

The Influence of Home Movies on the Dressing Pattern of Students' at Taraba State University, Jalingo, Nigeria

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Abstract

This research work set out to examine the influence of home movies on the dressing pattern of students of tertiary institutions. The researcher employed simple random sampling to select 152 students from Taraba State University, Jalingo which formed the sample size. Questionnaire and interview were used as the instruments for data collection. Data gathered were presented using tables while frequency counts and simple percentages were used for analysis and interpretation. The research work among many things reveal that virtually everybody watch television and that they do so very often. The study also revealed that youths imitate the hip hop/hippies and makeup/hairstyles projected by home movies than any other form of dressing and the major reasons for that are for fashion and imitating a role model as the study postulates such act makes them look indecent on campus. Reversing this issue, the study recommends that media and film regulatory frameworks must continue to be vigilant in screening contents of home movies so as to ensure the preservation of Nigerian/African cultural values both in the content and costume of these home movies.

Keywords: Home movies, Influence, Students, Dress pattern, Taraba state university, Jalingo.

INTRODUCTION

1.1 Background to the study

The value of home movies as a medium of mass communication is esteemed all over the world. In Nigeria there are over one million audiences of home movies films who are affected in one way or the other, by the subjects treated in Nigerian home movies. These movies portray message that have Influence on the viewers, mostly, their mode of dressing. Movies hold a very special place in the culture of a people. "Movies, like books, are a culturally special medium...an important medium of cultural transmission (Baran, 2009:75). Studies show that movies contribute to socialization and the transmission of culture (Baran, 2009; Daramola, 2007).

In contribution, Aldana (2004:1) submits that: "movies are powerful instrument that can build or destroy a people's culture due to its conversational nature. It also plays a role in the daily lives of men and women in the way they perceive and conceived themselves and in the way they conduct their own lives"

O'Rork (2006) and Wogu (2008) argue that audiences are more likely to emulate models of behavior seen on the media if they expect to receive gratification from emulating another person. Behaviour is influenced not only by personal or live models but by those presented in the mass media". (O' Rork, 2006:72)

Analyses on media Influence continue to show that the media have Influence on the pattern of behaviour of its audience. (Uwakwe, 2010; Okunna, 1999).

Okunna, (1999) opines that because of their special power to affect the way people think, feel and behave, the mass media have been credited with incredible persuasive ability to change attitude and behaviour (pg161). Studies show that, the home movie, *living in bondage*, released in 1992, set the stage for the Nigerian indigenous home movie, popularly known as Nollywood.

This industry has continued to grow and explode to greater proportion such that it has pushed foreign media off the shelves of movie rental shops across Nigeria and other parts of Africa (Uwakwe, 2010). Thus, Nollywood is the household name for Nigerian movie industry and which by definition, means Nigeria's movie industry by Nigerian production team for the Nigerian audience. Against this backdrop, the study seeks to examine the influence of home movies on the dressing pattern of youths with special reference to Taraba State University undergraduate students.

1.2 Statement of the problem

Home movies are veritable tools of mass communication, which cut across national and cultural boundaries with wide and fast distributing networks internationally. Home movies are seen as source of entertainment and education, as well as conduit for promoting Nigerian culture. Thus cultural transmission is a major role of the home movies.

In the face of media imperialism by foreign media and the over shadowing of Nigeria's cultural values and manifests, it becomes important to examine the home movies to ascertain if it is influencing the dressing pattern of Nigerian youths.

An examination of some of the home movies will reveal that they portray nudity while some of the movies portray costumes that reflect the rich Nigerian culture, manifest in her traditional mode of dressing.

Media and cultural researchers have noted that dressing is a manifest reflection of a people's culture.

The Nigerian movie industry suppose to be an active player in promoting the Nigerian culture but what is obtainable is nearly apathetic. The movie industry has deviated from transmitting indigenous culture to foreign culture where nudity, hooliganism, indecent dressing serves as the central themes.

Home movies have both positive and negative influence on youths. Negative influence of home movies are detrimental to Nigerian's cultural objective and values. Positive Influence however, will be such that promotes pride in Nigeria's values and seeks to retain her rich culture as against preference for western pattern of dressing characterized by nudity and indecent dressing. These are the problems or issues for which this research tries to find solutions.

1.3 Research questions

The study examined the following research questions:

- (i) What influence do home movies have on youth dressing pattern?
- (ii) What are the factors responsible for influencing youths?
- (iii) Do home movies have any impact on Nigerian youths?
- (iv) What is the perception of youths about home movies?

LITERATURE REVIEW

2.1 Theoretical studies

The theories relevant to this study are cultivation theory, social cognitive theory, selective exposure, selection attention and retention theory.

Cultivation theory was proposed by Gerbner and his associates in 1976 (Asemah, 2011). The Cultivation theory (sometimes referred to as the cultivation analysis) was used to study whether and how watching television may affect viewers' ideas of what everyday world is like. Cultivation theorists argue that television (movies) have long term Influences which are small, gradual, indirect but cumulative and significant (Baran, 2009).

