

# THE INFLUENCE OF FOREIGN TELEVISION CONTENT ON AUN STUDENTS

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A PROJECT SUBMITTED TO COMMUNICATIONS AND MULTIMEDIA  
DESIGN PROGRAM, IN PARTIAL FULFILMENT OF THE REQUIREMENTS  
FOR THE AWARD OF BACHELOR OF SCIENCE DEGREE OF THE AMERICAN  
UNIVERSITY OF NIGERIA YOLA, ADAMAWA STATE.

FALL 2016

## **DEDICATION**

I dedicate this work to God almighty who provided me with everything I needed to complete my project. Also, I dedicate this work to my parents for their endless love, support and encouragement.

## **ACKNOWLEDGEMENTS**

My sincere gratitude goes to God for his love and favor in my life. I lack words to express gratitude to my dad, Mr. Samaila Bako for the love and support he has shown me all through my education. I thank my supervisor, Abdul Mousa for his advice and supervisory role through out my project. I am sincerely grateful. To my siblings, Rejoice, Suleiman and Bilal, you are eternally appreciated for your love and support.

Finally I want to thank the entire AUN faculty members, family and friends who have also shown support in various ways all through the completion of this project.

Thank you.

## CERTIFICATION

I certify that this project was conducted by Georgina S. Bako, ID No: A00015781, of Communications and Multimedia Designs Program of The American University of Nigeria, under our supervision

Professor Abdul Mousa  
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Date.....

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# Chapter One

## Introduction

### 1.1 Background of the Study

In the last few years participative Television (TV) has seen the upward growth trend with innovative technologies being deployed by broadcasters Owens et al (1999). Of the modern day inventions, the advent and spread of television channels across the globe have subtly changed the contours of social relationship. The literature on the influence of TV viewing is less. Man is a social animal and socializing plays an important role in keeping ourselves concerned about others in neighborhood. Television is the window of the world. That is through television we can see what is happening in different part of the world. The glamour and glory of television has attracted all sectors of society. It has literally hypnotized the even teenagers. Today the beneficial and adverse influence of television is a matter of great concern. The harmful influence have been often postulated and reported. “But no serious scientific attempts have been made to confirm this. Television viewing is quite random these days. People are more addicted to it rather than giving time to their dear ones.”(Owens et al 1999).

Most viewers now, however, are watching their TV mainly via cable; terrestrial and direct to home television delivered via satellite Internet through mobile phones. Accessibility to television is on increase day by day and has been accepted by the society. Varieties of programs like, News, Sports, Educative, Entertainment, animation, etc. are available round the clock. These are especially designed to attract all sectors of society. Many targeted programs and commercials in television are drawing more number of children to its folds. Adolescent high, students and adult spend more time in front of TV by waiving their regular activities.

The impact of television, a powerful media, used by very large number of student is a matter

of great concern to psychologists educationist community health personnel, pediatricians, educationalists, parents, planners and social scientists worldwide. Change in lifestyle, low school performances, behavioral abnormalities, sleep disturbances has been associated with the television viewing. Baseline data regarding television viewing habits like time spent in viewing, distance from the television, program selections etc. are crucial which need to be understood to formulate effective awareness strategies.

### **Influence of the media**

The media has become an important institution in our modern societies. However, we often delude ourselves into underrating the capability of the press. We must understand that the press forms part of our life as members of a community. The term media is the plural of medium “the media are one of the many institutions that exist in a society.” (Berger, 2007). As people, we have identified and accepted the influence of various institutions that helps maintained our society in which we lived. Education, the family, religion, and politics, all this institution, have been accepted to have a significant impact in maintaining and influencing our lifestyle and behaviors. However, there is certain degree of delusion to the actual impact of the media on the choices we make in life and generally our way of life.

With human activities becoming more and more sophisticated, society changing, with cultural landmarks being eliminated. The Media in the 21<sup>st</sup> century have succeeded to be one of the institutions that have helped maintain the community. The media has over the years evolved into an organization that has accommodated almost all other organizations of the society, with a robust platform of presentation that has no physical boundaries. Along with this development is the challenge of “media imperialism” or “media colonialism.”

The question this development raised is to what level have this “electronic empire”. The theory of Media imperialism suggests when smaller nations are being dominated by superior nation and the thereby smaller nation losing their identity due to the media influencing foreign culture on smaller countries culture through free television and satellite. This theory has been very useful, with all world super power developing and exporting their culture through Mega Media organizations. These media organizations either absorb smaller media organizations or put them out of business. With this development, a lot of media programs have been exported, and this exported content where accepted. To further drive the concept of Media imperialism was emphasized by Hali S. M, a columnist. Has made an interesting media study on the influence of using media as the weapon that is used by developed countries to influence smaller countries. The media control as used by powerful countries equated to “god” thereby called the “the second god.” This insinuation was made by Tony Schwartz who also authored “The Responsive Chord.” Among prominent scholars who has learned their voice to the growing capacity of the media to change the world, is Marshall McLuhan. Without any doubt, the guru of the electronic age, who predicted the world coming together into a global village, explained the capacity of media to change our world and how we can shape the media. This latter part of developing the media suggests how we can use media effectively.

The stronger nations took advantage of media as a tool to propagate their culture, political ideology, and way of life embedded in television contents. This is evidence as a lot of youth this days dress, speak and behave like foreigners from America, Europe or even India as the case may be, based on their exposure on television without necessary traveling to experience these culture foreign culture first hand. The student of the American University of Nigeria comprises of youth within the age bracket of 16 to 30. This age bracket on average represents the media quest populace that depends heavily on Western and foreign media for their

entertainment, information, and mass education at times. With this heavily, exposure comes the little by little but certainly emulation of foreign culture and way of life. Students of the American University of Nigeria are used as case study for this research.

Nigeria, and Africa in general witness enormous development with the explosive increase of media organizations. This development is evidence in recent years as many indigenous private own media house emerged. Now media institution and their content are jointly created, managed and aired with shared interest by the State media establishment and privately owned, as again when it was solely in the hands of the government. With this change, competition among local media, the institution became intensify, and our cultural values as a society stood at the receiving end. In particular, foreign News content is not seen as causing harm, like other programs. Television is in the driving seat in creating the atmosphere of media imperialism.

Every medium of mass communication has its unique features, which gives it advantage over another medium. The double side of audio and visual components make Television must advantage medium since its invention. Even with the development of the “new Media” television remains the most powerful of all medium of mass communication. (McQuail, 2005). Television has created a satisfaction margin for people especially the younger generation. The media organizations are much aware of their targeted audience and are in constantly creating content that will be appealing to this curious group of the society. With the media taking the leadership role among social institutions that exist in the society that is responsible for keeping the society together, and through which the society is preserved.

