



Influence of Western Television Stations' Programmes on the Lifestyles of Youth in Edo State, Nigeria

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Abstract

This study investigated the relationship between programmes on Western television stations and the lifestyles of youth in Edo State. Following the influx of foreign programmes on Nigerian media space, with an obvious decline in the cultural values and lifestyles, revamping of most youth in Nigeria; necessitate this study. The study was guided by the postulations of social cognitive and cultivation theories. The sample consisted of 400 youth, who were selected from the 18 Local Government Areas (LGAs) of Edo State using the multi-stage sampling technique. Data obtained were analysed and presented using frequency tables, simple percentage, mean scores and Pearson Product Moment Correlation using SPSS version 20 software. Findings showed that the youth in Edo State regularly watch programmes on Western television stations. Results also revealed that youth's frequent watching of programmes on Western television stations did not make them behave violently. However, a significant relationship was established between youth's watching of programmes on Western television stations and the lifestyles they exhibited especially as it relates to their dressing patterns, desire to travel abroad, learning, feeding habits and passion to be slim. The study concluded that the lifestyles of youth were largely products of programmes on Western Television Stations. Therefore, programmes on Western Television Stations could be considered as a formidable force in moulding the lifestyles of youth in Edo State, especially under the right guidance.

Keywords: Lifestyle, Nigerian Youth, Western Television Programmes.

Introduction

We live in an enthralling world and even in a more enthralling society. From the moment we wake up until the moment we go back to our beds, we avail ourselves of numerous media programmes. At the end of the day, you avail yourself of the latest news from your television and crave for your favourite music over the radio and even log on to be connected to the rest of the world through the World Wide Web. Our society is becoming more and more capable of being

constantly informed, entertained, and connected to the other individuals at the click of a button. Life without the media is simply unthinkable. The youth of today are perhaps the most significant users of the media. In this regard, Baya and Mberia (2014) argue that for the fact that man sees himself as being intelligent, with the freedom and ability to make one's own choices; the issue of how much influence the media has over our decisions can be put to a test. This could be one of the stringent issues that can necessitate

a lengthy explanation and provide a good avenue that there can be no doubt that the media influences us in many ways.

For instance, mass media, with emphasis on television, play a vital role in the lives of the people especially youth' in the society. They are tools for news, information, promotion, and a platform for sharing ideas. They have a unique capability to dramatize, to focus, and to reinforce and more importantly, to ensure that people participate in a process called bottom-up communication. Not only that, but the mass media also contribute to the dissemination of information and popularization of practices that all add up to the cultural heritage of a nation. Television broadcasting can be one enormous factor in our environment that influences decisions and acts to inspire the youth. It is noteworthy that not all messages that the media project, though, are not at all positive. (John, Akarika & Kieran, 2017). Television broadcasting presents many different television programmes, one after another. These have steadily become parts of youth everyday lifestyles and a source of information. Television combines pictures with sound and can communicate messages which are impossible to convey as effectively by radio and or via the print media. In the television system of communication, an image of the scene is transmitted, without the viewer having any problem in recording the information. It is the transmission of information accompanied by sound. Television is seen globally as a medium of information, entertainment and education (Miles, 2000).

The effect of television programmes depends on individuals. Adults rely on the television programmes as a source of information and getting familiar with various things happening in the society they belong and even beyond while the adolescents are more interested in the entertainment and other fun parts of television. It is widely assumed that young adolescents are affected more directly and negatively by the media like television and its programmes, than any other age group (Miles, 2000). Taking a peep into the general lifestyles of youth in Nigeria, can it be directly linked to the programmes they

watch on Western television stations? The general lifestyles of youth can be encapsulated in the way they dress, talk, relate sexually and the type of music they listen among others. Apuke (2016) asserts that sociologically, one significant aspect of the lifestyle of an average Nigerian youth is their dressing patterns.

