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# The Influence of Media on Dressing Pattern of Tertiary Institution Student in Nigeria

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**Abstract**

The study titled "media influence on dressing pattern of students of tertiary institutions. The aimed of the study is to discover the influence of home movie in dressing pattern of students in higher institutions of learning. To identify if there is influence on the dressing pattern of students of tertiary institutions in Nigeria, To determine the nature of the influence on their dressing patterns, To know if the influence is positive or negative and To explore ways that can positively influence their dressing patterns. The study adopted Cultivation and Cultural imperialism theories and survey method approach. The data of the study were sourced from the primary sources. The instrument used for data collection was the closed ended questionnaire. 370 questionnaires were administered to respondents. The findings of the study revealed that dressing patterns in home media have positive Influence on the dressing style of students. This is manifested in the pride these students derive in seeing African values celebrated as reflected in their dress patterns. The study showed that most of these students expose themselves to the home movie medium and even a higher percentage do so at regular basis and are more prone to noticing the dress patterns on those home movie. The home media are therefore


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veritable instruments for mobilization and national orientation for desirable attitudes.

**Keywords**: Media, Students, Dressing Pattern, Influence, Home Movie Tertiary Institution

## INTRODUCTION

Over the years research has shown that there exists a relationship between the mass media and social ills and other behavioral and attitudinal change in the society. For instance, the media are attributed considerable power to shape opinion and belief, change habits, and actively the concern on media Influence has led to the development of different communication theories. This is an attempt to explain the relationship between communication messages and their Influences on the respondent. Media serve as a means of communication to inform, educate, and entertain. Movie is a story recorded as asset of moving pictures to be shown on the television or at the cinema. It is a roll shut of flexible plastic that is sensitive to light for the use in photography. Movie also known as film or motion picture is a series of moving image, it is produced by recording photographic images with cameras or by creating images using animations techniques or visual effects. It is considered to be important for a source of popular entertainment, a power method for educating or indoctrinating people especially children and the teenage adults (Keith, 2007).

In the work of O'Rork (2006) and Wogu (2008), they argue that audiences are more likely to emulate models of behavior seen on the media if they expect to receive gratification from emulating another person. "Behavior is influenced not only by personal or live models but by those presented in the mass media (O'Rork, 2006:72)".Analyses on media Influence continue to show that the media have Influence on the pattern of behavior of its audience (Uwakwe, 2010; Okunna, 1999and Okoye,1993).Okunna opines that because of their special power to affect the way people think, feel and behave, the mass media have been credited with incredible persuasive ability to change attitude and behavior (1999:161).

### Statement of the Research Problem

Indecency has widely been spread and become norms in higher institutions of learning which cut across national and international boundaries with wide and fast distributing networks globally. And most of these imitative dressing patterns are imitated from western

cultures and media. Western media are seen as source of entertainment and enlightening, as well as conduct for promoting their cultural ideology. In the face of this promotion of the cultural ideology it becomes important to examine the Western media to ascertain if it has influence on the dressing pattern of the students of higher institutions of learning in Nigeria. In recent times, it has been observed that a change is occurring in the mode of dressing and clothing style of the students in Higher Institutions in Nigeria. They dress weirdly and embarrassingly although they still wear shirts and trousers but which are always in various tight sizes compared to their normal sizes. The problem of indecent appearance has come to characterize the dress pattern of many students on the campuses of higher learning. There is hardly any higher institution of learning in Nigeria that is not faced with this repulsive problem. The way students on these campuses of learning dress leave many to wonder where they get these dresses from. They tend to copy foreign wears from the screen which are mostly contrary to their traditional norms and values.

**Objectives of the study**

This study aims at discovering the influence of dressing pattern of students in higher institutions of learning the objectives include:

1. To examine if there is influence on the dressing pattern of students of tertiary institutions in Nigeria

2. To determine the nature of the influence on their dressing patterns

3. To know if the influence is positive or negative

4. To explore ways that can positively influence their dressing patterns

**Research Questions**

The study aims to answer these questions in order to fulfill the overall goal of the study.