## **1.2 Statement of Problem**

Since the proliferation of Cable Television and to a larger extent the Internet, the cultural values and norms of the Nigerian youth have been misplaced. The culture has been relegated to the background, where only the elderly are seen practicing or holding part of their culture. The youth in Nigeria today dressed, speak, and interact using foreign cultural approach. Communal and interpersonal relationships that use to be our uniqueness as African and Nigerians has now given way to Western and Foreign way of life, with virtual presence. The computers have taking over our face to face conversation, virtual community and meeting places like face book, Instagram, twitter, whatsApp and other social media platforms have taken over our usual news time hour meeting, physical meeting and other forms of interpersonal communication that has maintained our relationship for ages. Today the youth in our society have accepted without questioning this foreign media, and the result is the birth of Hybride local culture where the elderly and not familiar with, and the youths constantly trying to structure. Negligence and abandon of local culture are noticeable in the area of food choice, and eating habits, dressing, sexual orientation that are very alien to our cultural value. With the increase reliance on Media and the increasing influx of foreign media contents, morals which have distinguished us have shown sign disappearing and the emergence of the alien way of life especially among the youths.

In his work O'Donnell (2007) claims that television content is a deduction of the society's customs, values, norms and general practice such and fashion and communication style forms. Foreign television content is carrying largely the culture of the home country they are designed from. In the society today foreign television content are becoming more and more popular among Nigerian youths. This foreign television content ranges from Hollywood, Bollywood, European Football and other reality programs that have taken over our airwaves.

The display of foreign culture by most AUN students who never had any long time firsthand experience with other culture led the development of this research

### **1.3 Objective of the study**

- 1 To survey the effect of foreign television content on AUN students.
- 2 To survey the most influential TV program.
- 3 To evaluate how exposure to foreign television programs does influence the following, of AUN students: lifestyle, food, communication, dressing and sexual orientation.

### **1.4 Research Questions**

1. To what extent does foreign television content influence AUN student?
2. What is the most watched program among AUN students?
3. To what extent has exposure to foreign television programs influences AUN students with regard to: lifestyle, food, communication, dressing and sexual orientation?

### **1.5 Research Hypothesis**

Ho: Television does not have significant influence on AUN student

H1: Television does not have influence on sexual orientation.

### **1.6 Scope of the study**

The study will be centered on the possible effect of television on student on campus with concentration of dressing, life style, sexual orientation and communication. The study will be bordered on effect such behavior can have on college students.

### **1.7 Significance of the study**

The study will be significant because it will identify the effect of foreign television content on students, the study will help student identify how their cultural norms and lifestyle is been shaped by the content they expose their self into. This will help the student take control of what they expose themselves into considering the fact that constant exposure has been proven to lead to cultivation.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Cultivation Theory Definition

“Cultivation theory centers on the perception of people in relation to social realities, how that it can be swayed by their contact with television.” “The cultivation hypothesis states that the more television people watch, the more likely they are to hold a view of reality that is closer to television's depiction of reality” (Gerbner et al., 1979) (Zaharopoulos, 2001).

#### 2.2 Assumptions Major Tenets of the Theory

The Television has turned out to be an important part of our life. People spend quality time watching television than they do other activities with exception of sleeping and work-related duties (Comstock, Chaffee, & Kautzman, 1978; Kubey & Csikszentmihalyi, 2002). Thus, the amount of time spent on watching television is amazing. In the developed world, an average person watches television for about 21 hours per week. This translates into nine years in front of the television in a regular lifespan (Shrum, Burroughs & Rindfleisch, 2003). Every day, an adult American watches 3-4 hour of television (Comstock et al., 1978; Kubey & Csikszentmihalyi, 2002; Singer, 1983). Likewise, children devote more time viewing television programs than than they do other waking activities. Abelman & Atkin (2000) and AC Nielsen Company (2000) all agree that children and young people between ages 2–17 watch television for about 19 hour and 40 min each week. “By the time the average person reaches the age of 70, he or she will have spent the equivalent of 7 to 10 years watching television (Strasburger, 1993). This high volume of television represents a major source of information and entertainment for all Americans”( Brock et al., 2005).

Television has radically altered human lives. The introduction to television in respective households was accompanied by several phenomenon of both positive and negative nature. In this modern world, one may not be able to imagine a life without a television. A lot of information and pleasure can be gotten from television so much so that getting rid of it would be inconveniencing and boring. Getting to hear forecast and happenings in society may not have been possible. Furthermore, information gathered via television is an essential part of our knowledge of human behavior, how the act, feel, etc. (Bandura, 1994; Gerbner, 1969; Gerbner, Gross, Morgan, & Signorielli, 1994). Even though television has its positive benefits, it has negative as well. Dietz (1990) agrees that watching television influence people by taking away the time spent on other activities, like social interaction, sport, and reading. Similarly, the negative effect of watching television is seen in triggering much violence, sexuality problems in the real society. This is an established result from scholars who have studied to discover the association between those who watch television in great amount and those who seldom watch.

In 1967, Gerbner and his colleagues came up with a theory on the effect of television effects, which they termed “cultivation” (Gerbner & Gross, 1976; Gerbner, Gross, Morgan, & Signorielli, 1944; Morgan & Shanahan, 1996). Their suggest was that regular watching of television aids the viewers to “cultivate” television information by assimilating it into their real-world observations and verdicts. In the view of Shanahan, “Cultivation is a method for gauging the impact of television viewing on beliefs, behaviors, and attitudes (Morgan & Shanahan, 1997). Cultivation analysts hypothesize that people who are heavy viewers of television will be more likely to hold beliefs and attitudes congruent with the messages and world view of television.”(Shanahan, 1998). “There are a number of core issues that define what cultivation researchers focus on. This suggests that ‘cultivation’ is not just a catch-all

label used to refer to people with different backgrounds and different interests looking at television fiction from different perspectives, but that a central -albeit implicit -research agenda exists”(Van Den Bulck, J., 2004).

“Over the past decades, television has become a powerful source of information about social reality to many people (Roskos-Ewoldsen, Davies, & Roskos-Ewoldsen, 2004; Van den Bulck, 1996). In fact, two basic assumptions underlying cultivation theory are that television is the most important distributor of social reality information and that heavy viewers of television hold beliefs about the social world that are more consistent with televised representations than light viewers do (Gerbner & Gross, 1979; Gerbner, Gross, Morgan, & Signorielli, 1994)” (Juliette, Konijn, Van, & Walma, 2005). “Television is likely to remain for a long time the chief source of repetitive and ritualized symbol systems cultivating the common consciousness of the most far-flung and heterogeneous mass publics in history” (Gerbner & Gross, 1976). Therefore, persons who watch television for several hours in a day are more exposed to the television world particularly in relation to violence.

The claims of Gerbner and others is that individuals who watch television more may uphold the perception that the real world is comparable to the world as existing "in television dramas (Gerbner and Gross, 1976). This phenomenon is highly showed by heavy viewers of television than light viewers." For upholding this theory, “several studies showed significant relationships between the amount of exposure to television and viewers’ specific attitudes, perceptions, and beliefs about the social world that were derived from televised contents” (Konijn, Molen, & Geemen, 2005).

