisfaction with virginity as well as other perceptions regarding normative sexual behaviour.

The Nigerian environment in the past was not traditionally used to public display of affection (kissing, hugging, touching, among others) as is shown in western programmes. However today the story is different as Nigerian youths seem to have adopted this style and public display of affection can be seen in many Nigerian Universities. An experimental study by Greeson and Williams (1986) cited in Onyiengo (2014) established that adolescents who were exposed to music videos containing more sexual references were more likely to approve of premarital sex than adolescents exposed to randomly selected music videos. Other experimental studies show that college students exposed to sexual scenes from prime time television shows were more likely than those who had not to endorse the typical television view of sexuality: that men are sex driven and have trouble being faithful, that dating is a game or recreational sport, that women are sexual objects whose value is based on their physical appearance (Ward, 2002) cited in Onyiengo (2014)

Segrin and Nabi (2002) noted by Baran & Davies (2003) carried out a study to find out the cultivation effects of

television on expectations about marriage and they found out that some genre specific romantic content was associated with some unrealistic expectation. This can be seen in some American films where issues of love and sex are portrayed with unrealistic expectations. The cultural and religious norm that forbids pre-marital sex does not seem to be popular anymore amongst Nigerian youths as young people are exposed early to sexual activities through the media, especially television.

Rishante and Yakubu (2014) citing Earles, Alexander, Johnson, Liverpool & McGhee (2002) in their study of how television impact on young minds and sexual behaviour posits that

The way in which children learn, makes the portrayal of violence, sex, drugs, and alcohol within the media an important contributor to the behaviour of children. Social Learning Theory suggests that children learn by watching, imitating and assimilating. Television may teach positive or negative messages to children about conflict resolution, gender roles, courtship patterns, and sexual gratification. The large quantity of television viewed by youth and the quality of the programming are instrumental in shaping children's attitudes pertaining to methods of conflict resolution, sexual behaviour, drugs and alcohol, and stereotypes of men and women ().

3.5 Food/ Eating Habits

Becker (2004) opines that exposure to some media content enhances the risk for the development of an eating disorder or changes in food habit. She further stated that much of the literature and theory on how cultural context promotes risk for disordered eating and poor body image has emphasized how social pressures to be thin (generated and sustained in large part through media imagery) are internalized, thereby contributing to body dissatisfaction and, ultimately, “disordered eating” in vulnerable individuals (youths). Grogan (2007) cited in Manwaring (2011) defines body image as “a person’s perceptions, thoughts and feelings about his or her body”. She also defines body dissatisfaction as a person’s negative thought and feelings about his or her body arguing further that there is relationship between the portrayal of thinness on television (that it is a commodity that must be purchased in order to gain certain opportunities and be recognized amongst peers) and the desire or efforts made by women to meet up this standard.

Numerous observational and experimental studies have demonstrated and explained the relationship between reported media exposure and changes in body image. One of the studies identified in Becker’s work is that of Harrison and Cantor in 1997. They used the social learning theory to explain this phenomenon. The researchers noted that images of thinness and dieting are very common in the mass media and the mass media often provide instances of thin actors being rewarded (that is, without negative consequences). They found out that viewers with higher exposure to messages about thinness had a tendency to have a high drive or desire to become thin and dissatisfied with their bodies.

4. Methodology

4.1 Research Design

This study employed the descriptive survey design in order to gain insight into the thought process of these university students on the issue of television viewing and its influence on them. It also availed the researchers to probe into the world of the respondents and access their views about western programmes on television. Adopting the probability sampling technique, the simple random sampling technique method was adopted to get the number of schools selected to be surveyed and the number of students from both schools. Using questionnaire to generate data from a total of 300 respondents drawn from both Babcock and Covenant universities. The data collected was subjected to statistical analysis using simple percentage method and the data was represented in frequencies, tables and charts.

4.2 Data Presentation and Analysis

Research Question 1:

To what extent has western television programs influenced the food habits of Nigerian youths?