This theory argues that the mass media cultivate attitudes and values which are already present in a culture: the media maintain and propagate these values amongst members of a culture, thus, binding it together.

Cultivation research looks at the mass media as a socializing agent and investigates whether movie viewers come to believe the movie version of reality the more they watch it. The research contends that movie has small but significant Influence on the attitude, beliefs and judgment of viewers concerning the social world. This theory focuses on "heavy viewers". People who watch a lot of movie are likely to be more affected by the ways in which the world is formed by the media than are individuals who watch less, especially regarding topics of which the viewer has little firsthand experience.

This theorist sees movie as a cultural arm of the established industrial order and as such serves primarily to maintain, stabilize and reinforce rather than to alter, threaten or weaken conventional beliefs and behaviours'. Movie is not a force for change so much as it is a force for stability (Wogu, 2008:91).

This basic assumption of the cultivation analysis is that the more time people spend watching movies, the more their world view will be like those spread by the media. According to this theory, heavy television viewers would tend to take the social reality portrayed by television as the same as real life. If light viewers and heavy viewers were asked questions about any aspect of life constantly portrayed on television, heavy viewers would give television answers to those questions of life, implying that they have adopted the television portrayal of life as reality.

As research has shown, one of the implications of this is that, heavy viewers will tend to over-estimate such matters as the rate of crime and violence in real life and the chances of the viewers becoming a victim of crime. Critics of the cultivation theory insist that many research findings have failed to replicate the theory, others point at the mythological inconsistencies and both external and internal validity as some of the weakness of the theory has stood the test of critical verification over long period of time The relevance of this theory to this study is that home movies provide a platform through which youths imbibe their dressing habits.

From the angle of the social cognitive theory it maintains that that people learn through observation especially through television when applied to mass media. The conceptual roots for social cognitive theory came from Edwin B Holt and Harold Chapman Brown in 1931. Social cognitive theory argues that people model (copy) the behaviour they see and this occurs in two ways: through imitation and identification. Baran, (2009) sees it as imitation- the direct replication of an observed behaviour.

Mass communication theorists who study television impact find value in the idea of identification. Every one admits that people can imitate what they see on television, but not all. Social cognitive theorists demonstrated that imitation and identification are products of three processes: observational learning, inhibitory influences and disinhibitory influences (Baran, 2009).

By observational learning, social cognitive theorists posit that observers can acquire (learn) new

behaviours simply by seeing those behaviours performed.

Inhibitory Influences entail seeing a model, a movie character for example punished for a behavior, reduces the likelihood that the observer will perform that behaviour. In the media we see good Samaritans sued for trying to help someone, and it reduce our willingness to help, in similar situations that behaviour is inhibit by what we have seen (Baran, 2009). Disinhibitory, seeing a model rewarded for inhibited or threatening behaviour, increase the likelihood that the observer will perform that behaviour. This is the complain, against the glorification of crime and drug in movies for instance (Baran, 2009).

This study is also supported by the selective perception theory. The theory dwells on the process through which mass media audience decide to expose themselves to a particular mass media content in preference to another or even one mass media instead of another. The theory was propounded by Hastorf and Cantril 1954. The basic assumption of this theory is that people expose themselves to external stimuli in a selective way. This means that people chose certain types of media content and avoid other types. For instance, a particular audience member of the broadcast media in Nigeria might decide to listen to news on the world services of the BBC than listen to Radio Nigeria news, or a viewing audience in Nigeria might decide to settle for foreign movies than home movies. This selective process is adopted by the audience in their exposure to the media by their active nature which is manifest in their personal taste, need, desire, expectations and judgment.

Selective Exposure

This process dwells on how the audience perceives the media and their contents. Okunna (1999:174) notes that “when people expose themselves to media contents, they tend to interpret such contents to suit their already existing preconceptions or predispositions among other things”. Worthy of note is that, this is based on their contents, because the audience selectively perceives the media and their contents the way they want to see them. In the same vein, broadcast media audience in Nigeria may perceive their local media and the contents as such that pander to sectional and parochial interests or such in which speculative journalism thrives. Needless to say that, the audience would grow skeptical of such media or media contents as truth and accuracy are killed and objectivity reduced to nothingness in them.

Selection attention and retention theory is also adopted to support this study. The theories were propounded by Broadbent, Treisman and Deutsch in 1958. Selective attention is simply the act of focusing on a particular object for a period of time while simultaneously ignoring irrelevant information that is also occurring.

This is the ability of an individual to retain certain messages in his mind while ignoring others. This is influenced by various psychological factors such as choices, values, culture, emotions etc. According to Asemah (2011) the theory assumes that “people remember best and longest those messages that are consistent with their pre-existing attitude and beliefs. People tend to retain messages that are useful to them when they are exposed to a certain medium.