In recent times, it has been observed that a change is occurring in the mode of dressing and clothing style of the teeming youth. The female younger population dress semi-nude sometimes by revealing their sensitive body parts. The male younger population, on the other hand, wear shirts and trousers in bigger sizes compared to their normal sizes (Apuke, 2016). Furthermore, most youth' of today display various forms of sexual activities that were not seen in time past in all parts of Nigeria including Edo State (Akintayo & Adebola, 2015). For example, in the past, the cultural belief in Edo State in particular and Nigeria, in general, was that a girl should remain a virgin until she is married. This does not seem to be the case in Western countries. Judging by many Western television programmes, there is the portrayal of little sensitivity to issues concerning sex and virginity. It seems that once a child attains the youth age applicable, he or she is free to take major decisions related to sexual activities and even the type of programmes on television they expose themselves to.

There are different types of programmes aired on Western television programmes. These programmes are not different from the programmes Agbanu and Nwammuo (2009) outlined are aired by broadcast – television and radio stations in Nigeria. The programmes are: news, sports, entertainment, documentary, music, reality shows, movies, education and cartoons among others. However, Apuke (2006) found that most of the programmes youth watch on Western television stations are entertainment-related like musical video and soap operas. This notwithstanding, the amount of media products consumed by young people has largely expanded in recent years, allowing them to compose their own 'media menu' with their own preferences and likes. The youth themselves are undergoing a period of rapid change, likewise the ways in

which young people are influenced by programmes on Western television stations.

Statement of the Problem

Programmes shown on different television stations are usually geared towards education, entertainment, information, reinforcement, persuasion, socialisation, activation, mobilisation, creation of ties of union and so many others. Unemployment is perhaps the greatest challenge youth' in Edo State, Nigeria must surmount to become a fulfilled person in life (Oviasuyi, Arowoshegbe & Isiraoje, 2012). This is because unemployment is capable of leading the youth into all kind of unwholesome practices and activities. There have been rising cases of youth involvement in disregard for cultural/ethical values, violence, indecent dressing, rape etc in Nigeria (Otubah, 2014; Peter, 2017). Many studies like those of Apuke and Dogari (2017) and James, Daniel and Nnamdie (2017) have investigated the influence of programmes on Western television stations on the cultural values of students/young people/youth in Nigeria. These studies found among other things that there is a massive influx of programmes from Western television stations into virtually all the indigenous/local television stations in Nigeria. Whereas, programmes on television stations are supposed to be designed to help propagate and uphold the cultural values of the people in a given country where they are operating. Nevertheless, the portrayal of the outside world by television stations in Nigeria might be said to actively prevent young people from developing a critical consciousness that would allow them to prioritize larger issues of personal and social responsibility in terms of cultural, tradition and tribal values of Nigeria.

For instance, Oviasuyi, Arowoshegbe and Isiroje (2012) observed that the fundamental challenges confronting youth in Edo State were unemployment and underemployment. These situations, unarguably, are capable of re-directing the focus and attention of the youth to regular watching of programmes on Western or indigenous television stations. Similarly, such regular exposure to programmes, especially on Western television stations, could prompt the desire to seek greener pasture abroad among the

youth. Furthermore, the exposure to programmes on Western television stations could also make the youth to exhibit behaviours associated with Westerners. Apuke and Dogari (2017) study discovered that youth in Nigeria consider Western behavioural norms and values more acceptable than that of Nigeria. With such a finding, such norms and values being portrayed on programmes in Western television stations may affect the lifestyles of youth in Nigeria. However, not many studies have empirically established the relationship between programmes on Western television stations and the lifestyles of youth in Edo State specifically. Therefore, there is a need to empirically investigate the relationship between programmes on Western television stations and the lifestyles of youth in Edo State, Nigeria, become expedient. Hence, this study attempt to investigate the relationship between programmes on Western television stations and lifestyles of youth in Edo State.

