**INFLUENCE OF HOME VIDEO FILMS ON VIEWERSHIP OF TELEVISION PROGRAMMES BY RESIDENTS’ OF UYO METROPOLIS**

**BY**

**THOMAS, JOY CLEMENT**

**UCP/H2015/MC/043**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION**

**UYO CITY POLYTECHNIC, UYO**

**SEPTEMBER 2017**

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**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN MASS COMMUNICATION**

**SEPTEMBER 2017**

**CERTIFICATION**

This is to certify that this research work on “Influence of Home Video Films on Viewership of Television Programmes by Residents’ of Uyo Metropolis”was carried out **by** **Thomas, Joy Clement** with Registration Number **UCP/H2015/MC/043** under the supervision of:

Mr. Victor Ikpatt ………………..

**(Supervisor) Signature/Date**

Mr. Victor Ikpatt ……………….

**(Head of Department) Signature/Date**

**DEDICATION**

This research project is dedicated to the Almighty God for his mercies, guidance, loving kindness upon my life throughout my research work. To my beloved father Clement Thomas.

**ACKNOWLEDGMENTS**

I am grateful to the Almighty God who has given me the grace, enablement, life, strength and has seen me through this course of study. I also acknowledge my beloved father, pastor Clement Thomas for his moral support and word of encouragement and also to my Daddy in the Lord Engr. Elder Isoma Usoro thank you for your financial support and word of encouragement, I can’t forget to mention my mentor Mr. Gabriel Nkenag thank you for your financial support and word of encouragement may Gof in his infinite mercies blees you abundantly and reward you faithfully in Jesus name Amen. And also to my brothers and sisters, Ekaette Clement Thomas, Itoro Clement Thomas thank you all for the words of encouragement.

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I also acknowledge my friends Beauty, Eunice David, Chris, ,Ima-obong, Aniebiet, Hope, Jane, Ime, Chida, Peace. May God bless you all in Jesus name Amen.

ABSTRACT

The focus of this study was to investigate the influence of home video films on viewership of television programmes in Uyo Urban. Is it true that home videos films have exerted any influence on television programme viewers? This study would serve as reference guide to other researchers for further studies; as a programming handbook to consider what particular programme with what particular appeal to broadcast in order to attract audience members to their stations.and also guide home video producers to consider what elements and features to inject into their movies to educate, inform, etc. their viewers apart from entertaining them only. Also, the findings of this study shall serve as viewing guide to viewers of home videos and television programmes to appreciate the functions of both media platform by selectively exposing themselves to any of the media platform depending on their expected gratification. This work was anchored on the following theories: The uses and gratification theory propounded by Katz in 1970, is concerned with how people use media for gratification of their needs and Media Dependency Theory that was developed by Ball-Rokeach and DeFluer In 1950, the key idea behind this theory is that audiences depend on media information to meet needs and reach goals, and social institutions and media systems interact with audiences to create needs, interests, and motives in the person.Using the Philip Meyer's (1979) guide, (which purported that when a population is between the range of one hundred thousand to five hundred thousand, a sample of 383 should be taken as representative sample of the population) a total of 383 respondents chosen from 383 houses in Uyo Metropolis formed the sample size was arrived at using purposive and multi-stage cluster sampling procedures in the most populated axis in Uyo Metropolis. A set of questionnaire containing 18 questions (both open and close-ended questions)Simple percentages and tables were used in analyzing the data for this study. On the periphery, it was revealed that as residents of Uyo Urban selectively exposed themselves to Nigerian Home video films against television programmes on a daily basis; it thus affects their viewing habit, interest and choice for television programme viewing. From the findings, the following recommendations were made: Operators of television stations and programme producers should make their programmes captivating and attention-catching. (ii) To encourage viewership of television programmes, television station managers, programme producers and other stakeholders should take a step to premiere popular home video films on their stations.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Among the mass media of communication, television is seen as the most influential. By combining pictures with sound, television can communicate massages which are impossible to convey as effectively by radio and or by print media. Again, it is essentially and fundamentally different from other mass in that it requires no reading ability for audiences to understand its messages. Baran (2009, 429) posits that the television is the central cultural arm society as a culture's primary story teller. It is the chief creator of entertainment and information for heterogeneous mass audiences. Highlighting important role of television in society, Awake in its October 2006 issue, in an article entitled "TV: The Subtle Instructor" submits that " television captures the lives of people in both tragedy and triumph; it entertains, instructs and even inspires." Much of television programming is neither wholesome nor educational and it main critics decry its abundant and graphic portrayal of violence and sex and its power to change people's opinion, attitude and prior beliefs.

