

# Making Our Choices Through Video Machines: An Analysis of the Influence of Nigerian Home Video Films on Choice and Style of Female Dressing among University Undergraduates in Edo State, Nigeria

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Sunday Akpobo Ekerikevwe

## **Abstract**

This study investigates the influence of Nigerian home video films on choice and style of dressing among female Mass Communication students in selected institutions in Edo State, Nigeria. The selected schools are the University of Benin, Benson Idahosa University and Igbinedion University Okada. The objective of this study is to determine whether Nigerian home video films influence dressing choice and style among female Mass Communication students and the extent of influence on their fashion. Premised on the Uses and Gratification theory, the researcher adopted Survey method of research, the purposive sampling technique and Yamane's formula to determine the study's sample size. Out of 300 female respondents surveyed, 275 of them representing 91.69% were highly exposed to Nigerian home videos, 210 representing 70% were greatly influenced by what they watched on the Nigerian home video films, while 218 and 246 respondents respectively representing 72.7% and 82% respectively of the sample size were influenced in their choice and style of dressing respectively. Finding reveals that Nigerian home video films have greatly influenced choice and style of dressing among female Mass Communication students studying in the selected schools. The study concludes that Nigerian home video films could serve as a veritable medium of campaign on female indecent dressing style which encourages vices such as prostitution. The researcher recommends that policies regulating female dressing style should be formulated and implemented to improve the development and advancement of Nollywood as a custodian of the Nigerian culture.

**Keywords:** *.Influence .Dressing Pattern .Female Students .Nollywood .Cultivation*

## **Introduction**

Television, movie and home video films have not only become popular but exert enormous influence on adolescents in Nigeria (Obono and Obono: 2009). Onuzulike (2007), posits that since the emergence of the Nigerian movie industry at the turn of the 21<sup>st</sup> century, Nollywood has had a profound influence on African culture. According to him, the Nigerian accents, style of dressing and behavioural idiosyncrasies, all of which are distinctly Nigeria, are now being transmitted as images around the globe. There is no gainsaying the fact that songs and oral literature, dance and music, rituals and festivals, performing arts and traditional religion and the entire range of artefacts which constitutes traditional oral performance of the African culture in general and the Nigerian culture in particular are represented in Nigerian movie. Nollywood and by extension, Nigerian home video films has come to stay (Adamu and Frank, 2004; Ogbeide, 2012). Pearson (2001) asserts that Nigeria is one of only three countries where local produced films dominate local viewing. The 1990s marked the dawn of video film industry in Nigeria. It also announced the sudden emergence of film production in Igbo Language. According to Servant (2001), Mbamara (2004), Haynes (2005), Onuzulike (2007) and Akande (2008), "Living in Bondage" produced by Ken Nnabue in 1992 opened the door to

numerous home videos in Igbo and English Languages that were out to challenge the age – long dominance of the Nigerian film industry by Yoruba practitioners.

Today, Nigerian home video films have infiltrated every home both in Nigeria and among Nigerians and blacks living outside Nigeria. As Onwochei (2004,p.3) notes, the Nigerian home video industry has invaded the living rooms of the high and low in the society in "a never-thought-of pervasive manner".

The television is conceived as one of the most effective media that influences its viewers. As Ibemes (2007) puts it, consistent exposure of the viewer to certain social ideas makes him to imbibe those signals campaigned for. On the other hand, film is capable of persuading, convincing, converting, projecting and reshaping opinions of people (Okolobia, 2007).

Some scholars have suggested that Nigerian home video films have great influence on youths in Nigeria. In their work, *Influence of Home videos on Sexuality Aspirations of Secondary School Students in Ibadan, Nigeria*, Obono and Obono (2009,p.92) assert that:

Home videos influence youth sexual knowledge, attitude and contribute to value acquisition. Home video thus arouses in youths strong emotional aspirations of pre – marital sex, sexual relationship, and sexual arousal. In other words, after seeing a particular style on home videos, one might go out to perform similar actions. This is the behavioural influence of media.