Still on cultivation theory as conducted by Hughes, assessing alienation and fear of walking close to one’s home during the night, is related to serious television watching. “Much of the

content of television programs involves violence, Gerbner and his associates argue that persons who spend many hours each day watching television are exposed to such a heavy barrage of violence and crime-related imagery that they come to view the world as more violent and more dominated by criminal concerns than it really is” (Hughes, 1980).

Consequently, they discovered that “such persons will tend to have inaccurate perceptions about the amount and kinds of crimes committed in the real world, to inaccurately estimate the number of persons engaged in law enforcement, to trust others less, to become alienated, and to experience an unwarranted amount of generalized fear, reflected in taking excessive precautions against violence and in being afraid to walk alone at night in their own neighborhoods” (Hughes, 1980).

### 2.3 The Relevance of the Theory to Mass Communication Professionals, Scholars

The cultivation theory is related to various mass communication professionals. For instance advertisers, journalists, and broadcasters need to know how programs influence to the viewers. They can identify how to make the promotions, programs or articles centered on this information. Television in our today’s world has quiet a good influence on the attitudes and beliefs of what we hold as truth. “Television has become the world’s most common and constant learning environment and the wholesale distributor of images and forms the mainstream of our popular culture” (Morgan & Signorielli, 1990). According to Shrum (1999), the validity of the cultivation effect has been questioned by researchers. Some regarded the relationship between the rate of watching television and findings relating to heavily portrayed constructs as unauthentic and come from the correlation of some third variable, for instance, direct experience, education, personality, available time to view, etc. Other researchers have proposed that the causal relation is overturned (Zillmann, 1980). Still,

other researchers have suggested that the validity of the cultivation effect may be a function of the type of judgments that people make” (Shrum, 1999).

“The findings of this study, taken in combination with earlier research, would seem to indicate that in the world of television capitalist values may give greater attention than democratic values. Research by Carlson (1985) has shown that heavy viewers of television are among the least likely to be supportive of civil liberties. Gerbner and his associates (1982) show that heavy viewers are not as disposed as light viewers to support freedom of speech. In their examination of data from Britain Wober and Gunter (1988) find that heavy viewers of television were more authoritarian than light viewers. ”

“As television becomes more pervasive it is possible that within the American political ethos capitalist values will dominate democratic value” (Carlson, 1993).

#### **2.4 Argue for the importance of this theory over others.**

“The cultivation theory has been one of the more elaborately explained and meticulously explored approaches to mass communication effects. The idea grew in 1969 out of Gerbner's Cultural Indicators Project (Potter, 1993)” (Harmon, 2001).

“Cultivation analysis focuses on the consequences of exposure to its recurrent patterns of stories, images, and messages. Cultivation analysis is not a substitute for but a complement to traditional approaches to media effects. Traditional research is concerned with change rather

than stability and with processes more applicable to media that enter a person's life at later stage (with mobility, literacy, etc.) and more selectively" (Gerbner, 1998).

In future research, the relationship between amounts of violence in particular television programs and cultivation influence could be a good area to research. According to the findings of Rossler and Brosius (2001) that cultivation influence could be genre-specific. Scholars could also study the particular genre of the level of violence, comparing it to the cultivation influence between genres with lower levels of violence. Characters are formed by television in our current society. These days, because people devote a lot of times to watching television several people have the picture of their values, attitudes, environments, stereotypes, and health painted by what television represents. These things are at times life changing. If the lasting influence of media violence on individuals' perceptions can be researched out, then advanced measures can be taken to better appreciate individually, the positive and negative influence (Lett, DiPietro & Johnson, 2004).

In summary, the cultivation theories both increases an individuals' knowledge about media and also influences life styles. As a result, this theory is worth to studying. "The theory predicts a difference in the social reality of heavy television viewers as opposed to light viewers. It claims that the cumulative effect of television is to create a synthetic world that heavy viewers come to see as reality" ( Reber, Chang, 2000).

## **Chapter Three**

### **Methodology**

#### **3.1 Introduction**

The chapter provides an overview of the steps undertaken in realizing the study objectives. In view of that respect, the researcher ensure the research design was well explained, the study population, the sampling technique, the method of data analysis undertaken.

#### **3.2 Research Design**

According to Osuagwu (2002). A research design is a framework or a blueprint document that spell out how the research would be undertaken during the investigation. The research design always tends to identify the relationship between different variables and their relationship with each other. In other to execute the undergoing research, survey research method was employed in realizing the study objectives. A survey research method is a type of research method that allows the researcher to select a relative part of a population, which possesses common attributes to represent the population. Quantitative research design was adopted in realizing the descriptive nature of the study. This include; the analysis of the demographic data of the discussant.

For Strydom et al., (2005) they argue that a research design is dependent on the objective of a research. The research questions tend to influence the type of design to be adopted. With regard to our study, a qualitative research design was also adopted as a design and strategy for executing the research. This is due to the focus group nature of the method of data collection.

According to Onwuegbuzie and Teddlie (2003) in supplementing qualitative data with a form of counts and frequencies form a mixed method of data analysis this justifies the reason why

the study adopted the mixed analysis method in analyzing the data collected through focus group.

### **3.3 Method of Data Collection**

The study adopted the use of primary data that is a first-hand unpublished data. The method used in collecting the data is the use of focus group. The use of focus group is based on the fact that such avenue is consistent with qualitative research design. However, the study utilizes simple descriptive counts to represent the opinion of the discussant.

The focus group was undertaken in multiple locations; three of the focus group was undertaken in Library and one in cafeteria. The focus group consists of 6 participants who are student of AUN. Two of the focus group comprise of 7 participants because of additional persons willing to take part of the discussion.

The interaction with the participant led to information on the subject matter.

### **3.4 Sampling Technique**

Convenience sampling method was adopted in selecting sample students to serve as part of the sample for the focus group. A total of 26 students were selected for the focus group analysis comprising of 6 in some cases 7 interviewees making a total of 4 focus groups.

### **3.5 Method of Data Analysis**

Analysis of the data was done using mixed method of data analysis where the demographic data and other preliminary bio data were analyzed using descriptive research method of data analysis through the use of tables and chart to represent the frequencies and percentage of the discussant. The second method of analysis adopted is the use of content analysis where the researcher draw from the opinion of the participant and analyzed it based on their level of agreement to influence from TV content. The opinion of the discussant were codify into four tables based on their position on the level of influence the feel TV content had on them. Descriptive analysis was now used on the opinion as a count measure to make conclusion for the study.

## **Chapter Four**

### **Data Presentations and Interpretation**

#### **4.1 Introduction**

This chapter presents the outcome of the focus group discussion, which took place in four different locations within the school premises. The study undertook a total of four focus group discussions comprising of six students from different department and gender. The result of the focus group is grouped into theme of the discussion and the various questions so as to understand the commonalities of the opinion of the interviewees. Participant provided information first in written response and group discussion. A total of 26 participants were involved in the discussion of the topic.