1. What is the media influence of the dressing patterns of students of tertiary institutions in Nigeria?

2. What is the nature of the influence on their dressing patterns?

3. Is the influence positive or negative?

4. What are the ways that can positively affect their dressing patterns?

## Significance of the Study

This study is relevant for the following reasons. It will help determine the type of influence on the dressing pattern of students in tertiary institutions and how it positively or negatively affects their performance. There by serving as a guide to policy makers and regulatory agencies in providing protection against the showing and exposure to media that negative Nigeria's cultural values. The study provides a framework for the fight against media and cultural imperialism.

## Scope of the Study

Studies on media influence on students have shown that, there are various behavioral and attitudinal Influences that could be exerted by the media- vis-à-vis Students dressing patterns. However, this study restricts itself to the Influence of patterns of dressing of students in tertiary institutions in Nigeria.

## Definition of Key Terms

**Pattern of Dressing:** This is refers to the choice or type of dressing or clothing preferred by a certain group of people.

**Students in Tertiary Institutions:** These are post-secondary school students in polytechnics, colleges of education and universities.

**Effects:** Something or someone has on something or someone else. This could be positive or negative.

## Literature Review

This chapter reviews literature material on the research topic. The research looks at the conceptual, empirical and theoretical aspects of the various topics. The theoretical frame work for the study is cultivation theory and cultural imperialism.

## Conceptual Reviews

Conceptual review in any investigative research has to do with the review of some key concepts in such research. For the purpose of this study the following concepts are reviewed: history of western films in Nigeria, teenagers and film, western film effects on teenagers and the concept of media imperialism.

**Brief history of western films**

According to Thompson, (2003) Mechanisms for producing created, two-dimensional images in motion were demonstrated as early as the 1800's, with devices such as the Zoopraxiscope and kinescope. These machines were outgrowths of simple optical devices (such as the Kodak cameras), and would display sequences of still pictures at sufficient speed for the images on the pictures to appear to be moving. A phenomenon called persistence of vision. Naturally, the images needed to be carefully designed to achieve the desired effect and the underlying principle became the basis for the development of films. With the development of celluloid film for still photography, it became possible to capture objects in motion directly and in real time. By 1880's, the motion picture cameras were developed, these cameras allowed the individual component images to be captured and stored on a single reel, and led quickly to the development of a motion picture projector to shine light through the processed and printed film and magnify these "moving pictures shows" onto a screen for the entire audience. These reels so exhibited became known as motion pictures.

Motion pictures were purely visual art up the late 19$^{th}$ century, but these innovative silent films had gained a hold on the public imagination. Around the turn of the 20$^{th}$ century, films began developing a narrative structure. Films began stringing scenes together to tell stories. Other techniques such as camera movement were used as a more effective way to portray a film. The next major development in film was introduction of colors. While the addition of sound quickly eclipsed silent film and theater musicians, color was adopted gradually. According to Olaleye, (2007), the public were relatively indifferent to color photography as opposed to black and white. But as color processes improved and became as affordable as black and white film, more films were then shot in color after the end of World War II. By the end of 1960's color had become the norm for film makers.

**Teenagers and Films**

Researchers have empirically proved that most films appeal to the emotions of its viewers and ultimately affect their worldview. Because of the developing emotions of adolescents, films can have a huge effect on their lives. In a study of the retention rate of film details between different age groups, Rosen (1971) found out that both children and adults remember best, materials that have high emotional appeal that they easily understand and is concerned with the movie plot. Teenagers are most likely to become emotionally interested

in the situations that concern their changing views of the world and growing status in the society.

**Western Film Influence on Teenagers**

Films are a **major** part of teenage life and culture. From going to the cinema with a group of friends to sitting at home in front of a laptop, teenagers have made cinema a major part of their lives. Because of the amount of consumption of film-based media, the influence on their developing minds is considerable, according to researchers. Some impacts of media on teens are as follows

- **Movie Violence**

Movie violence is often portrayed as harmless, but it can actually cause a rise in violent behavior in some teens. In particular, realistic violence in media, such as portrayals of domestic violence or crime, can significantly affect teen's mental state. Some potential ways movie violence can affects a teen include:

- Desensitizing the teen to real-world violence
- Teaching aggressive behavior and encouraging violence as a way to solve conflict
- Increasing anxiety and stress by making the teen more afraid of becoming a victim of violence
- Making the teen less likely to report violence in school, domestic violence, or violence on the part of a boyfriend or girlfriend

For some teens, watching violent media may be even more of a problem. Teens with impulse control problems, emotional problems or behavioral issues may be more influenced by movie violence than other teens. Because the influence on teens differs from person to person, some teens that are exposed to excessive violence in media may end up becoming bullies, while others may become victims of bullying in school.