Their study reveals that home video influence learning of boy–girl–friend relationship and general attitude to sexual relationships. It has been observed that the Nigerian home video industry is a reflection of the reality in the society. Much that the Nigerian home video films have influenced the youth, no recent work has been done on its influence on female fashion in Nigeria. Against this backdrop, this study will examine whether Nigerian home video films have influence the style and choice of dressing among the Nigerian youths.

#### **Statement of the Problem**

The Nigerian home video film has become a household way of relaxation after the hard day's job. This is partly because it has become a veritable means of entertainment among the youths in Nigeria. According to Abubakar (2007), in Nigeria, acting, singing in films, trading in home video cassettes, and providing support services, are fast becoming the rallying points of the army of unemployed youths. The Nigerian home video films provide comic relief from the stress of the day – to – day activities geared at providing the basic necessities of life. It also provides education and entertainment to its consumers. It is, therefore, a strong socio – cultural force because many actresses and performers have become a role model to youths in Nigeria. Many youths pattern their behaviour according to these actors, actresses and performers. Many of these behavioural patterns especially in their dresses and style of dressing, tend to negate the moral and culture of the people. What is the force of influence on female choice and style of dresses and dressing? What is the place of Nigerian home video films on the style and choice of female Mass Communication students of the selected universities in Edo state? These questions form the thrust of this research. This study will therefore examines whether Nigerian home video films influence choice and style of dresses among female students studying Mass Communication in selected institutions of higher learning in Edo State, Nigeria. The study will also ascertain the extent to which female Mass Communication students in these institutions are exposed to Nollywood films.

#### **Research Questions**

In order to achieve the objectives of this study, the following research questions would guide the study:

1. What is the extent of exposure of female Mass Communication students to Nollywood films in the selected schools in Edo State, Nigeria?
2. To what extent are female Mass Communication students in the selected schools in Edo State influenced by Nigerian home video films?
3. Do Nigerian home video films influence choice and style of dresses and dressing of female Mass Communication students in the selected schools in Edo State, Nigeria?

4. To what extent does Nigerian home video films influenced choices and style of dressing among female Mass Communication students in Edo State, Nigeria?

The scope of this study is the influence of Nigerian home video films on the choice and style of dresses and dressing among female Mass Communication students studying in three institutions in Edo State, Nigeria. The institutions are University of Benin, Benin City, Benson Idahosa University, Benin City and Igbinedion University Okada. The scope is therefore not only limited to the institutions but also on female Mass Communication students in these insitutions. The study is limited by time and fund. The researcher could not survey greater number of students from other institutions where Mass Communication is offered in Edo state due to lack of time and fund. This could affect the findings of the study and so results may not be use for generalisation. This work is significant because researchers have not done so much on it. It will therefore add to the body of knowledge as its findings will help ascertain the extent of influence of Nollywood on choice and style of dresses and dressing among Nigerian youths. The study is therefore useful to parents, policy makers and the government. It will also provide framework for other researchers who are interested in working on influence of Nollywood on Nigerian youths.

#### **Conceptual Clarification**

To enhance understanding and appreciation of the study, it is necessary to define the key concepts on the topic of investigation: Dressing and Nigerian home video films.

According to the Saga's English Dictionary and Thesaurus, dressing is the activity of getting dressed, putting on clothes. Dress, on the other hand, according to Gem English dictionary, is a cloth that is worn or put on. It is a covering for the body. According to Ekerikevwe and Ekerikevwe (2010,p.93) "a dress is basically put on for the purpose of covering man's nakedness, protecting man against effects of the weather, to supply information about the wearer and to enhance sexual appeals of the wearer for coverage, protection and information".

The Nigerian home video films are films produced by Nollywood for home use only and for the purpose of entertaining of members of the family. Nollywood is the name of the film industry in Nigeria. It is the equivalence of Bollywood of India and Hollywood of the United States of America.

This implies that the study will ascertain the extent to which Nigeria's Nollywood productions have influenced female choice and style of dresses and dressing among students of Mass Communication in selected universities in Edo State, Nigeria.

