

## The Influence of Western Television Programmes on the Dress Code of University of Jos Undergraduates

Samuel Iku Akubaka<sup>[a],\*</sup>; Samuel Mahanan Dang<sup>[b]</sup>

<sup>[a]</sup>Department of Mass Communication University of Jos, Jos, Nigeria.

<sup>[b]</sup>Department of Mass Communication Plateau State Polytechnic Barkin Ladi, Nigeria.

\*Corresponding author.

Received 11 August 2019; accepted 8 October 2019

Published online 26 October 2019

### Abstract

The study discusses the influence of western television programmes on the dress code of university of Jos undergraduates. The study adopted the survey research method. Data were sourced through structured questionnaire from four hundred and fifty respondents which were sampled from the first degree students of the university. The respondents comprised students from faculties of social sciences, Arts, education, business administration and sciences. Opinions expressed by the respondents show that, university of Jos undergraduates have been motivated or influenced by western television programmes on their dress code to a large extent. Based on the findings of the study, the researchers presented some useful recommendations that would help in curbing the influence of western television programmes among youths especially undergraduates towards decent dressing and to imbibe African cultural ethical principles of sound moral behavior.

**Key words:** Influence; Western television; Programmes; Dress code; Undergraduates

Samuel, I., & Samuel, M. (2019). The Influence of Western Television Programmes on the Dress Code of University of Jos Undergraduates. *Canadian Social Science*, 15(10), 63-67. Available from: <http://www.cscanada.net/index.php/css/article/view/11360>  
DOI: <http://dx.doi.org/10.3968/11360>

### INTRODUCTION

The term “communication” takes its roots in the Latin word “communis”, signifying common. This means

that, when we communicate, we are trying to establish commonness with someone. In other words, we are trying to share information, an idea or an attitude. (Konkwo, 2012). Television as one of the powerful instruments of communication, served as channels through which cultural norms and values are transmitted across cultural borders. Rodman (2016), submits that, “television remains the most time consuming activity, next to sleeping and it is the world main source of news and information. It is also the world’s most powerful sales tool”. According to Joyce (2008), “television has a captivating effect on viewers, such that, viewers, especially the youths would want to imitate their heroes on television by trying to do what such characters do on television screen?”

Mimiko (2010) argued that, traditional African cultural practices have paved ways for foreign ways of doing things. The social fabric was completely devastated and a new culture of violence was implanted. Sparks (2007), stated that, through the western programmes, that the people in developing nations are heavily exposed to, the people are directly or indirectly subjected to a subtle process of indoctrination into foreign or western, particularly American ways of life to the extent that, they tend to abandon or jettison their traditional behavior and values. The foreign programmes shown on NTA, cable television, Minaj channels, Cartoon Network, ESPN (Expanded Sports Programmes Network Channel), among others provided by numerous satellite transmission operators as DSTV, Multi-Tv, MyTv, and host of others are sweet enemies.

These television stations and cable networks have succeeded in creating an avenue where Nigerians continue to raise-eye brows of Western television programmes, as they make the youths behave like television characters, through the way such characters exhibit their activities, especially their manner of dressing, which has over the years affected the dress code of students in institutions of higher learning, mostly, undergraduate university

students. Undergraduate students in campuses of Nigerian universities tend to imitate the dress code of western music and movie American stars such as; Tupac, Beyonce, Ashante, Samuel Jackson, Sylvester Stallion, 50 Cent, Sean Paul, R-Kelly, Celine Dion, among others (Akindele and Lamide, 2014).

According to Ekeanyanwu (2015), in most cases, the influence of the Western Media programmes appears to be heavily consume in developing countries, instead of countries producing their own programmes for local consumption, countries are forced to view the world through the eyes of Western values, ideas and civilization. The globalization and proliferation of the mass media confronted the risk of cultural uniformities with the possibilities of unprecedented cultural integration. The effect of television commercials, entertainment programmes and fashion have influenced the behavior of Nigerians, especially students, this trend, has posed a great concern in the society and institutions of higher learning such as Nigerian Universities.