Table 4.1: Distribution of respondents on the influence of western entertainment television programs on their food habits

S/N	Questions	SA	A	U	D	SD	Total
5	The portrayal of thinness as beauty in western entertainment television programmes makes viewers dissatisfied with their body shape	80 (28.6)	90 (32.1)	10 (3.6)	56 (20.0)	44 (15.7)	280 (100.0)
6	Seeing thin characters on TV creates a desire to be like them	80 (28.6)	90 (32.1)	10 (3.6)	43 (15.4)	57 (20.3)	280 (100.0)
7	Western foods as shown on TV is more preferable to Nigerian food	95 (33.9)	75 (26.8)	24 (8.6)	37 (13.2)	49 (17.5)	280 (100.0)

(Note: SA (Strongly Agree), A (Agree), U (Undecided), D (Disagree), SD (Strongly Disagree))

Results in table 1 revealed that respondents agreed to the researcher's claim, that the portrayal of thinness as beauty in western entertainment television programmes makes viewers dissatisfied with their body shape as represented by 170 (60.7%) responses of the sum total of 80 (28.6 %) and 90 (32.1%). 10 (3.6%) are undecided, while 100 (35.7%), [the sum total of 56 (20.1%) and 44(15.7%)] respondents disagree.

In addition, respondents agreed that seeing thin characters on TV creates a desire to be like them as depicted by 170 (60.7%) of the sum total of 80 (28.1%) and 90 (32.1%) responses, 10 (3.6%) are undecided while 100 (35.7%) disagree [that is, the sum total of 43 (15.4%) and 57 (20.3%) responses].

Also, 170 (60.7%) respondents, [that is, the sum total of 95(33.9%) and 75 (26.8%)] agreed that Western foods as shown on TV is more preferable to Nigerian food, 24 (8.6%) are undecided while 86 (30.7%), [that is, the total of 37(13.2%) and 49(17.5%)] respondents, disagree.

The implication of this statistics is that, the more youths are exposed to media images about body shape and the portrayal of thinness as beauty, the more likely they are to be dissatisfied with their shape and consequently, adopt unhealthy eating practices.

Research question 2.

How does exposure to western television programs influence the mode of dressing of Nigerian youths?

Table 4.2: Distribution of respondents on the influence of western entertainment television programs on their mode of dressing

S/N	Questions	SA	A	U	D	SD	Total
8	Americans dress sense as portrayed in their programmes is very impressive	80 (28.6)	90 (32.1)	10 (3.6)	60 (21.4)	40 (14.3)	280 (100.0)
9	Watching Fashion TV and Style has the capacity to influence the way people dress	95 (33.9)	75 (26.8)	24 (8.6)	42 (15.0)	44 (15.7)	280 (100.0)
10	Watching Fashion TV and Style can lead to indecent manner of dressing	44 (15.7)	56 (20.0)	20 (7.1)	80 (26.6)	80 (26.6)	280 (100.0)
11	Fashion TV can lead viewers to become more fashionable	95 (33.9)	75 (26.8)	24 (8.6)	42 (15.0)	44 (15.7)	280 (100.0)

(Note: SA (Strongly Agree), A (Agree), U (Undecided), D (Disagree), SD (Strongly Disagree))

Findings in table 2 shows that, respondents agree that Americans' dress sense as portrayed in their programmes is very impressive as represented by 170 (60.7%) responses [26.6%+32.1%], 10 (3.6%) are undecided while 100 (35.7%) [21.4%+14.3%] disagree. 170 (60.7%) [33.9%+26.8%] respondents agree that watching Fashion TV and Style has the capacity to influence the way people dress, 10 (3.6%) are undecided while 100 (35.7%) disagree.