This implies that the mass media audience do not retain everything; they only retain and remember the important details and as such, it becomes difficult for those ones not retain to have any effect on them. Two people cannot have the same interest. The different mass media audiences have their different interest. None of the audience can remember all the messages received either through the electronic or print media. People tend to forget some messages more quickly than others. We remember accurately those messages that are favourable to our self-image than messages that are unfavourable.

While selective attention assumes that people select which information to pay attention to at any given time. The messages that do arrest the attention of the audiences will not have direct effect on them. This explains why film producers use all forms of gimmicks to catch and retain audience’s attention.

According Asemah (2011) “the media are full of competing messages. The process of screening vast amount of information in which one has no interest through mental filters is called selective attention, for example, an adult will be more turned to listening to the news while a child would rather watch cartoons show”. By implication youth who watch home movies could watch them in order to see new trends of fashion projected on the screen via costumes worn by actors and actresses.

2.2 Empirical studies

Saodah, W. & Mohd S. (nd) carried out a study on the impact of television(TV) and magazine on fashion and dressing of Malaysian women of various ages is called for. The objectives of the study are to find out (1) the level of TV and magazine use among Malaysian urban women of various age groups, (2) the level of TV and magazine influence on urban Malaysian women of various age groups, (3) the extent of TV and magazine influence on urban Malaysian women’s fashion and dressing, and (4) the relationship between urban Malaysian women’s fashion and dressing and the use and influence of TV and magazine of various age groups various age groups.

The study was conducted among 639 urban Malaysian women using a survey design. Data were collected using questionnaires and the data were analyzed using SPSS WIN 12. Both descriptive statistics and inferential statistics were employed in the study. Results revealed TV influence has an impact on urban

Malaysian women's fashion and dressing. Magazine use is associated with young adult's fashion and dressing while magazine influence is associated with adolescent's fashion and dressing.

Ezichi (2010) carried out a study to probe the impact which Tv has on the cultural values of the Nigeria youths. It specifically tackles the impact of Tv programmes on Nigeria University students. The research posits that the current trends in cultural behaviour of youths in Nigeria as observed among Caritas student Enugu is significantly associated with their perception of western culture and exposure to western Tv programmes. The assumption that foreign media content has direct powerful effects is shared by optimistic modernization theory. Lerner (1962) Rogers and Schramm (1964) and the later critical perspective of cultural and media imperialism. McPhail (1981), (1984) Gerbuer (1977). The research applies the theory of acculturation along with the culture hypothesis.

Okeoma (2012) carried out a similar study, on the influence of Home Movies on the Dressing Patterns of Students of Tertiary Institutions in Abia state, notes that home movies mediate in the culture of students of tertiary institutions in Abia state especially as it relates to their dressing patterns. Research has shown that, Movies, like books, are important medium of cultural transmission and socialization. Thus, the concern on media Influence has led to the development of different communication theories in an attempt to explain the relationship between communication messages and their Influence on the respondent. The thrust of this work was therefore, to examine the Influence that home movies have on the dressing patterns of students of tertiary institutions in Abia state. The survey research method was adopted, with a sample size of 400. The questionnaire was the research instrument for the collection of data. Findings showed that home movies celebrate African values in their dress patterns. This is in contrast with the obvious practice in Western and foreign movies where the contemporary trend is in the swap of roles between the male and the female gender as manifested in the swap of dress culture. This shows that home movies have influence on the pattern of dressing of students of tertiary institutions.

METHODS

3.1 Design of the study

Nwodu, (2006 p. 2), describes research design as "the structuring of investigation aimed at identifying variables and their relationship, it is used for the purpose of obtaining data to enable the investigator test hypothesis or answer research question by providing procedural outline for conducting research"

However, for the purpose of this study, the researcher employed the survey research design. Survey study typically employ questionnaire and interview to determine the options, attitudes, preferences and perceptions of persons of interest to the researcher (Jen, 2007)

3.2 Area of study

Adepoju (2003), defines area of study as "the geographical location that a researcher seeks to investigate, that is, the area of coverage by a researcher".

This study has Taraba State University, Jalingo as its area of study. Taraba state University Jalingo was established in 2008 by the then Governor of Taraba State, his Excellency Pharmacist Danbaba Danfulani Suntai under the law No. 4.

The University started with four (4) faculties and eighteen departments. In March 2009, a total of five hundred and eighty-two (582) students were admitted into the preliminary studies programme of the University. From this number 356 were admitted into various degree programmes of the institution thereby laying the necessary foundation for the undergraduate programmes proper (Source: www.tsuuniversity.edu.ng, 2016 the registrar's desk)

It is glaring that most of the students in Taraba state University are predominantly youths. For this reason the researcher choose to use the institution as a case study.

This work is concerned with the influence of home movies on youths dressing pattern. The study is mainly concerned with the undergraduate students of Taraba State University, Jalingo. The reason for the selection of this area is as a result of its proximity, and because about 99% of the students of the institution are youths who actively engage in fashion.