Nigerian clothing before civilization was unique and attractive, presenting responsible clothes for women like; buba, kaba, iro, gele, zani, iborun oripele and Nigerian clothing for men include; buba, fila, sokoto, abeti-aja and agbada, showing Nigeria's culture, but presently, youths, particularly University of Jos Undergraduates prefer to dress like the western people or race. Western cultures and values have been made popular to the detriment of real African values and norms.(Akindele and Lamidi,2014). It is against this background that this study focuses on the influence of international media, especially television on the dress code or dressing code of the University of Jos Undergraduate Students. Besides, it aims at outlining the damages done to both undergraduates, the Nigerian culture and ways out of this trend.

## STATEMENT OF THE PROBLEM

The media are powerful tools or instruments, in other words, media play important role on students, this means that, much of what youths learn globally, are gotten through media exposure. The cultivation theory says that, the frequent exposure to certain media contents leads audience to behave according to what they are exposed to (McQuail, 2005).

There has been serious concern regarding the mode of dressing of youths over the years. These concerns are viewed both on religious and social grounds. The dressing habits of some people in the society are very offensive and also, morally and ethically unacceptable.

The influence of Western Television programmes on the dress code of undergraduates in University of Jos has been a serious problem facing the state, especially, indecent dressing pattern, erosion of our cultural values and morals of dressing. Hence, to what extent has the media affected the dress sense of undergraduates?

## OBJECTIVES OF THE STUDY

The general objective of this study is to examine the influence of international media on the dress code of University of Jos Undergraduates. The specific objectives include;

- To ascertain the extent of exposure of University of Jos Undergraduates to foreign television programmes.
- To find out what motivates University of Jos Undergraduates towards foreign television programmes.
- To examine the extent University of Jos Undergraduates attitudes on dress code are influenced by content of foreign television programmes.
- To find out if University of Jos Undergraduates' dress code is influenced by content of foreign television programmes.

## RESEARCH QUESTIONS

- To what extent are University of Jos Undergraduates exposed to foreign television programmes?
- What motivates University of Jos Undergraduates towards foreign television programmes?
- To what extent are University of Jos Undergraduates' attitudes on dress code influenced by content of foreign television programmes?
- Have foreign television programmes influenced University of Jos Undergraduates' choice of dress code?

## SIGNIFICANCE OF THE STUDY

The importance of this study in the Nigerian society is quite timely. The study will be beneficial to students of all levels. It will enable students understand the impact and helix effect of international media, especially television on their dress code and its implications. It will also create a platform for the government and policy makers on the need to put measures in controlling and regulating international media programmes in the state. Also, it will give room for media practitioners to censor and produce programmes that will not de-emphasize our cultural values among media consumers. The study will add to the existing body of literature on the effect of media programmes on youths.

## LITERATURE REVIEW

Skinner (cited in Agah, 2014, p.38) defines culture as "totality of how people live and behave". Akama (2012, p.19) states that, culture is "that complex whole which includes knowledge, belief, arts, society". Kluchohn and Kelly (1988, p.44), describes culture "as all those historically created designs for living, explicit and impact, rational, irrational, which existed anytime as potential guide for behaviors of men". According to Otite and Oginwo (2016, p.86), culture is "the complex

whole of man's acquisition of knowledge, morals, beliefs, arts, customs and technology, which are shared and transmitted from generation to generation". Giddens (2000) perceives it differently, he opines that, it is the ways of life of members of a society and it includes their dressing, marriage, family, life, pattern of work, religious ceremonies and leisure pursuits. He further states that, culture is complex and includes knowledge, beliefs, arts, morals, laws, customs and other capabilities and habits acquired by men as members of the society. Obiora (2002) on the other hand, believed that, culture is a continuous process of change. He further buttress that, inspite of the change, culture continue to give a community a sense of dignity, continuity, security and binds society together.

Onwuekwe (2006, p.86) posits that "culture is the entity that incorporates the totality and is synonymous with the peoples' way of life, transmitted from age to age, generation to generation". Obiajulu (cited in Onwuekwe, 2006, p86) posits that, culture is the sum total of human creations, intellectual, technical, artistic, physical and moral. Culture is the complex part of living that directs human social life. Culture is very fundamental, it encapsulates the entire structure of human existence, the very fabric that permeates the very aspect of life.