Literature Review

Television programmes are series of related productions intended for broadcast on over-the-air, cable television or Internet television, other than a commercial, trailer or any other segment of content not serving as attraction for viewership. Television programmes could be indigenous or western. By programmes on Western television stations, we mean programmes aired on television stations that reflect or focus on the white man's lifestyle. Television stations in Nigeria air both indigenous and Western programmes in their bid to actualise their goals. Sadly, according to Apuke and Dogari (2017), the quest for indigenous cultural television programmes has started fading into the abyss with a plethora of western television programmes gracing the screens of African homes. The exponential increase of cable networks in 1997 as cited in Page and Crawley (2001) largely influenced the perceptions of young adults who are said to be the highest viewers of television programmes. This became obvious in their behavioural conducts in terms of dressing, eating habits, greeting styles, professional pursuits, make-ups, attitudinal relational patterns and among other relatives. Thus, a conflict has aroused between indigenous Nigerian cultures and televised Western values. Parents and

caregivers have become embittered over the new lead of life of youths; quarrels have ensued at several Nigerian homes and the centre could no longer hold again (Apuke & Dogari, 2017).

The general lifestyle of the youth, on the other hand, can be encapsulated in the way they dress, talk, relate sexually, the music they play among a host of other lifestyles. Sociologically, one significant aspect of the lifestyle of an average Nigeria youth is their dressing in different societies. In recent times, it has been observed that a change is occurring in the mode of dressing and clothing style of the younger population. To a large extent, the female younger population mostly dresses half nude; they prefer to wear trousers and skimpy shirts or tee-shirts that reveals their tummy, body hug which shows all the contours in their body frames or mini-skirt with see-through tops while the boys although still wear shirt and trousers but which are always in various bigger sizes compared to their normal sizes (Apuke, 2016). Apuke (2016) further submits that the way students on campuses of learning dress leave many to wonder where they get these dresses from. They tend to copy different television programme presenters and actors'/'actresses' costumes projected on the screen which are mostly contrary to our traditional norms and values. There is a rising case of immoral dressing and nudity especially among the youth, this has also occasioned rapid rate of sexual harassments among students and lecturers in the tertiary institutions as well as bosses and their employees in the offices. Raping of girls has been on the increase in our society today due to the somehow recklessness in dressing among young ladies all in the name of copying Western fashions (Otubah, 2014; Okafor-Udah, 2015; Peter, 2017). Unarguably, Nigeria's cultural heritages have been watered down by Western civilization. Gone were the days where life was treasured and virtues were welcome and held with a high level of respect. As of then, parents hide their faces in shame when their daughters are found out to be non-virgin by their husbands in wedlock. The notions of chastity and virginity have been rendered absurd.

Furthermore, the youth of today display various forms of sexual activities that were not seen in

time past in Nigeria. Would it be because of programmes on Western television stations? In response to this question, Akintayo and Adebola (2015) observe that all cultures have norms that regulate sexual relations between their members. For example, in the past, the cultural belief in Nigeria was that a girl should remain a virgin until she is married. Culture is not the only institution that supports this, religion also does. This does not seem to be the case in Western countries. Judging by many programmes on television stations, there is the portrayal of little sensitivity to issues concerning sex and virginity. It seems that once a child turns into a youth, that child is free to do what s/he likes. The Nigerian environment in the past was not traditionally used to the public display of affection (kissing, hugging, touching, among others) as it is shown in programmes on Western television stations. However, today the story is different as Nigerian youth seem to have adopted this style and public display of affection can be seen in many Nigerian Universities. Youth today have a new lifestyle not imagined a few decades ago. Both the good, bad and ugly lifestyles can be seen in today's youth in Nigeria.

Programmes on Western television stations have the potentials to enhance or discourage learning; increase or decrease alcohol intake and smoking (Grube and Waiters, 2005; and Dietz and Strasburger 2010), lead to a rise in violence (Johnson, Smailes, Kasen and Book, 2002), influence feeding habits (Mangwere, Inadescango and Kuerba, 2013), increases sexuality (Baya and Mberia, 2014), influences youth' dressing style (Akintayo and Adebola, 2015; and Apuke, 2016). Programmes on Western television stations play a role in providing information and imparting knowledge on youth through different types of programmes from purely informative programmes to much more light-hearted programmes aimed at providing entertainment, but from which new things can be learned and which can arouse curiosity. Unfortunately, certain constraints may stop the actualisation of these benefits of programmes on western television stations. These are high cost of purchasing and subscribing to cable television stations in Nigeria, epileptic

power supply, lack of time, language barriers among others.