In addition, 100 (35.7%) [15.7%+20.0%] respondents agree that watching Fashion TV and Style can lead to indecent manner of dressing, 20 (7.1%) are undecided while 160 (53.2%) [26.6%+26.6%] disagree. And 170 (60.7%) [33.9%+26.8%] respondents agree that Fashion TV can lead viewers to become more fashionable, 24 (8.6%) are undecided while 86 (30.7%) [15.0%+15.7%] disagree. This therefore implies that while fashion TV and Style can influence youth's dress sense and make them more fashionable, it might not necessarily lead to indecent manner of dressing as earlier suspected by the researchers.

Research question 3.

In what ways has western television programs shaped the sexual orientation of Nigerian youths?

Table 4.3: Distribution of Respondents on Western Television programs and their Sexual Orientation

S/N	Questions	SA	A	U	D	SD	Total
12	Foreign programmes with sexual content has the capacity to influence viewers perception on dating	77 (27.5)	98 (35.0)	58 (20.7)	38 (13.6)	9 (3.2)	280 (100.0)
13	Western television Programmes with sexual content has the capacity to influence viewers' sexual life	95 (33.9)	80 (26.6)	44 (15.7)	52 (18.6)	9 (3.2)	280 (100.0)
14	Western Television programs with sexual content can lead viewers to engage in pre-marital sex	95 (33.9)	80 (26.6)	44 (15.7)	52 (18.6)	9 (3.2)	280 (100.0)
15	Western Television programmes with sexual content has the capacity to lead viewers to think of engaging in pre-marital sex	80 (26.6)	90 (32.1)	10 (3.6)	43 (15.4)	57 (20.4)	280 (100.0)
16	Western television programmes can shape viewers perception of sex in a positive way	56 (20.0)	10 (3.6)	80 (26.6)	44 (15.7)	90 (32.1)	280 (100.0)
17	Foreign music and music videos that have sexually explicit content can influence viewers negatively	67 (23.9)	103 (36.8)	10 (3.6)	51 (18.2)	49 (17.5)	280 (100.0)

(Note: SA (Strongly Agree), A (Agree), U (Undecided), D (Disagree), SD (Strongly Disagree))

Data in table 3 revealed that, 175(62.5%) {That is, the total of 77(27.5%) and 98 (35.0%)} respondents agreed to

the researcher's claim that foreign programmes with sexual content has the capacity to influence viewers perception on dating. 58 (20.7%) are undecided, while 47 (16.8%) [That is, the total of 38(13.6%) and 9(3.2%)] disagree. This simply indicates that majority of the respondents claimed that, foreign programmes with sexual content can influence viewers' perception on dating.

175 (60.5%) [The total of 95(33.9%) and 80(26.6%)] respondents agree that Western television programmes with sexual content has the capacity to influence viewers' sexual life, 44 (15.7%) are undecided while 61 (21.8%) [That is, the total of 59(18.6%) and 9(3.2%)] disagree. Implying that respondents attested to the researchers' claim, that Western television programmes with sexual content has the capacity to influence viewers' sexual life as represented by 60.5% answers.

In addition, 8 shows that, respondents agree that Western Television programs with sexual content can lead viewers to engage in pre-marital sex as represented by 175 (60.5%) [33.9%+26.6%] responses, 44 (15.7%) are undecided while 61 (21.8%) [18.6%+3.2%] disagree. Therefore respondents claimed that, Western Television programs with sexual content can lead viewers to engage in pre-marital sex.

170 (58.7%) [26.6%+32.1%] respondents agree Western television programmes with sexual content has the capacity to lead viewers to think of engaging in pre-marital sex, 10 (3.6%) are undecided while 100 (35.7%) [15.4%+20.4%] disagree. Indicating that respondents very much agree that Western television programmes can lead viewers to think of engaging in pre –marital sex.

Furthermore, table 3 shows 66 (23.6%) [The total of 20%+3.6%] respondents agree that, Western television programmes can shape viewers perception of sex in a positive way, 80 (26.6%) are undecided while 134 (47.8%) [15.7%+32.1%] disagree. Indicating, respondents claimed, Western television programmes can shape viewers perception of sex in a negative way.