3.3 Population of the study

Population of the study according to Ogile (2005: P. 53) "involves a group of persons or aggregate items, things the researcher is interested in getting information from the study". "Population refers to all cases or individuals that fit a certain specification" (Ohaja, 2003). However, the population of this study is the entire students of Taraba State University, Jalingo who are about 5000 (Source: www.tsuj.edu.ng, 2015).

3.4 Sample and sampling technique

A sample is a sub-set of the target population being studied. This sample is necessary owing to the large size of

geographical location, and economic implication. However, the sample must be a true representative of the population hence the researcher must consider their similar characteristic and experience (Jen, 2004:31). Sampling technique refers to the process of selecting part of a population and using it to represent an entire population (Ohaja, 2003). The sample for this study is 152 respondents were randomly selected from Taraba State University Jalingo. The sampling technique that will be adopted for this study is, random sampling technique in which each member of the sample is given an equal chance of being selected.

3.5 Sources of data collection

The sources of data collection means method adopted to obtain data for a study under investigation; this could be primary or secondary source (Hardy, and Bryman, 2004). The sources of data in this study are the primary and secondary sources. The secondary sources involved reviewing books, journals, and other empirical studies related to this study. While the primary source of data involves field survey that is, administering of questionnaire as well as interview in order to elicit responses from the respondents.

3.6 Instrument for data collection

Yates, et-al (2008) see instrument of data collection as “the tools, gadgets used by a researcher for gathering of data which could be primary or secondary”. They further opine that “the instrument makes it easier for a researcher to gather data in the field.”

For the purpose of this study, the researcher used oral interview and questionnaire in order to collect data. Adepoju, (2003) says that “a questionnaire refers to a list of questions or statements designed to generate data in a survey in order to achieve research objective, answer research questions and validate or reject a hypothesis if any”. The researcher is motivated by the fact that the respondents are students who could read, understand and write; hence they would not have much problem with the questionnaire.

3.7 Mode of data collection

“Mode of data collection is the style a researcher adopts to collect data. It involves the processes employed in the collection of data. It is the way and manner in which data is being collected by a researcher” (Ohaja, 2003). The researcher of this work engaged the services of a research assistant to facilitate the process of data collection.

3.8 Method of data presentation and analysis

For the sake of this study, the data collected from the primary source have been analysed using descriptive statistics with reference to devices such as tables, percentages. While the secondary data collected have been analysed through the use of inferential statistics in order to verify whether there is any significant relationship between the influence of home movies and dressing patterns of students of tertiary institutions.

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Data presentation

152 copies of the questionnaires were administered to the respondents and 150 were dully filled and retrieved representing 97% while 2 questionnaires representing 3% were not dully filled and therefore discarded.

Table i Shows respondents' age distribution

Age	Frequency	Percentage (%)
16-20	25	16.7
21-25	50	33.3
26-30	55	36.7
31-35	20	13.3
35 and Above	-	-
Total	150	100

Source: Field survey TSUJ, 2016.

The table above shows that 25, representing (16.7%) respondents were between the ages of 16-20, while 50 representing (33.3%) respondents were between the ages of 21-25. Respondents representing (36.7%) were between the ages of 26-30, 20 respondents (13.3%) fell within 31-35 age range, while 0 respondents representing 0% fell between 35 and above. This shows that the average age range for these students was between 26-30 years.

Table ii: Shows distribution of respondents by gender

Gender	Frequency	Percentage (%)
Male	65	43.3
Female	85	56.6
Total	150	100

Source: Field survey TSUJ, 2016.

The table above shows the gender of respondents. 65 respondents making (43.3%) were male while 85 respondents making (56.6%) were female. This implies that majority of the respondents were female, this could be that female students expose themselves to home movies than their male counterpart.

Table iii: Shows educational background of respondents

Educational background	Frequency	Percentage (%)
Non formal	-	-
Primary	-	-
Secondary	145	97
Tertiary	5	3
Total	150	100

Source: Field survey TSUJ, 2016.

The table above shows the educational background of the respondents. Since the respondents are mostly undergraduate students, 145 representing (97%) consented that they have only secondary school qualification for now and are waiting to earn a degree while 5 making (3%) of the respondents consented to have a tertiary qualification but pursuing another degree. This means that most of the respondents are undergraduate who only have a secondary school certificates.

Table iv: Shows marital status of respondents

Marital status	Frequency	Percentage (%)
Single	145	97
Married	5	3
Widow	-	-
Divorced	-	-
Total	150	100

Source: Field survey TSUJ, 2016.

The table above shows the marital status of respondents. Since the study is targeted at youths, 145 of the respondents making (97%) were single while only 5 making (3%) out of the 150 respondents were married. This means that, an average number of the respondents were single.

Table v: Shows occupation of respondents

Occupation	Frequency	Percentage (%)
Civil servant	-	-
Farming	-	-
Trading	-	-
Student	150	100
Total	150	100

Source: Field survey TSUJ, 2016.

The table above shows the occupation of respondents. All the respondents 150 making 100% consented to be students.

Table vi Do you watch home movies?