Theoretical Framework

This study was anchored on the theoretical postulations of social cognitive and cultivation theories. This is because the tenets of these two theories strongly align with the argument and knowledge being advanced in his study. For instance, the social cognitive theory propounded by N.E. Miller and J. Dollard in 1941, which scope and meaning were later broadened by Albert Bandura and R.H. Walters in 1963. According to Anaeto, Onabajo and Osifeso (2008); holds that through observation or viewership of programmes on television stations, one can emulate another. Indeed, programmes on Western television stations are capable of moulding behaviour positively or negatively. The three key areas of emphasis of the social cognitive theory which also applies to his study are: (i) paying attention and perceiving the most critical features in the behaviour of others. This is usually in the display when viewing programmes on television stations etc. (ii) Remembering the behaviour. Since television as a medium is audio-visual, there is a high level of memory attention and retention associated with viewers of television stations, which normally should encourage good remembering behaviour. (iii) Reproducing the action. Imitation could be achieved from television viewership. What you see most times is capable of influencing you.

On the other hand, cultivation theory, propounded in 1976 by George Gerbner, L. Gross, M. Morgan and N. Signorielli postulates that heavy television viewers would cultivate the perception of the reality portrayed in the different programmes being aired by television stations (Anaeto et al, 2008). The interactive nature of television promotes socialisation by influencing the behaviour of viewers through entertainment, education and information. In fact, Joyce (2008) observes that youth like to watch programmes on television stations to be entertained. Moreover, visual/pictorial signals emanating from programmes being aired by television stations, like Western television stations are capable of helping us to cultivate particular patterns of lifestyle. These patterns of lifestyle could be

positive or negative depending on how much they are being cultivated or the level of influence.

Notably, the postulations of social cognitive theory further apply to this study in that youth in Nigeria, particularly in Edo State, may form self-efficacy beliefs and attitudes through the experience of observing actors and celebrities' behaviours and performances on Western television stations. Similarly, youth exposure to programmes on Western television stations may lead to more negative attitudes towards dressing patterns, moral taste and judgement. On the other hand, the applicability of the tenets of cultivation theory to this study rests on the fact that programmes on Western television stations may play a vital role in shaping youth's morality based on the lifestyles they cultivate. This is because programmes on Western television stations have been found to be responsible for the reason youth in Nigeria consider Western behavioural norms and values more acceptable than that of Nigeria (Apuke & Dogari, 2017). Evidently, people will certainly put into practice more of what they are regularly exposed to.

Objectives of the Study

The objectives of this study are to:

1. Find out the frequency to which youth in Edo State, Nigeria watch programmes on Western television stations.
2. Establish the relationship between programmes on Western television stations and the lifestyles of youth in Edo State

Research Hypothesis

There is no significant relationship between the viewership/watching of programmes on Western television stations and the lifestyles of youth in Edo State, Nigeria.

Methods

The survey research design was used for this study. This is because this study rather than dwell on the entire population of youth in Edo State, which, City Population (2006) states was 1,051,467; focused on a representative few. The sample size of this study constituted 400 youth within the age range of 18 - 35 years. This age category was based on the description of youth in

the Second National Youth Policy Document of the Federal Republic of Nigeria by the Federal Ministry of Youth Development (2009) which classified the age range of youth in Nigeria to be from 18 - 35 years. Furthermore, the youth' who participated in this study were those who reside in any of the 18 Local Government Areas (LGAs) of Edo State, Nigeria. The sample of 400 youth was derived following the sample size determination formula propounded by Taro Yamani (1967). To select the 400 youth from the 18 LGAs, the multi-stage sampling technique was adopted. To effectively apply the multi-stage sampling technique, the researchers selected the first sampling frame, which covered the 18 LGAs in Edo State. Thereafter, every street in all the administrative headquarters of each of the LGA was selected. Since multi-stage technique recommends that every 'nth' sample be chosen, thus, every 5th house in each of the selected streets was chosen. Thereafter, copies of the self-designed questionnaire designed to elicit data for this study were then with the help of research assistants administered to 400 youth willing to participate in this study in each of the houses selected in all the 18 LGAs in Edo State