Morgan (1988) avers that, even if the media systems are not the most powerful agents for social change, they are in many cases, the most pervasive and visible agents. The need to see the chances of foreign media influence in abrasionary terms and not in terms of the fear of complete cultural domination or substitution cannot be over emphasize. In any case, such effect should not be seen as the consequences of media agents alone, rather as Varan et al (2011) notes, we can begin to understand this exchange as part of an interaction between agents and cultural terrain which becomes a part of people's daily life. Defleur (1991) observes that, people hum the latest tunes, make the latest hairstyles of popular artistes, and try to dress like them. These media output is an integrated and important part of popular cultures. Daramola and Oyinade (2015) explain that, culture of dressing in Nigeria was unique and attractive before civilization. For instance, for the Yoruba people of Nigeria, it was common in the past to see people dressing in "Aso-Oke" to festivities. But today, they simply dress in lace materials and buba with head ties (for women) and "buba" and "agbada" (for men) which is not necessarily "Aso-Oke". The hitherto annoying or offensive trousers by female members of the society are now in vogue, to the extent that youths now wear torn trousers, croptops, exposing their stomach and other sensitive part of their body, all in the name of fashion.

Joyce (2008) notes that, youths like to watch television, they cherish it extensively, spend more time in its exposure, which might generate both positive and negative effect if not properly checked or controlled. The excessive exposure to television contents or programmes

will easily pave way for imitation of foreign culture that could be detrimental to domestic pattern of behavior which could be seen in the mode of dressing, speaking, eating, walking and relationship with others.

Jean, (2002, p.71), observed that, television has become the agent of the new global corporate vision. All over the world, people of all ages are considerably exposed to the same Western music, western fashion (dressing), sporting events, news, soap opera and glamorous life-styles. In supporting Jean assertion, Oni (2001), states that, Nigerian youth rely on the offering made available by the foreign television because of the motivation factors in augmenting their local sources in news content, entertainment, music and programming.

Ajayi (2001) remarks that globalization is about competition and struggle for dominance which encourages more than anything else, the continuation and expansion of western imperialism in the new millennium to make globalization meaningful to Nigerian culture. Friday (2002), stated that, foreign culture has perverted our society and there is, the rise of what is called 'cross culturalism' meaning through televised programmes one can begin to learn about other people's way of doing things and by so doing, get acculturated.

Okechukwu (2012) conducted a study on the "influence of western media on the dressing pattern of undergraduates in Nigeria".

The study aimed at finding the extent to which western media have influenced the dressing pattern of undergraduates in Nigerian Universities. The study employed the survey method. The study find out that western media have influenced the dress pattern of Nigerian students. The study recommended that programme producers should add some creativity to their programmes so as to capture the attention of the people thereby exposing local culture and government should make provision for cultural promotions in colleges, universities, and other tertiary institutions to sensitize them so as to appreciate their culture.

Nnemeka (2006) also conducted a research on "the influence of the media on students mode of dressing". The study aim at evaluating the influence of the media on students mode of dressing. The study recommended that Nigerian films and video board (NFVCB) should set a ban on all musical works or videos that celebrate obscenity, since such works promote sexual immorality amongst our youths, students and in the society as a whole.

---

## THEORETICAL FRAMEWORK

---

The study was anchored on social learning theory. Social learning theory: The theory is also known as observational learning and modeling theory, was developed by Albert Bandura in the 1960s and it remains one of the most widely used theories of media effect (Bandura and Walters 1963), Tan (1985) as cited by Konkwo (2012) noted that

social learning theory explains how we learn, not only from observing and modeling individuals and events we see in the media, but also from direct experience in the non-mediated environment. Besides, the set of behavior we learn is the result of both environmental and cognitive factors. Bandura's original investigations found that, under certain circumstances, young ones can learn aggressive behavior from films and television.

Several components of the social learning process have been articulated by Bandura and Walters (1963) and Bandura (1977) as follows;

- An individual must select or at least be exposed to an event or the behavior of another, either directly or symbolically through the media, events or behavior that are simple and distinctive elicit positive feelings and are observed repeatedly are most likely to be modeled. Several characteristics of an observer may also influence an attention.

- An individual must be capable of mentally retaining observed behaviors or events. The retention is achieved by imagery, storage of mentally representing events using verbal codes or a common language.

- An individual is expected to possess the cognitive ability and motor skills needed to initiate the observed and learned behavior. Helpful practices in refining a reproduction of the behavior are achieved by repetition, self-observation and feedback from others.