#### **Review of Related Literature**

Although there is dearth of literature on the influence of home videos on female choice and style of dresses and dressing, scholars believed that video films either in form of music or movie have great influence on teen dressing. This is because artists influence choices and styles of clothing, influence what is popular and what we wear. According to Todd (2013,p. 2):

Music and movie celebrities are trend setters in the adult's world, so it no surprise that many teens seek to emulate the fashions of their favourites stars. Pop singers, super hero alter egos and other main stream entertainment figures can have a big impact on how your teens dress. Add in the fact that many celebrities have their own fashion lines and you will quickly see that celebrities can have a massive impact on what is popular with teens. Your teen will make many fashion decisions based on what his friend wears.

The role of film transcends every facet of human endeavours. Like every medium of mass communication, it entertains, persuades, mobilises, amuse, inform, enlightens, and educate. Writing on the role of film in education, Abone (2008,p. 22) asserts:

It's perhaps in education that film plays its most outstanding role. It is used in education in lieu of or in addition to formal instruction and texts. Film is one mode in which people can record images, events, organise them to imply meaning and through them communicate to others.

Worth (1996) avers this earlier when he posited that the uses of film with a wide range of educational contexts has been going on since 1918. Writing on the role as well as the relationship between literary artist and film practitioner in Nigeria, Okilagwe (2008,p.54) remarks:

The literary artist and the film practitioner are both involved in a creative endeavour. They have much in common in their roles and obligations to their society. The literary artist and the film practitioner have in theory and practice participated in the development of the social, economic, and political life of the nation. They have contributed to the development of the nation by criticising wrong values and have pointed the right direction which the nation should go....

There is, therefore, no doubt that film can exert influence on the society. This influence could either be positive or negative. Generally speaking, however, the audience of film is not passive. This is because as Anyanwu (2008,p. 81) puts it, "film is made to generate a reaction either for or against". It is against this backdrop that this study will examine the extent to which the style of dressing and choices of dresses as exhibited by actresses in the Nigerian home video films influence female viewership especially Mass Communication students in Edo State who have high opportunity of viewership due to their course of study.

According to Sanders (2013), adolescents are affected by role models that are set before them, whether the outlook be magazine models, celebrity influence and gossip, or music videos teenage girls try to emulate them. This view is earlier supported by Signorielli (1996,p. 6) when she asserts that the types of media often viewed by adolescents girls - televisions, commercials, films, music videos, magazines and advertisements influence them. Her study reveals that girls and women were concerned with romance and dating and it follows how they look. From this analysis, it is true to assert that females maybe by what they watch on videos as it affects their style and choice of dresses and dressing.

It is obvious that the present style of dressing among females in institutions of higher learning is intentional, deliberate and aimed at achieving certain predetermined goals mainly for attraction and acceptance (Ekerikevwe and Ekerikevwe, 2010). This confirms previous studies done by Oluoye (2005), Hansen (2004), Iheanacho (2005) and Osawe (2007). It is therefore a fact that female's choices and styles of dressing has been greatly influenced by imitation of persons which they considered as role models, pictures depicted in fashion magazine and television (Ekerikevwe and Ekerikevwe, 2010). This is even so because the Nigerian video film is a veritable means of socio - cultural expression (Emasealu, 2008,p. 146). Many scholars have suggested that the media have a great influence in moulding the way individuals perceive themselves and societies (Azeez 2013,p.157). De Leuretis (1987) maintains the influence of the media on gender identity through her idea of Mass media of Communication as a "technology of gender". According to her analysis, the media define for us what it is to be a man or woman by "accommodating, modifying, reconstruction and producing a disciplinary outlook of several differences. Barthes (1973) as quoted by Azeez (2003,p. 157) supported this view when he posits that:

The Mass media in our contemporary world have assumed some of the functions traditionally ascribed to myth and rituals by the way they integrate individuals into the social order, by the way they celebrate dominant values and offers of behaviours and socially appropriate identities, they do by inculcating them into our consciousness.