Responses	Frequency	Percentage (%)
Yes	145	97
No	5	3
Total	150	100

Source: Field survey TSUJ, 2016.

The Table above shows that 145 making (97%) of the respondents expose themselves to home movies while only 5 making (3%) of the respondents do not.

Table vii: How often do you watch?

Responses	Frequency	Percentage (%)
Seldom	10	7
Regularly	135	90
Undecided	5	3
Total	150	100

Source: Field survey TSUJ, 2016.

The table above shows the frequency at which respondents expose themselves to home movies. 10 respondents making (7%) seldom watch home movies, 135 making (90%) regularly watch home movies while 5 making (3%) of the respondents maintained neutrality.

Table viii- Have you ever watched a mode of dressing in home movies that interests you?

Responses	Frequency	Percentage (%)
Yes	145	97
No	5	3
Total	150	100

Source: Field survey TSUJ, 2016.

The table above shows that, 145 making (97%) of the respondents have watched a mode of dressing in home movies that interest them, while 5 (3%) said they have not watch any dressing in home movies that interest them. This means that most of the respondents get interest on dressing projected on home movies.

Table ix: What are some of the dressing in home movies you have noticed?

Responses	Frequency	Percentage(%)
(a) Corporate/Cocktail	25	17
(b) Hip pop/Hippies	95	63
(c) Hairstyles/Makeup	30	20
Total	150	100

Source: Taraba state University, 2016

The Table above shows the dressing pattern noticed by the respondents.

25 making (17%) of the respondents said they have noticed corporate/cocktail which comprises of suits, skirts and blouses, long frock/gown, shirts, trousers and tie as well as safari jackets, 95 making (63 %) of the respondents said they have noticed the hip pop/hippies which is made up of ass down, spaghetti dress, mini skirt, body hug, sleeveless tops, jeans, jacket and trousers , T- shirts, combat trousers and baggy shorts. Whereas, 30 of the respondents making (20%) said they have noticed the hairstyles/make-up which entails eyes shadows, rouge, rastafarian, rosy chicks, skin cut, waves/jerry curls, afro hairstyles, punk, wigs/attachment earrings/bangles/necklace and hand band. This means that the hip-hop/hippies and the hairstyles/make ups are the most noticed dress style in home movies.

Table x: Do home movies have influence on you?

Response	Frequency	Percentage (%)
Yes	130	87
No	20	13
Total	150	100

Source: Field survey TSUJ, 2016.

The table above shows that 130 of the respondents making (87%) agreed that home movies have influence on them while 20 making (13%) said home movies do not have influence on them. This means that majority of the respondents consented that home movies have influence on them.

Table xi: Are these influences negative or positive?

Response	Frequency	Percentage (%)
Negative	120	80
Positive	20	13
Not sure	10	7
Total	150	100

Source: Field survey TSUJ, 2016.

The table above shows the influence of home movies on the respondents. 120 respondents making (80%) said home movies have negative influence on them, 20 respondents making (13%) said it has positive influence on them, while 10 making (7%) are not sure whether it has positive or negative influence on them.

Table xii: Which categories of home movie’s dressing do youth imitate the most?

Responses	Frequency	Percentage
(a) Corporate/cocktail	25	17
(b) Hip pop/Hippies	95	63
(c) Hairstyles/Makeup	30	20
Total	150	100

Source: Field survey TSUJ, 2016.

The table above shows that 25 respondents making (17%) imitate the corporate/cocktail form of dressing, 95 making (63%) of the respondents imitate the hip pop/hippies, while 30 making (20%) of the respondents imitate the hairstyles/makeup. This implies that students of Taraba state university imitate the hip pop/hippies and the makeup/hairstyles more than any other forms of dressing projected on the screen.

Table xiii: What are the reasons for the preferred dress style?

Responses	Frequency	Percentage%
(a) Imitating role model/ presenters	100	67
(b) Comfort/convenience	5	3
(c) Fashion	20	13
(d) Economic reasons	15	10
(e) Ideological Reasons	-	-
(f) Rank/Status	-	-
(g) Social reasons	10	7
(h) Others specify		
Total	150	100%

Source: Field survey TSUJ, 2016.

The table above seeks to find out from the respondents their reasons for preferred dress style. Majority of them 100 making 67% consented that they imitate dress pattern on home movies in order to imitate role model, 5 making (3%) do so due to comfort and convenience, 15 respondents making (10%) do so for economic reasons whereas 20 making (13%) do so because of fashion. This means that, youths emulate dress pattern on home movies because they want to imitate role model/presenters on screen.

Table xiv Do home movies make you proud of African traditional attires?

Responses	Frequency	Percentage
(a) Strongly agree	15	10
(b) Agree	5	3
(c) Strongly disagree	20	13
(d) Disagree	100	67
(e) Undecided	10	7
Total	150	100

Source: Field survey TSUJ, 2016.