To ascertain the validity of the research instrument (questionnaire) employed in this study, copies of the questionnaire were first given to experts in the field of educational research and Mass Communication to validate. Based on the face and content validity, some of the items in the questionnaire were deleted and adjusted. Thereafter, the reliability of the research instrument was also established. To determine this, copies of the questionnaire were administered to forty (40) youth in Oghara, Delta State for trial testing. The responses of the 40 youth were used to calculate the reliability coefficient of the instrument using the Cronbach alpha method of assessing internal consistency of research instruments. A reliability coefficient of 0.69 was obtained, which indicated that the questionnaire was reliable. All the data generated for this study were analysed using descriptive statistics such as frequency tables, simple percentage, mean scores with 3.00 criteria/zone of acceptance, standard deviation and Pearson Product Moment Correlation (PPMC). Data generated for this study were processed using the Statistical Package for the Social Sciences (SPSS) version 20 software.

Results

Table 1: Frequency at which Youth in Edo State, Nigeria watch/View Programmes on Western Television Stations (n=400)

Frequency of Viewership/ Watching	Strongly Agree	Agree	Disagree	Strongly Disagree	Mean	Std. Deviation
You watch programmes on Western television stations every minute	14 (3.5%)	72 (18%)	82 (20.5%)	232 (58.0%)	1.70	.913
You watch programmes on Western television stations everyday	306 (76.5%)	45 (11.3%)	30 (7.5%)	19 (4.8%)	3.63	.782
You watch programmes on Western television stations once a week	41 (10.3%)	78 (19.5%)	189 (47.3%)	92 (23.0%)	2.46	.957
You watch programmes on Western television stations as long as there is power supply	210 (47.5%)	170 (42.5%)	16 (4.0%)	4 (1.0%)	3.46	1.077
You watch programmes on Western television stations once every fortnight	15 (3.8%)	19 (4.8%)	276 (69.0%)	90 (22.5%)	2.40	.872
You watch programmes on Western television stations programmes once in a month	2 (0.5%)	8 (2.0%)	127 (31.8%)	263 (65.8%)	1.54	.816
You watch programmes on Western television stations on a yearly basis	3 (0.8%)	1 (0.3%)	44. (11.0%)	352 (88.0%)	1.28	.747

Source: Authors' Analysis, 2020.

Table 1 presents the frequency at which youth in Edo state watch programmes on Western television stations. It is quite evident that most youths in Edo state watch programmes on Western television stations every day ($\bar{x} = 3.63$)

and as long as there is a power supply ($\bar{x} = 3.46$) as they both had significant mean scores ($\bar{x} = 3.00$). All the other items were rejected as they had mean scores lower than the acceptance zone level/criterion mean of 3.00 for this study.

Table 2: Relationship between Programmes on Western Television Stations and the Lifestyles of Youth (n=400)

Relationship	Strongly Agree	Agree	Disagree	Strongly Disagree	Mean	Std. Deviation
Programmes on Western television stations increase your passion to be slim	195 (48.8%)	94 (23.5%)	96 (24.5%)	15 (3.8%)	3.18	1.120
Programmes on Western television stations make you dress like Westerners	176 (44.0%)	103 (25.5%)	72 (18%)	49 (12.3%)	3.02	1.055
Programmes on Western television stations enhance your learning	174 (43.5%)	121 (30.3%)	71 (17.8%)	34 (8.5%)	3.09	.973
Programmes on Western television stations affect your feeding style	245 (61.3%)	77 (19.3%)	42 (10.5%)	36 (9.0%)	3.33	.986
Watching programmes on Western television stations make you behave violently	71 (17.8%)	101 (25.3%)	149 (37.3%)	79 (19.8%)	2.41	.997
Programmes on Western television stations make you want to leave the country	242 (60.5%)	51 (12.8%)	89 (22.3%)	18 (4.5%)	3.44	1.198
Programmes on Western television stations make you smoke/drink alcohol	36 (9.0%)	88 (22.0%)	123 (30.8%)	153 (38.3%)	2.02	.982
You learn a lot of positive things from watching programmes on Western television stations	67 (41.8%)	77 (19.3%)	147 (36.8%)	9 (2.3%)	3.00	1.063
Watching programmes on Western television stations affect your mental health	116 (29.0%)	27 (6.8%)	166 (41.5%)	91 (22.8%)	2.42	1.132

Source: Authors' Analysis, 2020.