The discussion was designed to gather information on the influence of television contents on students. The written information consist of information such as gender, age, TV content they enjoy, hours spent on watching television content, time of the day used, how they watch their preferred TV content, the frequencies of repeat and questions on whether they stay awake in other to watch their favorable TV programs. The focus discussion:

## Data Presentation

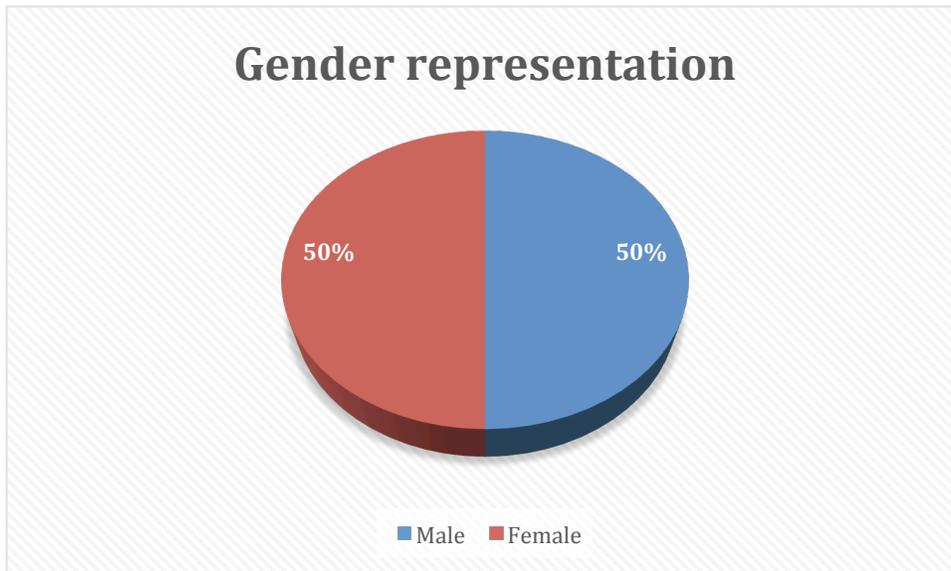
**Table 4.1:** Gender

Summary of Question 1

Sex	Frequency	%
Male	13	50
Female	13	50
<b>Total</b>	26	100

Filed Survey, 2016

Table 4.1 represents the gender that participated in the research. The tables shows an equal representation of both genders in the study. This reveals 50% of males and 50% females. The table reveals there is no bias in the representation of respondents based on gender of the participant.

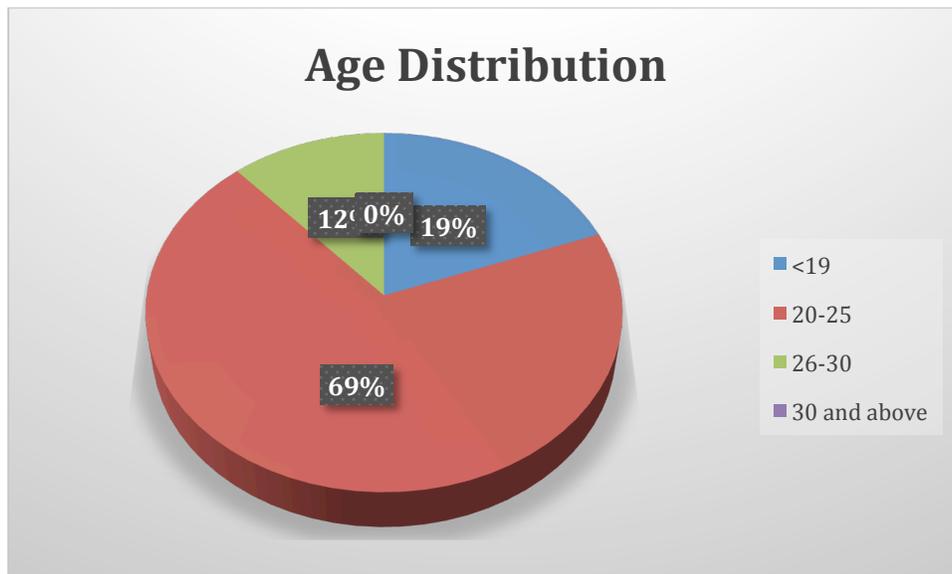


**Table 4.2:** Age gap of the respondents.

Age	Frequency	%
<19	5	19.2
20-25	18	69.2
26-30	3	11.6
30 and above		
Total	26	100

Filed Survey, 2016

Table 4.2 represents the age make-up of the respondents. 19.2% are less than 19 years, 69.2% are between 20 to 25 years and 11.6% are between 26 and 30 years old. The table reveals that majority of the participant are between the ages of 20 to 25.

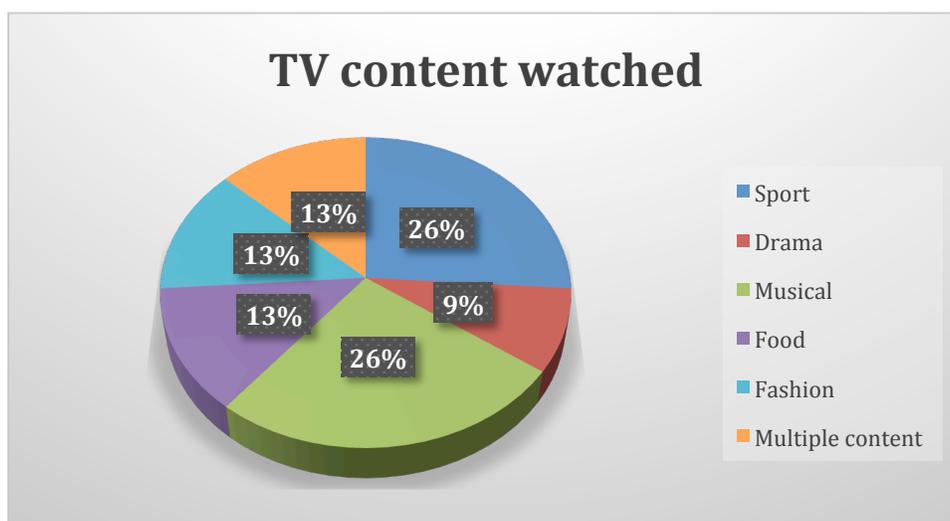


**Table 4.3:** favorite TV content

What TV content do you enjoy watching	Frequency	%
Sport	6	23.1
Drama	2	7.7
Musical	6	23.1
Food	3	11.5
Fashion	3	11.5
Multiple content	3	11.5

Filed Survey, 2016

Table 4.3 shows that about 23.1% enjoy watching sports, 7.7% enjoys drama, 23.1 enjoys musical channels, 11.5% enjoys food channels, 11.5% enjoys fashion channels and 11.5% enjoys multiple channels. This implies that most favorite channels include sport and musicals



**Table 4.4:** Hours spent on TV

Number of hours a day spent on preferred TV content	Frequency	%
I don't watch		
Less than 1 hr.	8	30.8
2-4 hrs	15	57.7
5-10 hrs	3	11.5
Total	26	