- **Drug, Tobacco and Alcohol Use**

Another way that media can influence teens is by glorifying drug, alcohol and tobacco use. According to a May 2007 report published in the American Journal of Preventive Medicine, teenagers who saw the most instances of smoking in media were nearly twice as likely to try smoking themselves when compared to teens that saw the fewest instances of smoking in media. In a separate study published in the January 2006 issue of the Journal of Studies on Alcohol, researchers found that teens exposed to alcohol use in media were more likely to start drinking at a young age.

## The Concept of Media Imperialism

The term "media imperialism" connotes a situation whereby the media system of a particular area of focus is subjected to the dictates of the media system of another area. A concise definition of media imperialism is provided by Boyd–Barrett, however dated. According to him, it is the process whereby ownership, structure, distribution, or content of the media in any one country are singly or together subject to substantial external pressure from the media interests of any other country or countries without proportionate reciprocation of effectsby the country so affected (1977). The pertinent issue here is culture. From the concept enunciated by Boyd – Barrett, it is obvious that the result of the pressure is acculturation.

## Empirical Review

Norsiah (n.d.) referencing a study by Payne and Peake (1977) who compared children in three communities in Iceland in 1968, attempted to examine the association between exposure to foreign programs and the values they promote. He observed that in their study one of the communities had no television, the other was exposed to U.S. programs alone and the final community had both U.S. and Icelandic television programming. He revealed that in their investigation they were able to substantiate the association between exposure to U.S. programming and U.S. values the effect of globalization has had on culture is immense and diverse. It has affected people's cultural behaviors in different ways. People have had to change their living ways

A research carried out by Abu Jamila Isah (2012), on the influence of western music videos on the dressing habits of Nigerian polytechnic students. The research using the survey method of research and questionnaires as instrument for data collection discovered that music videos perform a dual role of entertaining and updating the polytechnic students on new fashion wears. Thereby agreeing to the fact that western music videos indeed influence their dressing habits

Another study carried out by Saliu (2012), on the influence of foreign television programmes amongst university students. The research also using the survey method of research and questionnaires for collecting data, the study points out that no matter the content of the foreign television programmes, viewers are influenced by it. The study also confirms that viewers have different reasons for watching foreign television programmes; it could be because of content, style of presentation or technical quality.

## Theoretical Framework

This study is anchored on the basis of cultivation theory and cultural imperialism as the theoretical framework for the topic under view.

### Cultivation theory

Cultivation theory is a social theory otherwise known as cultivation analysis which was developed on the basis of examining the long-term influence of television on American audiences of all ages. Developed by George Gerbner and Larry Gross *Cultivation theory in its most basic form, then, suggests that exposure to television, over time, subtly "cultivates" viewer's perceptions of reality. This cultivation can have an effect even on light viewers of television, because the influence on heavy viewer share influence on our entire culture. Television is a medium of the socialization of most people into standardized roles and behaviors. Its function is in a word, enculturation" (Ibid, p. 175)*

### Cultural Imperialism Theory

Also, cultural imperialism theory of Herb Schiller (1973) is of great significance to this study. As postulated by Schiller (1973), cultural imperialism theory states that western nations dominate the media around the world which in return has a powerful effect on the third world cultures by imposing on them western values and therefore destroying their native cultures. However, based on the ontological assumption of the theory, it is postulated that humans do not have the free will to choose how they feel, act, think and live. They react to what they see on television because there is nothing to compare it to besides their own lives, and usually portrayed as less than what it should be.

### Relevance of the theories to the study

It must be emphasized that "the spread of American consumer culture goes beyond popular consumption, raising questions and concerns of the US dominance in the cultural sphere, what effect such cultural commodities are having on the values of societies, and in turn, on the realm of politics. The term cultural commodities "refer to products of the print and audio-visual industries including media, television, publishing, radio and music. The products are vehicles for the transmission of values, lifestyles and ideologies that many see as corrosive to the recipient culture" (Rauschen berger 2003, p.2). Consequently, exposure to foreign cultures by Nigerian teenagers through western films would inadvertently affect their attitudes, thoughts, belief system, lifestyles, cultural affiliation and general worldview.