Table 2 illustrates the relationships between programmes on Western television stations and the lifestyles of youth. Watching programmes on Western television stations increases youth passion to be slim ($\bar{x} = 3.18$); makes youth dress like Westerners/foreigners ($\bar{x} = 3.02$); enhance the learning of youth ($\bar{x} = 3.09$); affect youth

feeding style ($\bar{x} = 3.33$); make youth to want to leave the country ($\bar{x} = 3.44$) as well as learn a lot of positive things from watching programmes on Western television stations ($\bar{x} = 3.00$). These were all the items that fell within the zone of acceptance (3.00) for this study.

Testing of Hypothesis

Table 3: PPMC Test on the Relationship between Youth Viewership/Watching of Programmes on Western Television Stations and their Lifestyles

		You watch programmes on Western television stations every day	You behave like a Westerner/
Frequency of Viewership of programmes on Western television stations on the	Pearson Correlation	1	-.476**
	Sig. (2-tailed)		.000
	N	400	400
Lifestyle of youth	Pearson Correlation	-.476**	1
	Sig. (2-tailed)	.000	
	N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

In Table 3, the Pearson Product Moment Correlation (PPMC) Coefficient r is $-.476$. Since the significant value (Sig.2-tailed) is $.000$ (which is less than 0.05); it can be concluded that there is a significant relationship between youth' viewership/watching of programmes on Western television stations and their lifestyles in Edo state. The null hypothesis was therefore rejected and the alternate accepted. This finding implies that there is a significant relationship between the lifestyles that youth in Edo State, Nigeria exhibit and the programmes they watch on Western television stations.

Discussion

This study has revealed that youth in Edo State, Nigeria watch/view programmes on Western television stations every day. Findings in this study indicated that the youth in Edo State, Nigeria watch programmes on Western television as long as there is power supply. Invariably, this means that as long as power supply, youth can watch programmes on Western television stations every day. Ebhomienlen (2017) contends that youth in Edo State in a bid to be seen to be civilized tend to copy the lifestyles exhibited by foreigners. Most of these foreigners, no doubt, are the ones usually portrayed on programmes on Western television stations. Perhaps, Ebhomienlen (2017) argument may have been as a consequence of the frequency at which youth in Edo State regularly watch programmes on

Western television stations. Besides, this finding also corroborates the submission of James, Daniel and Nnamdie (2017) in which it was revealed that the time young people (youth) spend watching programmes on Western television stations increases significantly now and then. Similarly, it was also found that there was a significant relationship between youth watching/viewership of programmes on Western television stations and the lifestyles the youth in Edo State, Nigeria exhibit. The implication of this is that the lifestyles of youth in Edo State are largely a product of what they may have copied from programmes they watched on Western television stations. This finding reaffirms Apuke and Dogari (2017) study which found that the proliferation of the progeny of Westernisation in Nigeria in terms of programmes on Western television stations, largely affects the mind and other cognitive processes of the youth population. This, in turn, affects the behavioural approaches and perception of the youth towards upholding indigenous cultural and tribal values in Nigeria.

Furthermore, it was discovered that the programmes on Western television stations increase youth passion to be slim; make them dress like Westerners; enhance their learning; affect their feeding habit; promote the desire to travel out of the country; and learn a lot of positive virtues from watching programmes on Western television stations. Moreover, since it

was also statistically found that a significant relationship exists between youth' watching of programmes on Western television stations and the lifestyles they exhibit, it could be implied therefore that the lifestyles of youth in Edo State may be a product of their exposure to programmes on Western television stations. Some of these findings are in agreement with the findings of Nkwam-Uwaoma, Okiakor, Ezeji and Ugor (2017) on Imo State University students' attitudes on dressing code, which were to a large extent directly linked to the programmes on Western television stations. This implied that indeed, there exists a relationship between programmes on Western television stations and the lifestyles of the viewers thereby affecting their social cognitive disposition or propel them to cultivate new forms of lifestyles.