- The individual must be highly motivated to perform the learned behavior. Key to such motivation is according to Bandura (Ibid), reinforcement, which also increase the likelihood that a behavior will be modeled.

The social learning theory is appropriate for this study on the influence of international media on the dress code of University of Jos Undergraduates. The theory was adopted because, Undergraduates in University of Jos, have role models who are mostly public figures in various field of endeavor. Besides, youths easily received or expose themselves to television content and imitate their role models, which the aftermath, they tend to behave like them and at the end such imitations affect their daily lives.

## RESEARCH METHODOLOGY

The study adopted the survey research design. Survey is a research design that focuses on a representative sample derived from the entire population of the study. The study population is the entire population of University of Jos Students in permanent side campus. According to the university record, the institution has a total of 24,999 students. The study only covers the first degree students of the university. The areas of study covered are faculties of Social Sciences, Arts, Education, Business Administration and Sciences. The faculties were chosen using a simple random technique for equal chance of being selected. The large number of the population gave room for a sample size of 450 to be drawn, using the mathematical

formular of Taro Yemane. Stratified sampling technique as a probability sampling technique was used by the researchers. The instrument of data collection was the questionnaire. The study was categorized into two sections, demographic, it contained personal information (age, sex, department, faculty, level) while section B contains the subject of the study. Data was adequately presented in tables using simple percentages and for descriptive purpose. The data for the analysis in the study were based on responses from respondents in the institution or school.

## FINDINGS

**RQ1:** To what extent are University of Jos Undergraduates exposed to foreign Tv programmes? Data indicated that 200 (50.80%) respondents affirmed that University of Jos Undergraduates are exposed to foreign Tv programmes as virtually every household have cable satellite receiver which has more foreign Tv stations. Also, 170 (29.81%) respondents were moderately exposed to foreign Tv programmes, while 80 (19.39%) could not measure their level of exposure to foreign Tv programmes. As a result, we conclude that University of Jos Undergraduates are highly exposed to foreign Tv programmes. In the words of the researchers, too much exposure to foreign media, especially television channels, to a great level will have significant impact on Nigerians dress code. Based on the social learning theory of the study, it is obvious that dressing identity of Nigerians are being replaced with foreign style of dressing, especially Nigerian youths in tertiary institutions of higher learning.

**RQ2:** What motivates University of Jos Undergraduates towards foreign Tv programmes? Data shows that, 180 (40.20%) affirmed that, they were motivated towards foreign Tv programmes to enhance their knowledge on modern trends on dress code. 100 (21.68%) said they were motivated towards foreign Tv programmes for just passing time and 50 (16.99%), said it was a hobby. In the opinion of the researchers, based on the findings above, a good number of students learn recent trends on dress code as a result of watching foreign Tv programmes. Also, over dependence on foreign media content shows inferiority complex, Africans do not believe in their product, believing that anything labeled African is inferior to foreign based.

**RQ3:** To what extent are University of Jos Undergraduates attitudes on dress code influenced by content of foreign Tv programme? This research question revealed that 250 (59.16%) respondents of University of Jos Undergraduates attitudes on dress code are to a large extent influenced by content of foreign Tv programmes. However, 150 (28.52%) respondents said foreign Tv programmes have moderately influenced their attitude on dress code, while 50 (12.28%) could not comment on their attitudes towards dress code. It is based on these findings



that, the researchers believed that, too much exposure to foreign media to a large extent have significant impact on University of Jos Undergraduates' attitudes on dress code. The implication is that, students will be more engaged in indecent dressing in University campuses.

**RQ4:** Has foreign Tv programme influenced University of Jos Undergraduates choice of dress code? 280 (60.78%) respondents believed that foreign Tv programmes have influenced their choices of dress code. 130 (25.22%) respondents moderately agree that foreign Tv programmes have influenced their choices of dressing, while 40 (13.8%) disagree that foreign Tv programmes have not influenced their choices of dressing. The researchers opinions based on these findings is that, people believe more in foreign Tv programmes than locally produced Tv contents, with such, they tend to emulate or imitate foreign dress code and the negative impact is that, this action will take our traditions into extinction.