Filed Survey, 2016

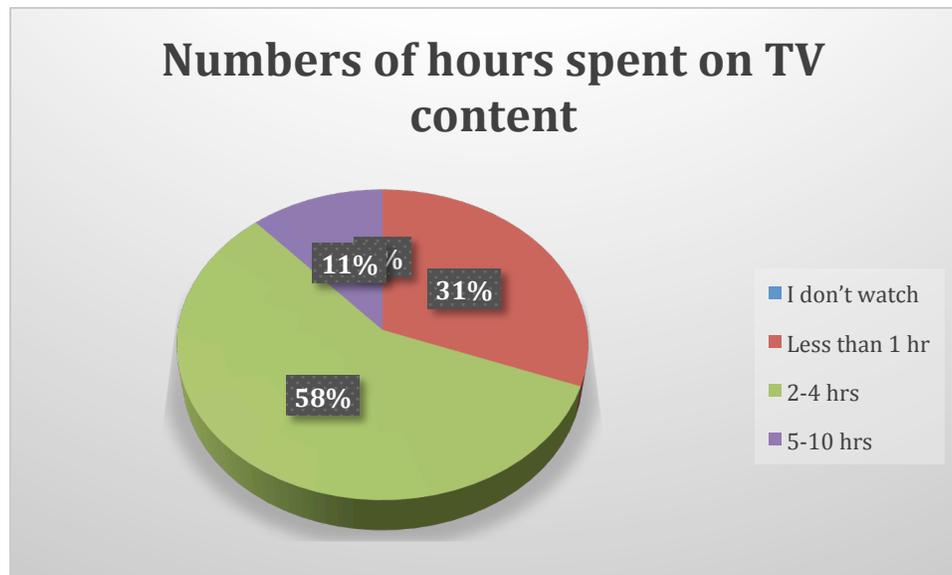


Table 4.4 shows the number of hours spent on watching favorite channel. The table reveals that 30.8% watch TV content for less than one hour, 57.7% watch TV content between 2-4

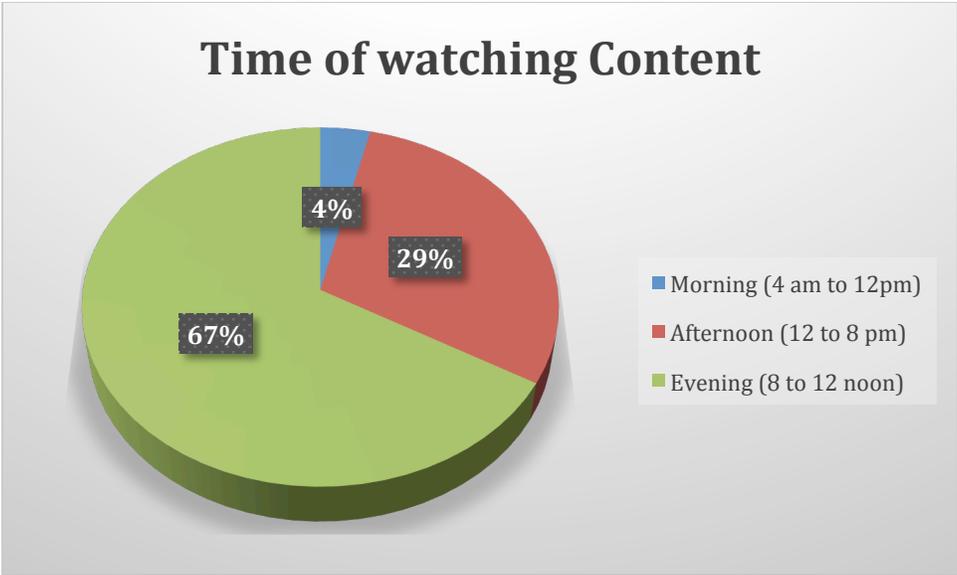
hours and 11.5% watch content between 5-10 hours. This implies that majority of the participant watch TV content for about 2-4 hours.

**Table 4.5:** Time of the day you mostly watch the content

What time of the day do you mostly watch your content	Frequency	%
Morning (4 am to 12pm)	1	3.8
Afternoon (12 to 8 pm)	8	30.8
Evening (8 to 12 noon)	18	69.2
Total	26	

Filed Survey, 2016

Table 4.5 shows that 3.8% of the participant watch content between 4 am and 12 pm, 30.8% watch content in the afternoon i.e between 12 pm to 8 pm and 69.2% watch content in the evening between 8 pm to 12 o'clock in the morning. This implies that; majority of the participant watch TV content between 8 pm and 12 am.



**Table 4.6:** How do you watch your preferred TV content?

How do you watch your preferred TV content	Frequency	%
Mobile		
TV set	12	46.2
Laptop	10	38.5
Tablet	2	7.7
More than one device	2	7.7
Total	26	

Filed Survey, 2016

Table 4.6 shows that 46.2% of the participant prefer to watch their TV content on a TV set, 38.5% prefer to use laptop as their medium of watching content. 7.7% prefer to use tablet as their means of watching content and 7.7% uses more than one device to watch their content. This implies that majority of the participant prefer to use TV set and laptop as medium to watch their content.

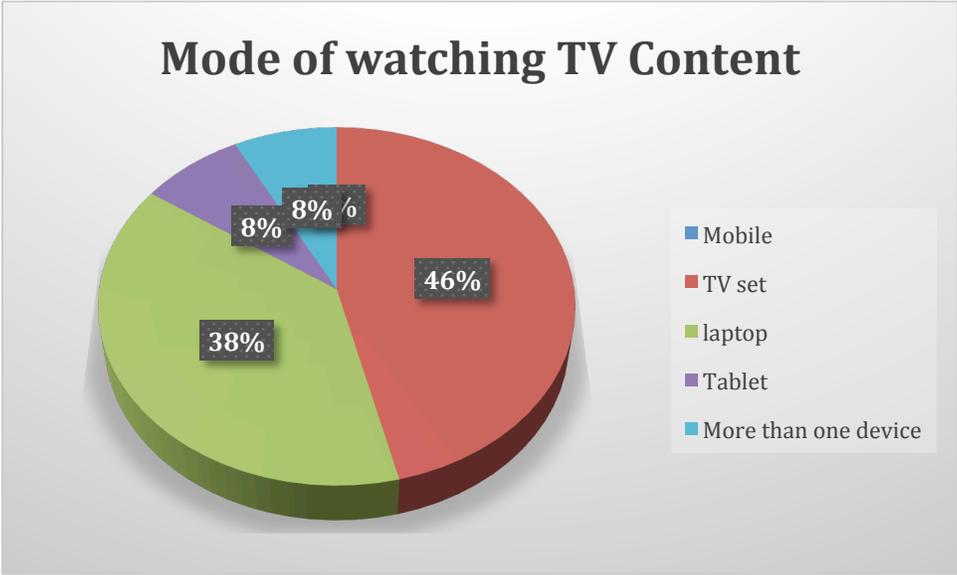
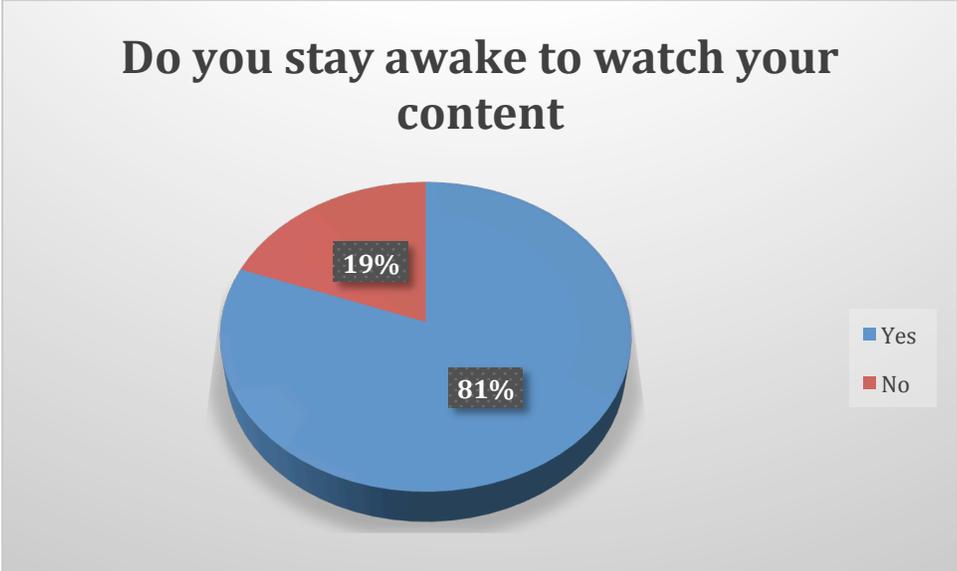