The table above shows that 100 respondents making (67%) disagree that home movies do not usually o make them proud of African attires, 20 making (13%) strongly disagree that that home movies make them proud of African attires, while 15 making (10%) of the respondents, strongly agreed that home movies make them proud of African attires and 5 making (3%) agreed that home movies make them proud of African attires.

Table xv: What are your impressions of these dress patterns as portray by home movies?

Responses	Frequency	Percentage
(a) Decent	25	17
(b) Indecent	95	63
(c) Outrageous	30	20
(d)) Not sure	-	-
Total	150	100

Source: Field survey TSUJ, 2016.

The table above shows that 25 respondents making (17%) agreed that the dress pattern portrayed by home movies are decent, while 95 respondents making (63%) said the dress pattern portrayed by home movies are indecent, 30 respondents making (20%) agreed that home movies dress pattern are outrageous in nature that is, it is full of disgraceful, shameful and despicable dressing.

Table xvi: Home movies have impact on Nigerian youths dressing style and behaviour.

Responses	Frequency	Percentage (%)
(a) Strongly agree	20	13
(b) Agree	100	67
(c) Strongly disagree	15	10
(d) Disagree	10	7
(e) Undecided	5	3
Total	150	100

Source: Field survey TSUJ, 2016.

The table above shows that 100 respondents making (67%) agreed that home movies have impact on Nigerian youths dressing style and behaviour, 20 respondents making (13%) strongly agreed that that home movies have impact on Nigerian youths dressing style and behaviour, 15 respondents making 10% strongly disagreed that home movies have impact on Nigerian youths dressing style and behaviour, 10 making (7%) disagreed that that home movies have impact on Nigerian youths dressing style and behaviour, and 5 making 3% were undecided.

Table xvii What do you think is responsible for the home movies influence?

Response	Frequency	Percentage%
(a) Imitating role model	100	67
(b) Modeling	20	13
(c) Fashion	30	20
(d) Not sure	-	-
Total	150	100%

Source: Field survey TSUJ, 2016.

The table above shows that 100 respondents making (67%) agreed that imitating role model is responsible for the home movies influence, 20 making (13%) of the respondents agreed to modeling is responsible for the home movies influence, while 30 making (20%) agreed to trend in fashion as responsible for the home movies influence. This means that imitating role model and fashion is responsible for the home movies influence.

Table xviii: Foreign media have influence on home movies

Responses	Frequency	Percentage (%)
(a) Strongly agree	100	67
(b) Agree	20	13
(c) Strongly disagree	15	10
(d) Disagree	10	7
(e) Undecided	5	3
Total	150	100

Source: Taraba state University, 2016

The table above shows that 100 respondents making (67%) strongly agreed that foreign media have influence on home movies, 20 making 13% agreed that foreign media have influence on home movies. On the contrary, 15 respondents making 10% strongly disagreed that foreign media have influence on home movies, 10 making (7%) disagreed that foreign media have influence on home movies, while 5 making (3%) maintained neutrality.

Table xiv: Adopting the home movies dressing pattern by students on campus makes them to look.

Responses	Frequency	Percentage
Decent	10	7
Indecent	140	93
Total	150	100

Source: Field survey TSUJ, 2016.

The above ascertained the effect of adopting home movies dress pattern. 10 respondents making (7%) agreed that adopting home movies dressing by students on campus makes them to look decent, while 140 making (93%) of the respondents agreed that adopting home movies dress pattern by students on campus makes them to look indecent. This means that adopting home movies dress pattern by students on campus makes them to look indecent.

Question: Suggest ways in which the negative influence of home movies could be reduced?

Respondents enumerated some ways in which the negative influence of movies could be reduced. These include:

- Setting and enforcing strict dressing code in tertiary institutions especially Taraba state University could reduce the negative influence of home movies.
- Proper parenting and counseling could reduce the dangers of home movies. As far as this crop of

respondents are concern, if parents teach their children the dangers involve in over indulging or watching movies they will eventually know how to tackle the influence home movies exerts on them.

- Uncompromising religious teachings; through regular sermons or preaching as well as counseling, pastors and imams should insist on the need for decent dressing and the dangers in home movies influence.

4.2 Presentation and thematic analysis of interview questions

The interview was conducted among 6 undergraduate students of Taraba state University consisting of 3 males and 3 females. The researcher enquired thoroughly on the influence of home movies on their dressing

The researcher applied collective idea thematic analysis of the respondents, that is, the collective opinion and idea of the respondents.

Question: In your opinion, what influence do home movies have on your dressing pattern?

The respondents collectively agreed that home movies do affect their dressing pattern, in that when they watch a dressing on screen they are moved to go and get such dressing. One of the respondents Miriam Bala a 300 level Mass communication student said “ at times if I watch a dressing on home movies, I get so worried that if I don’t buy such cloths It makes me not feel among.

Another student from sociology 200 level John Justice said “ All his dress pattern are copied from home movies, he buys latest home movies virtually every week and follow the current trend in fashion.

This implies that to a great extent home movies influence the dress pattern of Taraba state University students.

Question: What are the factors responsible for influencing youths?