## METHODS

This chapter identifies the method used in conducting the study. The chapter also explains the research design, population, sampling techniques, sample size, method of data collection, instrument of data collection and method of data analysis and interpretation. According to Kothari C.R (2004) research methodology is a way to systematically solve the research problem.

### Research Design

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby; ensuring you will effectively address the problems. The study adopted the survey research method, which is an appropriate in attitudinal study as this. The survey method of communication research according to Barrie (2005) is a form of quantitative research that involves asking large number of people questions about their behavior attitude beliefs personality and other personal details.

### Population of Study

It is a collection or set of individuals or objects whose properties are to be analyzed. Maduene (2010) sees population as the totality of all elements or subjects which possess common and specific features within a geographical location. The population of this study would cover all students of Federal Polytechnic Bauchi. And according to Federal Polytechnic Bauchi have a total population of 12,070 students, ranging from national diploma (ND), and higher national diploma (HND) respectively.

### Sampling Procedure

Sampling is a process of systematically selecting people that would participate in the research work. According to Gunter (2002) sampling is a process of systematically selecting people for inclusion in a research project

### Sample Size

Sample size is the number of units in ones' sample. A total of students from institutions would form the sample size for this study. Ikeagwu (2011) justifies the need to select a manageable sample and notes, "It is not generally feasible to interview the entire population." This sample size will be drawn from the total population of the students.

Therefore, the sample size is 370 the study employed the random sampling technique and each member has equal chance to be selected.

**Method of Data Collection**

To collect necessary information which would serve as a basis for understanding the relationship between dependent and independent variables of this study, quantitative method would be employ for data collection. This is because survey method is the best method to use whenever one wants to gather data from a large population.

**Instrument for Data Collection**

The questionnaire would be used as the instrument for data collection. Okoro (2001) acknowledges that the questionnaire has substantial merits to weigh in its favor for gathering information from people about their opinions, attitudes, behaviors and perception on a given phenomenon.

The questionnaire would consist of 23 questions with a few open-ended questions and majority of close ended questions. The questions would be constructed in simple English to ensure clarity, unambiguity, neutrality and unimpeded responses. The questions would be design to elicit information about respondents' demographical and psychographic characteristics.

The advantages of using questionnaire is because large amounts of data can be retrieved or collected from a large number of people within a short period of time and it is cost effective and also information that is been gotten from the questionnaire can be quantified and analyzed easily

**Validity and Reliability of Instrument**

The questionnaire, being the instrument to be use in conducting this research, it would be fashion in such a way as to adequately reflect the phenomenon under study. Although the questionnaire being a survey instrument is said to be an artificial measure which restricts respondents from fully expressing their opinions, the researcher therefore will try to provide a good number of open- ended questions that were meant to enable the respondents express them and elicit the answers relevant to the subject of study. The questions in the questionnaire will be peer reviewed to ensure that right and relevant questions are asked.

**Method of Data Analysis and Interpretation**

Quantitative methods would be use. Hence, simple tables, frequencies, numbers and percentage charts statistical packages (SPSS) would also be used in the analysis of data and interpretation of the information collected in the study. The qualitative method, which is descriptive in nature, will also be used in the explication of complex variables.

## RESULTS

For collecting the relevant data needed for this research, copies of the questionnaire were distributed among the respondents in their campuses. Out of the number that was distributed, 360 were recovered while 10 were among those not returned or considered unusable. This gives the questionnaire a mortality rate of 96%. Respondents' responses were shown in tables and simple percentages as shown below:

**Table 1: Respondents' Age Distribution**

| Variable | Frequency | Percentage % |
|---|---|---|
| 16-20 | 142 | 39.4 |
| 21-25 | 148 | 41.1 |
| 26-30 | 38 | 10.5 |
| 31-35 | 27 | 7.5 |
| 35 & above | 5 | 0.1 |
| Total | 360 | 100 |