Table 4.7: Do you stay awake watching TV than sleep?

Do you stay awake watching TV than sleep?	Frequency	%
Yes	21	80.8
No	5	19.2
<b>Total</b>	<b>26</b>	

Filed Survey, 2016

Table 4.7 shows that 80.8% of the participant agrees to staying awake to watch TV than sleep while 19.2% says do not agree to that. This implies that majority of the participant tends to skip sleep in order to watch TV.

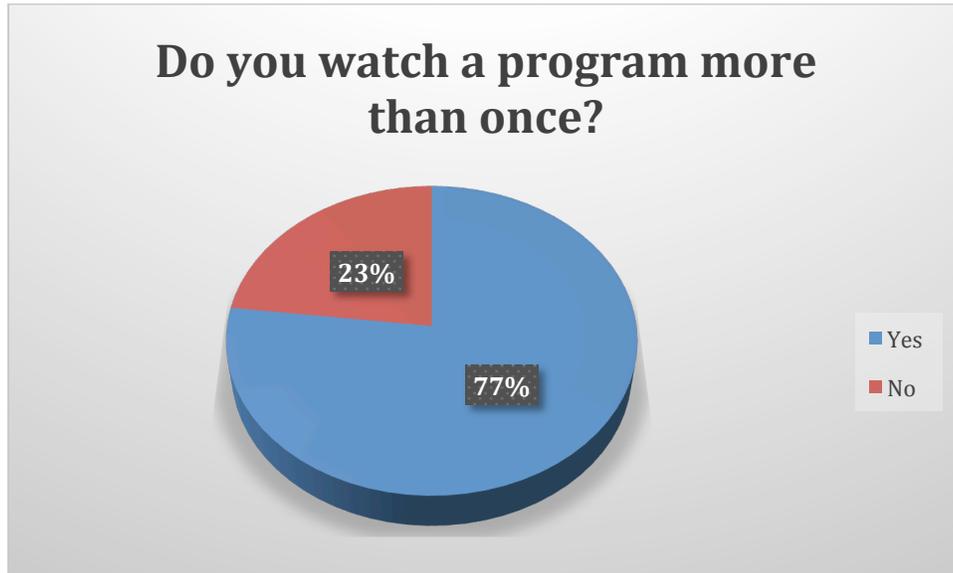


**Table 4.8:** Do you watch a program more than once?

Do you watch a program more than once?	Frequency	%
Yes	20	76.9
No	6	23.1
<b>Total</b>	<b>26</b>	

Filed Survey, 2016

Table 4.8 shows that 76.9% of the participant watch program more than once and 23.1% disagree to the fact. This implies that majority of the participant watch programs more than once.



The following set of themes were set for discussion:

1. Food- we looked at specific foreign Television program like Food Network. Food Network is a foreign television channel on Dstv. Most of the participants said they love watching the channel because they learn how to cook foreign dishes.
2. Life style- here, we looked at an American television series, Keeping up with the Kardashians. The series is one of the most watch series among teenagers and youth.
3. Culture- we looked at foreign movies and discussed TV content in general.

4. Education- Most participants said foreign television content has increased their knowledge in some many ways. We looked at National geography, Mindset. Mindset is a program that teaches audience about mathematical problems.
5. Dressing- here, we looked at foreign fashion shows in general. Some of the participant said they get dressing inspiration from fashion show. They also learn new fashion trends from foreign fashion shows.
6. Social Interaction- here we discussed TV content in general.
7. Sexual Orientation- we discussed about various movies and TV shows like, Modern family, Shameless, Blackish, all these series portrays homosexuals and bisexuals as a normal thing. But in Nigeria it is against the law.
8. Communication- here we discussed TV content in general.

Table 4.9: Coding Sheet representing Focus Group 1

Focus Group	Member 1	Member 2	Member 3	Member 4	Member 5	Member 6
Questions						
1:Food	C	AB	AB	AB	AB	AB
2:Life style	A	AB	A	A	A	A
3: Culture	AB	A	A	AB	AB	C
4:Education	A	A	A	AB	A	AB
5: Dressing	AB	AB	A	AB	A	AB
6: Social Interaction	AB	AB	AB	A	AB	AB
7:Sexual orientation	C	C	C	C	AB	AB
8: Communication	AB	AB	A	AB	AB	AB

The following notation represent the keys entered in the cells

A= Indicated agreement to a large extent

AB= Indicated somewhat agreement

C= Indicated no agreement

#### 4.10 Emerging themes across the focus groups

##### 4.2.3 Food

###### Focus Group 1

The focus group 1 which comprise of three females and 3 males all within the ages of 19 to 25 the consensus is that they are somewhat in agreement that they are positively affected or influenced by TV content on their perceptions about food. Among the 6 participant only one person disagree of not been influence positively as regard food based on TV content but majority of the participant believed they are influenced by the content from television programs on food related content. They insist that persistent exposure to food channels create a desire on international delicacies which they often give it a try when the finds it in International fast food restaurants for example Pizza is not a Nigeria traditional food but many claim to have been influenced into eating Pizza. One of the participant said, “I love watching food network, that is where I see new and different variety of food. I learn how to cook better even if I’m a guy.” So we can conclude that Food Network that is a foreign television channel on Dstv has influence on some students.