## SUMMARY AND CONCLUSION OF FINDINGS

It was revealed that 50.80% of University of Jos Undergraduates are exposed to foreign Tv programmes, due to the availability and access to cable satellite receivers which have more foreign Tv stations. Also, 40.20% of University of Jos Undergraduates are motivated towards foreign Tv programmes to improve their knowledge and this pave the way for them to learn the recent trends on dress code. 54.16% of University of Jos Undergraduates attitude on dress code is to a large extent influenced by content of foreign Tv programmes. It is also believed that, the dress code of University of Jos Undergraduates are influenced through foreign Tv Programmes with 60.78%,

In conclusion, University of Jos Undergraduates have been motivated or influenced by western television programmes on their dress code to a large extent of 60.78.

## RECOMMENDATIONS

- The regulatory agencies in Nigeria, like the Nigeria Broadcasting Corporation (NBC) should ensure the strict compliance to the NBC code of broadcasting 60% local content and 40% local content. This action will protect our culture and tradition not to go into extinction.

- Tv station should transmit the cultural heritage of the society within which they operate. In order to realize this, both presenters and news casters should be on traditional attire when appearing on screen.

- Tv stations should discourage nudity on television screens, such as movie or musical programmes showing flirty and skimpy dresses of artiste. The broadcast of indecent dressing on television personalities as role models in the aspect of dressing.

## REFERENCES

- Agha, U. A. (2014). *Introduction to sociology*. Retrieved from 101010.cssforum.com on 18 October, 2017.
- Ajayi, O. (2001). *Globalization: A critical issue*. Benin City: Osaro Printing Press.
- Akama, E. S. (2012). *Introduction to religious cultural studies*. Part Harcourt: University of Port Harcourt Press.
- Akindele, R., & Lamidi, K. (2014). *Fundamentals of mass communication*. Ibadan: Adalef Communication. Available from: <http://eviced.gov/ER/CB/OCS/data/evicdas2/contentstorage.pdf>. May 2011.
- Bandura & Walter. (1963). *Social learning and personal development*. New York: Holt Rinehart.
- Daramola, I., & Oyinade, B. (2015). Impact of cultural globalization on African: the role of western media. *International Journal of education & research*, 3(3), 2201-6740.
- Defleur, M. L. (1991). *Theories of mass communication* (5<sup>th</sup> ed.). New York: Longman.
- Ekeanyanwu, N. T. (2015). *International communication*. Sterling: Horden.
- Friday, M. (2002). *The effect of globalization on culture in Africa in the eye of African woman*. New York. Holden Publishers.
- Giddens, A. (2000). *Sociology*. Oxford, England: Blackwell Publishers Ltd.
- Jean, T. (2002). *The hidden dimension of Globalisation: What is at stake geo-culturally?*. Ney York: Global Policy Forum.
- Joyce, G. (2008). *Television influence on social reality*. Newbury Park: Say C.
- Kluckhohn, C., & Kelly, W. (1988). *Culture: A critical review of concept and definitions*. New York: Holden Publishers.
- Konkwo, D. E. J (2012). *Principles, concepts theories and practice of mass communication*. Bifred (Nigeria) Ltd.
- McQuail, D. (2005). *Readings on mass communication theory* (Fifth ed.). London: Sage Publication.
- Mimiko, N. O. (2010). Would Falola frustration suffice?: Tradition, governance, challenges and the prospect of change in Africa. In N. Afolabi (Ed.), *The Toyin Falola: The man, the mask, the muse*. North Carolina: Carolina Academic Press.
- Oni, J. (2001). *People and communication*. Lagos: Willy Press.
- Onwuekwe, A.E. (2006). Music and cultural expression in Nigerian: Historical and contemporary trends in Nigeria. Ojiakor and I. Ojih (Eds.), *Readings in Nigerians peoples and culture* (pp.80-98).
- Otite, A., & Ogonwo, P. (2016). *Problems of culture in Africa*. Ibadan: Opex.
- Rodmon, G. (2006). *Mass media in changing word: History, industry, controversy*. Boston: McGraw-Hill.
- Sparks, C (2007). *Globalisation, development and the mass media*. London: Sage
- Varn, D.; Bulgrin, A., & Huang, L. (2011). *3DTV: Viewer interaction with the new dimension for television in: Audience measurement 6.0*, 13-14 June 2011. New York: NY.