170 (60.7%) [23.9%+36.8%] respondents agree that foreign music and music videos that have sexually explicit content can influence viewers negatively, 24 (8.6%) are undecided while 100 (35.7%) [18.2%+17.5%] disagree. The implication of the above statistics is that, exposure to sexual content on western entertainment television programmes (whether in music or films) influences the sexuality of youths negatively.

Research question 4.

To what extent has western television programs impacted on the behaviours of Nigerian youths?

Table 4:4 Distribution of respondents on whether Students Exhibit Violent or Aggressive Behaviour, Public Display of Affection and Imitation of Foreign Accent

	No	Perhaps	I don't think so	I think so	Yes
Violent or aggressive behaviour	56 (20.0%)	80 (28.6%)	44 (15.7%)	10 (3.6%)	90 (32.1%)
Public display of affection	9 (3.2%)	38 (13.6%)	58 (20.7%)	98 (35.0%)	77(27.5%)
Imitation of foreign accent	49 (17.5)	51 (18.2%)	10 (3.6%)	103 (36.8%)	67 (23.9%)

Results in table 9 as to whether Nigerian youths exhibit violent or aggressive behaviours as a result of watching western entertainment television programmes, revealed that 56 (20.0%) respondents answered No, 80 (28.6%) answered perhaps, 44 (15.7%) answered I don't think so, and 10 (3.6%) answered I think so while 90 (32.1%) answered Yes. Implying that, respondents claimed Nigerian youths exhibit violent or aggressive behaviours via watching western entertainment television programmes is violent or aggressive as represented by 32.1% responses.

Findings in table 9 as to whether Nigerian youths engage in public display of affection as a result of watching western entertainment television programmes, showed that, 9 (3.2%) respondents answered No, 38 (13.6%) answered perhaps, 58 (20.7%) answered I don't think so, and 98 (35.0%) answered I think so while 77 (27.5%) answered Yes. Indicating that respondents think western television programmes makes viewers engage in public display of affection as represented by 35.0% responses. The Nigerian environment was not used to public display of affection (kissing, hugging, touching, among others) as is shown in western programmes. But Nigerian youths have adopted this style and it is now rampant in Nigerian Universities as noted in the findings in table 10.

Results in table 9 as to whether Nigerian youths imitate foreign accent as a result of watching western entertainment television programmes, revealed that, 49 (17.5%) respondents answered No, 51 (18.2%) answered perhaps, 10 (3.6%) answered I don't think so, and 103 (36.8%) answered I think so while 67 (23.9%) answered Yes. Implying respondents think that Nigerian youth imitate foreign accent after watching western entertainment television programmes as represented by 36.8% responses.

These statistics therefore shows that public display of affection, imitation of foreign accent and violent

behaviours are some of the behaviours youths exhibit as a result of watching Western entertainment television programmes besides from food habits, sexual behaviour and mode of dressing.

Discussion of Findings

Reviewing research question one, on the extent to which Western entertainment television programmes influences the food habit of Nigerian youths; respondents' answers as shown in table 1 summarily revealed that, respondents claimed that the portrayal of thinness as beauty in western entertainment television programmes makes viewers dissatisfied with their body shape; seeing thin characters on TV creates a desire to be like them and that Western foods as shown on TV is more preferable to Nigerian food.

Therefore, this study submits that to a considerable extent (58.7%), Western entertainment television programmes influences not only the food habit of Nigerian youths but the desire to have the same body shape as portrayed in television. Although through cross tabulation of gender and the desire to have the same body shape as portrayed in television, the study revealed that female gender are more susceptible to desiring the same body shape as portrayed in television.