#### 4.2.4. Life style

Life style represents “the interests, opinions, behavior and behavioral orientations of an individual”. When asked about lifestyle 5 out of 6 of the respondents says their life style have been influenced to a large extent while 1 person agree to have been somewhat influenced by the content of TV programs. This implies the behavior; opinion and interest of the participant of the member of focus group 1 have been influenced to a large extent by the content of TV programs.

#### 4.2.5 Culture

Culture is the way of life, the way people choose to live their live based on acceptable norms and practice within a society. 5 of the participant at the course of the group discussion asserts that TV content has influenced their cultural orientation except for one of the participant who disagrees that his cultural orientation has not been influenced by the TV content he watches. The general consensus is the fact that exposure to TV content has to some extent and a large extent influenced their way of life.

#### 4.2.6 Education

Education is “the process of facilitating learning, or the acquisition of knowledge, skills, values, belief and habits”. The focus group had a consensus that they are influenced to a large extent by the TV content they are exposed to. They indicate how education has greatly influenced their life style through knowledge acquire through the TV contents.

#### 4.2.7 Dressing

Dressing is “the act of who dresses”. The group discussion concentrated on whether their dressing have been influenced by the TV content they are exposed to. The consensus among all the participant is that their dress sense have been influenced by their exposure to the TV content. No participant dispute this fact indicating the consensus that TV content has influence on the participant dress sense.

#### 4.2.8 Social Interactions

Social interaction is an exchange between two or more individuals and is the building block of society. The group consensus believe that they are influenced by the content of TV they are exposed to. This they claim impact on their social interaction skills. They agreed that TV content has a tremendous impact on their social interaction abilities.

#### 4.2.9 Sexual Orientations

Sexual orientation is the identity in relations to the gender in which they are attracted to. The focus group’s consensus is a rejection of the fact that TV contents does not influence them in that regards. Only two of the participant who says they are somewhat influenced by the TV content on sexual orientation.

4.2.10

Communication is the art of imparting or exchanging information by speaking, writing or using some medium. The focus group discussion on communication reveals that all the participant are of the opinion that they are somewhat and largely influenced by the TV contents they are exposed to with regard to the way the communicates.

Table 4.11: Coding sheet for focus group 2

Focus Group	Member 1	Member 2	Member 3	Member 4	Member 5	Member 6
Questions						
1:Food	AB	AB	AB	AB	AB	C
2:Life style	A	AB	AB	AB	C	C
3: Culture	A	C	AB	A	A	C
4:Education	A	AB	AB	AB	A	A
5: Dressing	AB	AB	C	A	C	A
6: Social Interaction	C	AB	AB	AB	A	AB
7:Sexual orientation	C	C	AB	C	A	AB
8: Communication	C	AB	AB	AB	A	C

#### 4.11. Emerging themes across the focus groups 2

##### 4.11.2 Food

###### Focus Group 2

The focus group 2 which comprise of three females and 3 males all within the age of 20 to 25 the consensus is that they are somewhat in agreement that they are positively affected or influenced by TV content on their perceptions about food. Among the 6 participant only one person disagree of not been influence positively as regard food based on TV content but majority of the participant believed they are influenced by the content from television programs on food related content. They insist that persistent exposure to food channels create a desire on international delicacies which they adopts as part of their menu.

##### 4.11.3 Life style

Life style represents the interests, opinions, behavior and behavioral orientations of an individual. When asked about lifestyle 1 out of 6 of the respondents says her life style have been influenced to a large extent while 3 person agree to have been somewhat influenced by the content of TV program, 2 person says their lifestyle has not been influenced by the TV content they are exposed to.

#### 4.11.4 Culture

Culture is the way of life, the way people choose to live their lives based on acceptable norms and practices within a society. 3 of the participants at the course of the group discussion assert that TV content has influenced their cultural orientation to a large extent, 1 person believed she was somewhat influenced and 2 believe they are not influenced by the TV content they watch. There is no general consensus among the focus group with regard to culture.

#### 4.11.5 Education

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs and habits. The focus group had a consensus that they are influenced to a large extent by the TV content they are exposed to. They indicate how TV has exposed them to seek more knowledge due to the programs watched through television. Generally all the participants believed they have been greatly influenced by the contents they are exposed to.

#### 4.11.6 Dressing

Dressing is the act of who dresses. The group discussion concentrated on whether their dressing has been influenced by the TV content they are exposed to. 2 participants believe they are influenced to a large extent, 2 says they are somewhat influenced and 2 says they are not influenced by their exposure to TV content. Consensus among 4 of the participants shows that they are influenced while 2 are not influenced.

#### 4.11.7 Social Interactions

Social interaction is an exchange between two or more individuals and is the building block of society. The group is split on the opinion on social interaction, 4 participant says they somewhat influenced, 1 person believed she is influenced to a great extent and 1 person says he is not influenced by the TV content on social interaction.

#### 4.11.8 Sexual Orientations

Sexual orientation is the identity in relations to the gender in which they are attracted to. The focus group's consensus is a rejection of the fact that TV contents does not influence them in that regards. Only two of the participant who says they are somewhat influenced by the TV content on sexual orientation. The consensus view pointed indicated that the participant are not influenced by the content on sexual orientation as showcased by the media.

#### 4.11.9 Communications

Communication is the art of imparting or exchanging information by speaking, writing or using some medium. The focus group discussion on communication reveals that 3 participant claim not to have been influence by the TV content, 1 person believed he is largely influenced while 2 person believed they somewhat influenced.

Table 4.12: Coding Sheet representing Focus Group 3

Focus Group	Member 1	Member 2	Member 3	Member 4	Member 5	Member 6	Member 7
Questions							
1:Food	AB	C	A	C	A	AB	AB
2:Life style	AB	AB	AB	C	AB	A	AB
3: Culture	AB	C	C	AB	AB	A	AB
4:Education	AB	A	AB	A	C	AB	A
5: Dressing	AB	AB	C	AB	A	C	AB
6: Social Interaction	AB	A	C	C	AB	AB	AB
7:Sexual orientation	AB	A	C	C	C	AB	A
8: Communication	AB	A	AB	A	AB	A	AB

#### 4.12.2 Food

##### Focus Group 2

The focus group 3 which comprise of 2 females and 4 males all within the age of 20 to 25 there is no consensus on their opinion but we can infer that 4 persons believed they are influenced by the TV content they are exposed to while 2 person disagree saying they are not influence by the TV contents with regard to their choice towards food. They insist that persistent exposure to food channels create a desire on different kinds of food that are not popular in Nigeria me

#### 4.12.3 Life style

Life style represent the interests, opinions, behavior and behavioral orientations of an individual. When asked about lifestyle 1 out of 6 of the respondents says her life style have

been influenced to a large extent while 4 person agree to have been somewhat influenced by the content of TV program, 1 person says his lifestyle has not been influenced by the TV content he was exposed to.

#### 4.12.4 Culture

Culture is the way of life, the way people choose to live their live based on acceptable norms and practice within a society. 3 of the participant at the course of the group discussion asserts that TV content has influenced their cultural orientation to some extent, 1 person believed she was influence to a large extent and 2 believe they are not influenced by the by the TV content they watched. There is no general consensus among the focus group with regard to culture.