The interviewees asserted that youths are influenced by what they see day in day out and movies are part of it. According to one of the interviewee Miriam Bala a 300 level Mass communication student movies influence youths so much that they see it as the reality of life. In addition, Trinity Zando a 200 level Economics student said peer pressure is another factor that is responsible for influencing youth, every youth wants to feel among so he or she does things to please his peers. He gave instances whereby ladies wants to imitate their peers by dressing like them and most of the peers watch current dressing on television.

When speaking on the factors responsible for influencing youth Adamu Bala Tukura of 300 level Zoology opined that the greatest factor that influence youth is movies, and that the Nigerian home movies dressing pattern and style has been so cunningly projected which is brainwashing todays youths making them to see such dressing as the best.

As far as Grace Sani of 200 level history is concern the society also is another factor that influences youths, the lawlessness in the society has turned the youth to accept whatever they see as the best thing to do.

Question: In your own opinion, describe how home movies exert impact on you?

The respondents when interviewed collected agreed that home movies exerts impact on them. This is as follows

Miriam Bala 300 level Mass Comm: Home movies make me go for latest trend in fashion as anything I see on home movies I wish to buy and put on.

John Justice 200 level Sociology: Van Vicker is my role model I follow his trend of fashion from his shoes to his cloths.

Amina Bala 300 level Languages and Linguistic said “since I started watching home movies my notion of clothing changed, it made me more materialistic, I sometimes neglect to buy books but in no instance have I ever forgotten to get a new cloths I see in the movie”.

Grace Sani 200 level History: Home movies affect my hairstyles/make up. I follow the new trend of hairstyles from Rihanna hairstyles, Nicky Minaj, Yemi Alade and other new ones shown on home movies.

Adamu Bala Tukura 300 level Zoology: Home movies have changed my behaviour and way I treat people. I believe that home movies project reality of life so I solve my issues base on the way I see actors and actresses do on movies.

Trinity Zando 200 level Economics: Since I started being an addict of home movies I notice a decline on my studies, I prefer to watch several movies than to study and this has eaten deep into my academic activities. Although home movies are fun to watch but it is necessary for one to stay on guard as it shapes both ones personalata and general behaviour.

Question: Suggest ways in which youths can be dissuaded from the negative aspect of home movies that makes them dress indecently?.

The interviewees collectively suggested that formation of campus brigade that is to stand against indecent dressing by sensitizing and promoting good moral values among students as well as making judicious use of the mass media via jingles that promote moral values and the sanctity of sex and produce programs that sample opinions of Nigerians on indecent dressing could go a long way in dissuading youths from the negative aspect of home movies.

As Trinity Zando 200 level Economics pointed out “charity begins at home parents should take time to

teach their wards good morals relating to dressing as embedded in African society. This can be actualized from the manner parents themselves dress and the type of dress they buy for their children. As far as these crops of interviewees are concern parents and guardians should openly frown at indecent dressing projected on television before their children. They should help religious leaders to propagate the sanctity of our bodies by proper dressing.

According to one of the interviewee John Justice programs that sample opinions of Nigerians on indecent dressing should be regularly put in place in addition to debates on the issue by youths in institutions of learning as means of effective sensitization.

4.3 Discussions of findings

Based on the data gathered and analyzed above, most of the respondents as shown in table i and ii respectively fall under the ages of 26-30 and are mostly female.

Since they are all undergraduate students, the study revealed as shown in table iii that most of the respondents are secondary school holders pursuing their degree programme.

Table iv explored the occupational background of the respondents, it revealed that the entire respondents are students. Findings further revealed as shown in table vi that the entire respondents are exposed to television and most of them watch home movies regularly as revealed in table vii. This is related to Hoffner and Buchanan (2005) submission which state that an average child watches 8,000 televised murders and 100,000 acts of violence before finishing elementary school. That number more than doubles by the time he or she reaches age 18. This implies that, youths love watching movies frequently.

Findings also revealed as shown in table viii and ix above that majority of the respondents have watched dress patterns that interest them and that the hip/hop hippies and the makeup/hairstyles are the most noticed dress pattern in home movies by the respondents. This implies that students of Taraba state University fancy the hip/hop hippies and makeup/hairstyles forms of dressing in home movies than any other one.

These findings are related to Saodah, and Mohd (nd) findings which indicate that although youths watch a lot of things on movies, but prefer to notice fashion and dressing and this have more impact on them than any other thing.

From Table x and xi it was revealed that most of the respondents believe that home movies have influence on them, and they were so plain to admit that such influence is negative which makes them to imitate the hip/hop hippies and makeup/hairstyles style of dressing both in campus and outside as the case maybe.