Furthermore, this study found out that a very large portion of the youth in Edo State, Nigeria does not agree that watching programmes on Western television stations make them behave violently, regularly drink/smoke in a negative or exhibit mental instability in terms of mental health. This finding implies that the youth who were found to smoke and drink did not develop these habits as a result of their exposure to programmes on Western television stations but perhaps for other reasons not empirically determined in his study. This is because it was not empirically proven in this study that watching programmes on Western television stations is responsible for the violent behaviour exhibited by youth as well as the habit of smoking/drinking sometimes associated with youth. However, this finding is not in agreement with Baya and Mberia (2014) study which found that through watching of programmes on Western television stations, young people (youth) are exposed to a range of information about alcohol and sex which may influence their alcohol-related attitudes and sexual behaviours in ways never imagined. This implies that programmes on Western television stations have a direct correlation with the lifestyles youth exhibit both positively and negatively depending on their mental disposition.

Conclusion

This study has shown that there exists a relationship between programmes on Western

television stations and the lifestyles youth in Edo State exhibit. This study also established that programmes on Western television stations have a direct bearing on the lifestyles in various ways such as in their dressing patterns, feeding habits, learning and desire to travel abroad among others. This means that programmes on Western television stations largely shape the lifestyles of youth in Edo State, Nigeria in different ways. This notwithstanding, youth in Nigeria can be made to benefit a lot from programmes on Western television stations while still upholding the national culture and pride of their country. Besides, this study has indeed shown that programmes on Western television stations would continue to be motivating factors for regular viewership among youth, especially well-packaged programmes. Furthermore, available empirical evidence on the implication of this study suggests that the lifestyles youth exhibit are largely products of programmes on Western television stations that they have been exposed to. Therefore, programmes on Western television stations can be considered as a formidable force in moulding the lifestyles of viewers especially youth who are usually highly exposed to them from time to time under the right guidance.

Recommendations

Based on the findings of this study, the following recommendations are highlighted as follows:

1. Nigerian government especially Edo State government in collaboration with Ministry of youth and national development and National Youth Council of Nigeria (NYCN), Edo State chapter, should regularly organise workshops and seminars to sensitise the youth in the state and country on the need for them to reduce their desires to travel out of the country due to their regular exposure to programmes on Western television stations, which portray countries in the Western world as land for greener pastures. This can be practically achieved when the government march words with action by providing a wide range of employment/business opportunities for the youth. This can also be achieved through the packaging of quality programmes for transmission in

major local/indigenous media especially television stations. Such programmes should be designed to portray Nigeria and Edo State in particular as a land of great opportunities for the youth as well as the teeming population.

2. There is a need for everyone in Nigeria to ensure that youth are properly guided on the type of programmes that they are exposed to on Western television stations which can sometimes affect their lifestyles negatively. Therefore, families/guardians, as well as all major stakeholders, should be encouraged to explore and watch programmes on Western television stations together and discuss what they are being exposed to each time the opportunity presents itself. Children and youth should be encouraged to criticise and analyse what they see in Western television stations. In the light of this, experienced parents/guardians/major stakeholders can cultivate the social cognitive ability, skills and habit necessary for the helping their children and youth to know on how to differentiate between fantasy and reality in terms of the different lifestyles they emulate in programmes on Western television stations.
3. National Broadcasting Commission (NBC) in regulating programmes on broadcast stations should be guided by the fact that there is a relationship between youth exposure to programmes on Western television stations, which they frequently watch and the lifestyles they exhibit. Therefore, NBC can ensure that access to certain programmes on Western television stations are discouraged to reduce the number of programmes that the youth' would be exposed to. This would also help to re-direct the focus of the youth' to only programmes that would be beneficial to their general lifestyles.

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