However, nearly all the families in Nigeria have television sets and television contents viewing in the country is pervasive. Though there is hardly any statistics to show the amount of time the average Nigerian spends watching television we can gleam this from the report of an article in the Awake (2006) issue earlier cited. According to the report titled "TV: A Thief of Time?": the time that many people devote to television is astonishing. Recently, a global study showed that an average, people watch television for just over three hours each day. North Americans watch four and a half hours daily, while the Japanese top the list at five hours per day (Akpan and Anyianuka, 2013).

Thus, many Nigerian families spend several hours of their daily lives consuming television contents which substantial part is made up of television programmes or movies. When Television programming ceased to satisfy the audience quest for films and their expected gratification, media devices like DVD and VCD players are resorted to, for viewing video DVD or VCD films that litter Nigeria markets and neighborhoods today. Movies are the avenue for portraying social reality. This is based on their audio - visual functions as well as their influential power to make an impact on the viewer. This was succinctly captured by Gerbner (1980) cited in Griffin (1991, p. 301) when he stated inter alia that: “. television's power comes from the symbolic content of the real life drama shown hour after hour, week after week. At its root, television is "story" and a society's stories give a coherent picture of what exists, what is important; what is related to what and what is right."

Until the early 1990s, foreign films or movies dominated the local scene. This changed with the production of the home video 'Living in Bondage' in 1992 by Kenneth Nnebue. With this milestone, Nollywood, the Nigerian home video industry derived its history. Suddenly, Nigerians' appetite for local films became insatiable and producers cashed in on this, and an average of 100 home videos or films, according to National Film and Video Censors Board's records, were churned out monthly. These Nollywood movies, as they are today called, fed its audience with a steady dose of wholesome and unwholesome contents. Quite marked was its dramatization of human ritual killings which transport poor characters to states of untold riches. 'Living in Bondage', the first film to give local productions the break that gave birth to Nollywood, not surprisingly was the first to dramatize how' Andy', the key character in the movie, used his wife for money making rituals and became rich inadvertently. A common train that runs across this genre of film is that majority of the characters go unpunished for engaging in this evil acts, indeed going on to "enjoy" the riches and fame this practice confer on them, even after the movie seem to have ended.

Today, cable television, which has become widespread in the society, also has dedicated stations which transmit Nollywood movies round the clock against other morally charged television contents or programmes. Thus, Nigerian home videos miscreants continue to feed daily on Nollywood's dramatization of a misplaced reality for the sole purpose of 'entertaining themselves' and the effect this is having on them becomes a subject of concern. According to Baran: 2004, p. 159) movies are make-believe and not reality. In other words, movies may really not be a recreation of society's experience. Hence, are television contents constructs or reality?

Film on its own part, when properly harnessed and utilized is a unique means of communication; its visual characteristic gives it a universal appeal and impact. It plays important roles in the development of any groups of people, ethnicity, race, nation or country. It is a veritable tool for national development and purveyor of culture. It helps to preserve the culture of a people from eroding away. This was the focus and brainchild of Nigerian Film Corporation for implementing the Nigerian National Policy on Film, Article 4(3)(c), in 2005 which states inter alia that "film will be produced to protect and promote our rich cultural heritage and our national aspirations in the process of development". Films generally serve as a tool for national integration and development. Based on these imports, it becomes informative to note that the major type of film we have today is home videos, which developed until now from what was formerly known as -cinema or stage play drama. As part of mass media, home videos play the important roles of informing, educating, entertaining and transmitting social heritage. Home video concerned itself with evolving a better society by exposing societal ills and wrongs and it cannot do this on its own without deploying the medium of television.

Since the advent of home videos in Nigeria, the home videos industry popularly known and referred to as 'Nollywood' has considerably influenced the habits, belief systems, styles of dressing and other behavioral idiosyncrasies of many Nigerians. One may also say, however that the emergence of home video have helped promote the Nigeria culture that was lost during the colonial period. There are also negative effects of home videos on audiences. However, there have been cases where home videos are criticized to be the cause for some societal ills. Social critics who belief anti-social behavours like violence and extravagant lifestyle that many films portray in their content perceptibly affect behavioural pattern of some audience. Nevertheless, all these sum up to m~~n that home videos have both positive and negative influence on viewers' morality and that home videos positively or negatively affects the generally accepted moral standards of the society.