The table above shows that 142, representing 39.4% respondents, were between the ages of 16-20 years, while 148 (41.1%), respondents were 21-25 years. Those within 26-30 years were 38 (10.50%). 27 respondents (7.5%) fell within 31-35 age range. Only 5 (0.1%) respondents were within the age range of 35 and above this shows that the average age range for these students was between 16-30 years

**Table 2: Gender Distribution**

| Variable | Frequency | Percentage % |
|---|---|---|
| Male | 139 | 38.6 |
| Female | 221 | 61.3 |
| Total | 360 | 100 |

The table above shows that there were 139 (38.6%) male respondents, while 221 (61.3%) were made up of females. Indications show that females are more in number in tertiary institutions

**Table 3: Marital Status**

| Variable | Frequency | Percentage % |
|---|---|---|
| Single | 341 | 94.7 |
| Married | 19 | 5.2 |
| Divorced | - | - |
| Total | 360 | 100 |

Table 3 above shows that 341 respondents, representing (94.7%) were single while 19 (5.2%) were married. None of the respondents were divorced. Respondents' religious affiliation show that 332 (92.2%) respondents are Christians, while 25 (6.9%) are Muslims. 3 respondents, representing 0.8%, indicated other options.

**Table 4: Showing Religious affiliation**

| Variable | Frequency | Percentage % |
|---|---|---|
| Christianity | 332 | 92.2% |
| Muslim | 25 | 6.9% |
| Others | 3 | 0.8% |
| Total | 360 | 100 |

## DISCUSSION

The research question sought to know if home media have Influence on the dress patterns of tertiary institutions. The following inferences can be drawn from available data. Majority of the respondents expose themselves to home media on a regular basis and learn different kind of dress patterns in the media.

Dress patterns reflect a people's manifest culture and the media are the dominant carriers of these cultural manifestations. Youths, especially impressionable age range, 18-25, who constitute the population in Federal Polytechnic Bauchi (FPTB), imitate what they see in these media especially the home media medium.

That home media have Influence on the dress patterns of these students is not in doubt as this study has shown, but of concern is the fact that could these Influences be harmful or positive? If they try to erode Nigerian cultural values and replace them with

foreign or Western values which in the most part, are antithetical to African cultural values as expressed in the decency and simplicity of their dress patterns. They are negative if they reinforce African values, they are positive. This is in contrast with the obvious practice in Western and foreign media where the contemporary trend is in the swap of roles between the male and the female gender as manifested in the swap of dress culture. Also studies showed a significant difference with the values in Western media.

## CONCLUSION

Obviously, dress patterns in home media have Influence on the dress style of students in Federal Polytechnic Bauchi (FPTB) but this Effect is positive. This is manifested in the pride these students derive in seeing African values celebrated as reflected in their dress patterns. The study showed that most of these students expose themselves to the home movie medium and even a higher percentage do so at regular basis and are more prone to noticing the dress patterns on these home media. The home media are therefore veritable instruments for mobilization and national orientation for desirable attitudes. Some of the home media as the study showed do not reflect the good values and moral attitude of Nigerian and African culture.

### Recommendations

The study therefore recommends the following:

1. Media and film regulatory frameworks must continue to be vigilant in screening contents of home media so as to ensure the preservation of Nigerian/African cultural values both in the content and costume of these home media.

2. A proactive media approach to issues containing cultural imperialism should be adopted by the media.

3. The home movie industry should use their medium to promote the very rich cultural values of Nigeria and African.

4. Media and film training institutions should as a matter of national importance encourage the increase in local content of their training curricula and structure.

5. It is imperative that the National Film and Video Censor Board (NFVCB) and other regulatory agencies continue to review the educational curriculum of media training institutes in the country and the emphasis should be on the promotion of African culture.

6. The Tourism industry should cash in on the large audience that the entertainment sector is drawing to re-brand, package and present the good image of Nigeria as a country of economic opportunities and decent moral values.

7. National agencies like the National Orientation Agency, should take advantage of the home media medium to address issues of defiance, attitude and patriotism among students of tertiary institution in Nigeria since the study showed that, a great percentage of the students expose themselves to this medium. Thus, issues like cultism, exam malpractice, teenage pregnancy and robbery should be.

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