#### 4.12.5 Education

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, belief and habits. The focus group discussion indicated that 3 of the participant believed they are influenced to some extent educationally, 2 of the participant believe they influenced to a large extent while 1 participant says he is not influenced by such television program content.

#### 4.12.6 Dressing

Dressing is the act of who dresses. The group discussion concentrated on whether their dressing have been influenced by the TV content they are exposed to. 1 participant believe he

is influenced to a large extent, 3 says they are somewhat influenced and 2 says they are not influenced by their exposure to TV content. Consensus among 4 of the participant show that they are influenced while 2 are not influenced.

#### 4.12.7 Social Interactions

Social interaction is an exchange between two or more individuals and is the building block of society. The group is split on the opinion on social interaction, 3 participant says they somewhat influenced, 1 person believed he is influenced to a great extent and 2 person says they are not influenced by the TV content on social interaction.

#### 4.12.8 Sexual Orientations

Sexual orientation is the identity in relations to the gender in which they are attracted to. The focus group are splits with 1 participant saying she is influenced to a large extent, 2 are somewhat influenced by the content they are exposed to while 3 says they are not influenced by the TV content on sexual orientation.

#### 4.12.9 Communications

Communication is the art of imparting or exchanging information by speaking, writing or using some medium. Consensus on focus group discussion on communication reveals that all the participant believe their communication abilities has been influenced by the TV contents they are exposed to.

Table 4.13: Coding sheet for focus group 4

Focus Group	Member 1	Member 2	Member 3	Member 4	Member 5	Member 6	Member 7
Questions							
1:Food	AB	AB	AB	A	C	C	AB
2:Life style	AB	C	AB	A	AB	AB	AB
3: Culture	AB	C	C	C	C	A	AB
4:Education	A	AB	AB	A	AB	A	A
5: Dressing	AB	C	AB	A	AB	AB	AB
6: Social Interaction	AB	C	A	A	AB	AB	AB
7:Sexual orientation	AB	C	AB	C	AB	A	AB
8: Communication	AB	C	AB	AB	A	AB	AB

### 4.13. Emerging themes across the focus groups

#### 4.13.1 Food

##### Focus Group 1

The focus group 1 which comprise of three females and 3 males all within the age of 20 to 25. The group discusses how TV content influence or influences them, there is no general consensus in this group because out of 6 participant 4 agreed that they are influenced to some extent 1 person says she was influenced to a large extent and 2 person says they are not influenced by the TV content they are exposed to. The group discussant make an example

with burger which is not a Nigeria predominant traditional food but according to her it has become part of our normal menu because of the influence of TV content.

#### 4.2.4. Life style

Life style represent the interests, opinions, behavior and behavioral orientations of an individual. When asked about lifestyle 4 out of 6 of the respondents says their life style have been influenced to some extent while 2 person agree to have been somewhat influenced by the content of foreign TV programs and 1 person says he was not influenced by the content. On a general note we can infer that 5 out of 6 person have some form of influence on their lifestyle due to the foreign TV contents they are expose to.

#### 4.2.5 Culture

Culture is the way of life, the way people choose to live their live based on acceptable norms and practice within a society. The focus group discussion deliberate on the extent to which foreign television content had influence on the participant. 4 of the participant at the course of the group discussion asserts that foreign TV content has no any form of influenced their cultural orientation, 1 person believe his orientation had been influenced to a large extent and 2 person says her orientation is influenced to some extent. Based on their discussion we can infer that majority are of the opinion that their cultural orientation remains intact without any form of influence while two person believe their cultural values orientation have been influence to some extent.

#### 4.2.6 Education

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, belief and habits. The focus group had a consensus that they are influenced to a large extent by the foreign TV content they are exposed to. They indicate how education has greatly influenced their life style through knowledge acquire through the TV contents and how such avenue has created interest to learn.

#### 4.13.7 Dressing

Dressing is the act of who dresses. The group discussion concentrated on whether their dressing have been influenced by the TV content they are exposed to. The consensus among the entire participant is that their dress senses have been influenced by their exposure to the TV content. No participant disputes this fact indicating the consensus that TV content has influence on the participant dress sense.

#### 4.13.8 Social Interactions

Social interaction is an exchange between two or more individuals and is the building block of society. The group consensus believe that they are influenced by the content of TV they are exposed to. This they claim impact on their social interaction skills. They agreed that TV content has a tremendous impact on their social interaction abilities.

#### 4.13.9 Sexual Orientations

Sexual orientation is the identity in relations to the gender in which they are attracted to. The focus group's consensus is a rejection of the fact that TV contents does not influence them in that regards. Only two of the participant who says they are somewhat influenced by the TV content on sexual orientation.

#### 4.13.10

Communication is the art of imparting or exchanging information by speaking, writing or using some medium. The focus group discussion on communication reveals that all the participant are of the opinion that they are somewhat and largely influenced by the TV contents they are exposed to with regard to the way the communicates.

## **SUMMARY AND CONCLUSION**

### **5.1 SUMMARY**

With human activities becoming more and more sophisticated, society changing, with cultural landmarks being eliminated. The Media in the 21<sup>st</sup> century have succeeded to be one of the institutions that have helped maintain the community. The media has over the years evolved into an organization that has accommodated almost all other organizations of the society, with a robust platform of presentation that has no physical boundaries. Along with this development is the challenge of “media imperialism” or “media colonialism.”

The question this development raised is to what level have this “electronic empire”. The theory of Media imperialism suggests when smaller nations are being dominated by superior nation and the thereby smaller nation losing their identity due to the media influencing foreign culture on smaller countries culture through free television and satellite. This theory has been very useful, with all world super power developing and exporting their culture through Mega Media organizations. These media organizations either absorb smaller media organizations or put them out of business. With this development, a lot of media programs have been exported, and this exported content where accepted.

The study in chapter one set out the goal of the study, chapter two reviewed relevant literatures in which cultivation theory model was adopted as the conceptual framework for the study. Chapter three outlined the steps undertake in realizing the study objectives through research methods, chapter four presented the result of the study.

### **5.2 CONCLUSION**

The aim of the study is to answer the following research questions

To what extent does foreign television content influence AUN student?

What is the most watched program among AUN students?

To what extent has exposure to foreign television programs influences AUN students with regard to: lifestyle, food, communication, dressing and sexual orientation?

The study finds that foreign television content has influence on AUN student to some extent on a general note considering the outcome of the focus group discussion and the aggregate consensus on the conclusion of the focus group discussion among the four group of focus group participant. The section A of the questionnaire indicated that student spend an average of 2-4 hours watching television content. The most watched foreign television content usually watched is musical channels and Football channels. Exposure is done mostly through TV set and laptop as the device used in consuming the foreign content.

The study finds that with regard to food, lifestyle, culture, education, sexual orientation, social interaction etc we understand that a good number of student agreed to have been influenced to some extent by the foreign content they watch.

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