These findings (table 1) corroborates the submission of Becker (2004) that, exposure to some media content enhances the risk for the development of an eating disorder or changes in food habit. Becker found out through various interviews, that there is the existence of some form of social pressure to be thin or skinny and go into dieting which leads the youths and teenagers to adopt unhealthy eating habits or practices thereby leading to excessive weight loss.

However, while western entertainment television programmes asserts some form of social pressure to be skinny, there seems to be also some form of pressure to add weight in some specific parts of the body like the buttocks and hips. Some programmes portray women with large buttocks and hips as "sexy" and "desired" by the men. This on its own can make a skinny girl become self-conscious of her body because of the opposite sex. However, based on the findings above, the pressure to be skinny seems to be more pronounced in the media.

Research question two on how exposure to Western entertainment television programs may influence the mode of dressing of Nigerian youths, shows respondents claims that: Americans dress sense as portrayed in their programmes is very impressive; Fashion TV can lead viewers to become more fashionable; and that watching Fashion TV and Style has the capacity to influence the way people dress but may not necessarily lead to indecent manner of dressing. (See table 2)

Deepak (2005) in Odunjo (2009) opined that, clothing is part of the human physical appearance and it has social significance. Therefore, because of the social implications of dressing, clothes or clothing carries different messages. The type of cloth a person wears tells a lot about the person. A particular way of dressing reveals the ethnic background of an individual and the different styles of dressing today can be traced to modernization or civilization.

According to Davies (2014), a notable personality in the entertainment industry in Nigeria, submits that sexy dresses make her flaunt her feminine charms and as long as she feels good about wearing them, it doesn't matter. Showing therefore that Nigerian youths may also hold opinion that it doesn't matter if it is good or bad, as long as they feel good about it, it is acceptable. However, findings in table 2 as to whether Fashion TV and Style leads to indecent dressing revealed that it doesn't lead to indecent dressing. Implying that those who dress indecently do so not as a result of viewing Western television programmes. This is where the question of right and wrong comes to play, in the sense that each individual irrespective of what they watch or are exposed to still reserve the right to decide what actions to take based on decisions made.

Research question three, on ways Western television programs is shaping the sexual orientation of Nigerian youths; respondents' answers as shown in table 3 revealed, respondents claiming that, Western television programs with sexual content has the capacity to influence viewers' perception on dating, influence sexual life, lead to engaging in pre-marital sex, lead to thinking of engaging in pre-marital sex and shape viewers perception of sex in a negative way

The cultural belief in Nigeria, and the religious stance that a girl should remain a virgin until she is married is here discarded. This does not seem to be the case in western countries. Through their television programmes, there is the portrayal of little sensitivity to issues concerning sex and virginity.

Onyengbo (2014) citing Ward, (2002) supports the above claim that endorsement of gender stereotypes in the media was likely to promote sexual initiation and dissatisfaction with virginity as well as other perceptions regarding normative sexual behaviour.

Exposure to western programmes has become to some extent the teaching classroom for youths who watch television and has led to the adoption of western sexual norms like dating, courting and marriage. Unlike in the past, when dating occurred in stages, that is, from being casual friends, to being friends and getting to know each other well. Today, the exposure to western programs may have introduced a new system (which only takes a few dates and kisses to flag off intimacy in relationships). The former is gradually going into extinction.

An experimental study by Greeson and Williams (1986) cited in Onyengbo (2014) established that adolescents who were exposed to music videos containing more sexual references were more likely to approve of premarital

sex than adolescents exposed to randomly selected music videos. This submission therefore supports the findings in table 3 that music and music videos with sexual content can influence viewers negatively.

Onyiengo in his study to find out the relationship between exposure to sexual content on television and youth perceptions of sexuality, established that youths have access to television and that they spend many hours within the week watching television and that majority of the programmes they watch have sexual content. He found out that the majority of the youth engage in premarital sex and have multiple sexual partners as a result of what they watch on television. Therefore concluding that the more youths have access to television, the more likely they are to come across scenes with sexual content.