However, a television programme on the other hand, is a particular television content broadcast for people to watch. This kind of television content is created or produced to meet some specific needs of the audiences ranging from entertainment, information to education needs of the public with aim of either. Educating, entertaining, correcting, shaping or informing the audiences after exposure to it. It has been classified by concerned quarters as functional television content unlike the home video. Television programmes, just like its counterpart, home videos, were designed to be watched by the audiences in which it was produced for. But due to the popularity of home videos in virtually every nook and cranny of the society, it seems that most audiences have neglected the viewing of television programmes to home videos due to reasons gratifications intended by them. Is it true that home videos films have exerted some influence on television programme viewers? This has prompted the question: what is the influence of home video films on the viewership of vision programme by Uyo Urban residents?

1.2 Statement of the Problem

Television programmes, just like its counterpart, home videos, are vision contents that are also produced to be watched by the audiences in which it was produced for. But due to the popularity of home videos in virtually

Every nook and cranny of the society, it seems that most audiences have neglected the viewing of television programmes to home videos due to reasons gratifications intended by them as more time is believed to be spent on watching cinema, home video while television programme viewing appears to be neglected. Hence, as succinctly captured by Gerbner (1980) cited in Griffin) 1; p. 301) “...television's power comes from the symbolic content of the real drama shown hour after hour, week after week. At its root, television is story" and a society's stories give a coherent picture of what exists, what is important, what is related to what and what is right."

Based on this import, is it true that home videos films have exerted any influence on television programme viewers? However, Baran (2004, p. 159) is of the view that movies are make-believe and not reality. In other words, movies may not really be a recreation of society's experience. The problem then is~ does home video influence television programme viewing? The question is: what is the influence of home video films on the viewership of television programme by Uyo Urban residents?

1.3 Objectives of the Study

The objectives of this study were to:

1. Find out ifUyo Urban residents are exposed to Nigerian home videos and television programmes.
2. Find out if television programmes appeal to Uyo Urban residents as home videos.
3. Ascertain whether Nigerian home videos do affect Uyo Urban residents' television programmes viewing.
4. To find out the uses and gratifications that Uyo Urban residents derive from watching television programmes and Nigeria home videos.

1.4 Research Questions

This study sought answers to the following research questions:

1. Are residents of Uyo Urban exposed to Nigerian home videos and television programmes?
2. Do television programmes appeal to residents of Uyo Urban as Nigerian home videos?
3. Do Nigerian home videos affect Uyo Urban residents' television programmes viewing?
4. What are the uses and gratifications that residents of Uyo Urban derived from watching television programmes and Nigerian home videos?

1.5 Significance of the Study

The focus of this study was to investigate the influence of home video films on viewership of television programmes in Uyo Urban. The findings that this study shall yield would serve as reference guide to other researchers for further studies. The findings that this study shall yield would be beneficial to programme producers in television stations as a programming handbook to consider what particular programme with what particular appeal to broadcast in order to attract audience members to their stations.

The findings of this study shall also guide home video producers to consider what elements and features to inject into their movies to educate, inform, etc. their viewers apart from entertaining them only. Also, the findings of t:-is study shall serve as viewing guide to viewers of home videos and television programmes to appreciate the functions of both media platform by selectively exposing themselves to any of the media platform depending on their expected gratification.

The findings of this study would be of immense benefit to stakeholders in the broadcasting and movie industries to implement policies that bother on efficient television programming and morally-charged home videos and how to complement both media platforms without one super-imposing the other. The finding that this study would yield would help National Broadcasting Commission to enact policies and formulate strategies for producing and promoting television programmes that appeal to the masses. Based on the findings that this study shall, it would help National Censors Board to look into the issues of negative home videos influence on viewers.

1.6 Limitations of the Study

In the course of carryout this study, the researcher met some challenges and these were: financial constraints, lack of interest by respondents to the research questionnaires inadequate study and review materials for study and the stress it took the researcher to administer the questionnaires to respondents individually. These challenges notwithstanding, the findings of this study still remain valid.

1. 7 Delimitation of the Study

The study is the influence of home video film on viewership of television programmes, home video films involves the Nigeria film, television programmes are series scheduled in a station.

However, this study limited it scope to the home video and television programmes viewers in Uyo Urban resident of Akwa Thorn State.

1.8 Definition of Terms

Influence: The capacity to have an effect or the character, development or behaviour of someone or something, or the effect itself.

Home Video: A film on video tape for viewing at home

Viewership: The audience for a particular television program or home video,

Programmes: A planned series of future events, items or performance television stations,