Examining the reasons why students of Taraba state University imitate the hip/hop hippies and makeup/hairstyles in home movies, the study revealed in table xiii that they do so because they are imitating a role model on screen. Other reasons are the trend in fashion. Wogu, (2008) indicates that kids who are exposed to higher levels of violence tend to behave more violently, kids who are exposed to higher levels of sex in media tend to become sexually active earlier in life than peers with less exposure. Because they are seeing people close to their own age behaving a certain way on these movie themes, they tend to accept that that's normative behaviour." Therefore when teenagers and young adults see such behaviour held out in movies as the norm, it distorts their perceptions of what's acceptable. It sends a message to the next generation that "this is what I have to do; this is what is expected of me when I get to school or the business world

As the study revealed in table xiv above, most of the respondents do not agree that home movies make them proud of African culture because most of the dressing portrayed are full of indecency which is eroding the cultural values as well as brainwashing the youths into thinking that it is the best thing to do. Okeoma (2002) in his study on the influence of home movies on the dressing patterns of students of tertiary institutions in Abia state found out that home movies celebrate African values in their dress patterns.

Most of the respondents concurred that home movies have impact on Nigerian youths as seen in table xvi above. Findings further revealed in table xviii that foreign movies influences home movies, they believe that home movies content are foreign based as such it contributes in eroding our cultural values and heritage. Bello (nd) in his study found out that western films exert great impact on Nigerian home movies and teenager's at large, thereby creating cultural gap to the native cultures.

The study revealed in table xiv above that adopting home movies pattern of dressing makes students appear indecent on campus.

Ascertaining ways in which such issues can be reverse, the study revealed that proper parenting and counseling could reduce the dangers of home movies influence on youth as well as uncompromising religious teachings; through regular sermons or preaching as well as counseling, pastors and imams should insist on the need for decent dressing and the dangers in home movies influence.

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This research work set out to assess the influence of home movies on the dressing pattern of students of tertiary

institution. The Nigerian movie industry suppose to be an active player in promoting the Nigerian culture but what is obtainable is nearly apathetic. The movie industry has deviated from transmitting indigenous culture to foreign culture where nudity, hooliganism, indecent dressing serves as the central themes.

The value of home movies as a medium of mass communication is esteemed all over the world. In Nigeria there are over one million audiences of home movies films who are affected in one way or the other, by the subjects treated in Nigerian home movies. These movies portray message that have Influence on the viewers, mostly, their mode of dressing

Dress patterns reflect a people's manifest culture and the media are the dominant carriers of these cultural manifestations. Youths, especially of impressionable age range, 21-25, who constitute the population in Taraba State University, Jalingo imitate what they see in these media especially the home movies medium.

Home movies have influence on the dress patterns of these students, is not in doubt as this study has shown, but of concern is the fact that could these influences be harmful or positive? If they try to erode Nigerian cultural values and replace them with foreign or Western values which in the most part, are antithetical to African cultural values as expressed in the decency and simplicity of their dress patterns, they are negative. If they reinforce African values, they are positive.

The responses revealed that home movies do not celebrate African values in their dress patterns they project dressings of nudity, outrageousness and that is harming the youths thereby making them emulate such dressings. As the study revealed youth imitation of home movies dressing has made them look indecent in campuses.

Finally, the study used questionnaire and oral interview to collect data. The sample of the study was one hundred and fifty two (152) respondents who were randomly selected from Taraba State University, Jalingo. The researcher used descriptive statistics with reference to devices such as tables and percentages to present and analysis data.

5.2 Conclusion

This study has established that, dress patterns in home movies have influence on the dress style of students in Taraba State University, Jalingo. But this Influence is negative. This is manifested in the dressing pattern and styles these students adopt which is very embarrassing.

The study showed that most of these students expose themselves to the home movie medium and even a higher percentage do so at regular basis and are more prone to noticing the dress patterns on these home movies such as hip hop/hippies, make-ups/hairstyles.

Some of the home movies however, as the study showed, do not reflect the good values and moral rectitude of Nigerian and African culture.

5.3 Recommendations

The study therefore recommends the following:

- (i). Media and film regulatory frameworks must continue to be vigilant in screening contents of home movies so as to ensure the preservation of Nigerian/African cultural values both in the content and costume of these home movies.
- (ii) A proactive media approach to issues containing cultural imperialism should be adopted by the media.
- (iii) The home movie industry should use their medium to promote the very rich cultural values of Nigeria and African.
- (iv) Media and film training institutions should as a matter of national importance encourage the increase in local content of their training curricula and structure.
- (iv) It is imperative that the National Film and Video Censor Board (NFVCB) and other regulatory agencies continue to review the educational curriculum of movies training institutes in the country and the emphasis should be on the promotion of African culture.
- (vi) The Tourism industry should cash in on the large audience that the entertainment sector is drawing, to re-brand, package and present the good image of Nigeria as a country of economic opportunities and decent moral values.
- (vii) National agencies like the National Orientation Agency, should take advantage of the home movies medium to address issues of defiance, attitude and patriotism among students of Taraba State University, Jalingo. Since the study showed that a great percentage of the students expose themselves to this medium. Thus, issues like cultism, exam malpractice, teenage pregnancy and robbery should be presented as having dire negative consequences rather than being glorified.

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