Reviewing research question four, on the impact watching western entertainment television programs, may have on Nigerian youth's behaviours; respondents' answers as shown in table 4 revealed that the impact are violent or aggressive behaviour, public display of affection and imitation of foreign accent.

The above affirms the submission of Albert Bandura's social learning theory (1997) which posits that, social learning encompasses both imitation and identification to explain how people learn through observation. Imitation is the reproduction of observed behaviour. Identification on the other hand is a form of imitation that springs from wanting to be and trying to be like an observed model relative to some characteristics or qualities. Bandura argues that observers can acquire symbolic representation of behaviours and this picture provides information on which to base subsequent behaviours.

Huesmann (2007) postulates that exposure to electronic media violence increases the risk of both children and adults behaving aggressively in the long run. This position affirms the findings of this study that youths tend to behave aggressively after watching entertainment programmes with violent content.

5. CONCLUSION

This study has revealed that youths devote their time to watching Western entertainment television programmes because it suits their needs and interests but especially because they might not be able to do beyond what they know. It is the duty of the society especially parents to assist in guiding the youths in their youthful moments regarding what they watch so as to guide their decision making. Baya and Mberias (2014) submits that, parents may be able to reduce the effects of sexual content by watching TV with their teenage children and discussing their own beliefs about sexual issues. There is need for the education of students, parents, media organisations, government and the entire society on the negative effects TV has on adolescents sexual behaviour. This awareness will help in understanding of the problems as it affects the adolescents. Oyero and Oyesomi (2014) corroborates this position in their submission, while citing Abelard's (1999) statement that - "We live in an era where both parents are often working and children have more unsupervised time. It is essential that you make time for children and regularly inform yourself of their day to day experiences, including while they are at school if they attend school"(para4).

When young minds watch television always unguided, they are being exposed to various programme content that influences their mode of dressing, food habits and sexual orientation amongst others. Nigerian (Youths) showed that western entertainment television programmes makes them more fashion conscious, tend towards sexual behaviours (such as engaging in pre-marital sex, rules for dating), and manifest aggressive behaviours, imitation of foreign accent and public display of affection amongst others.

Therefore, youths pay attention to programme content that satisfies their needs and suits their interest, retain largely what they have seen, reproduce or imitate what they see and finally, are motivated to continue the imitated actions or adopted behaviours, affirming that there is a relationship between the content viewed on television and the gradual spreading of a new culture of living and acting that has not just emerged but has fast gotten entrenched among Nigerian youths.

6. RECOMMENDATIONS

From this study, it was observed that Western entertainment television programmes largely influenced the mode of dressing, food habits and sexual orientation of Nigerian youths. The following recommendations are hereby put forward:

1. That television operators and producers need to revamp the culture of creative and original programming on Nigerian television stations as it is obvious if the programmes are interesting, youths will watch and ultimately learn from them.
2. Programme producers of entertainment television stations should also reduce the emphasis placed on body shape because young girls especially tend to absorb what they learn on television since they could be very sensitive when it comes to their body shape.
3. Youths in their bid to imitate the western style of dressing as portrayed in their television programmes should not do so to the detriment of the African/Nigerian styles of dressing. This recommendation is based on the findings that 58.7 % of the youths accept that American's styles of dressing is very impressive and it makes them to be more fashionable.(table 2)
4. Parents have a huge role to play at least by making efforts to regulate or balance the amount of foreign content their children are exposed to since the national Broadcasting Commission (NBC) cannot

regulate who hooks up to digital satellite television. This might help reduce the huge amount of content encouraging unnecessary sexual orientations. Parents here can help bring a reduction in the amount of sexual content in entertainment programmes their wards consume especially on cable televisions, by having family programme viewing time, since it is obvious youths prefer foreign programming to local.

5. Nigerian producers and parents, should be mindful of what they expose youths to on television since they are likely to imitate or play out those contents in real life like mode of dressing, food habits, sexual orientation alone and even risky behaviours such as violence.

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