This is why Kellnar (1995,p.148) maintains that the mass media posses important acculturating influences through their role models, gender models and variety of subject positions which valorise certain forms of behaviour and style while denigrating and villain sing other types. There is no gain saying the fact that females in Nigeria are directly or indirectly influenced by Nigerian home videos films (Azeez, 2010). This view is supported by Gwam - Nzekwu (2008,p.290), when she notes that young people do not only constitute the highest consumer of video films but can be greatly influenced by video films. According to her:

The capacity of the video films to influence is so immense that in the United States, protests against the portrayal of excessive violence on television led to a public inquiry by the American Senate Sub-committee on Juvenile delinquency.

It has also been revealed that some 60% of Nigeria's 120 million population figure is Nollywood's latent audience (Ekwuazi, 2010/11). This figure also includes female youths. Khidelkel (2008,p.153) asserts that seductive images of models in advertisements, music and videos showing girls dressing in skirts flaunting skimpy outfits are considered a cultural norm in today's 21<sup>st</sup> century life style.

From literatures therefore, it is obvious that females are generally influenced by what they watch on movies. It could be infer that these influences are usually noticed in their way of speaking, singing, walking, and choice and style of dressing among others because they have artists, performer and singers as models. There is however, no researcher who has adequately made efforts at exploring the influence of the Nigerian home video films on style and choice of dresses and dressing among Nigerian youths. What researchers have been able to establish is identifying that films generally and the Nigerian home video films in particular have influence on them. It is this gap in knowledge using female mass communication students in some selected institutions in Edo state that this research sets to address.

### **Theoretical Framework**

This study is hinged on the behaviour theory. This theory was propounded by Ivan Pavlov and B.F skinner in 1957. According to Anaeto, et al (2008,p.83), there are five assumptions or principles of the behaviour theory which is a combination of two theories - observational learning theory and limitation behaviour theory. These principles are as follows:

1. Changes in behaviour are the result of an individual's response to events (stimuli) that occur in the environment.
2. The internal states could influence behaviour as external stimuli.
3. We develop responses to certain stimuli that are not naturally occurring.
4. Changes in behaviours are the result of an individual's response to events (stimuli) that occur in the environment.
5. People mould their behaviour after that of the dramatis personal.

This theory emphasizes that people respond to stimuli either internally or externally, and these stimuli affect their way of life (Wogu 2008,p.174). This theory is therefore relevant because the study explores whether what female Mass Communication students watch on the Nigerian home video films (stimuli) influence their fashion especially choices and styles of their dresses and dressing. This is because people learn from the mass media and imitate what they learn from the mass media. The mass media therefore exerts influence on member of the society.

### **Research Design/Population/ Sample size/ Sampling Technique**

The study adopted the survey method of research with questionnaire and interview as the research instruments. Survey design is useful in the measurement of public opinion. According to Ohaja (2003) and Okoro (2001), survey is a study of the characteristics of a sample through questioning that enables a researcher to make generalisation concerning opinion of interest. It is a vital method for collecting data for the purpose of describing phenomenon as well as a population too large to be observed. Through careful sampling and interview questions, it becomes possible to gather data from a group of respondents through survey whose characteristics may be taken as being representative of those of the population (Babbie, 1975).

From the class list of 2012/2013 academic session use for the study, the female student's population in the three institutions selected for the study is 715. The three institutions selected for the study are University of Benin, Benin City, with female population of 410, Benson Idahosa University, Benin City, with the female population of 180 and Igbinedion University Okada with female population of 125. This confirms Peril et al (1982:26) assertion that a population of study refers to "all case or individuals that fits a certain specification. This view is also supported by Wimmer and Dominic (2011,p.87), when they note that a population of study is "a group, or class of subjects, variables, concepts or phenomena". This implies that population for a study refers to all those things that fit the umbrella of the topic or that can be examined to address the research objectives (Sobowale: 1983, Ohaja: 2003).

To get a reliable data for the study, the researcher determines the sample size using Yamane (1967,p. 886) formula from the population.

The researcher determines the sample of size 399 respondents from the population 715 female Mass Communication students of University of Benin, Benin City, Benson Idahosa University, Benin City and Igbinedion University Okada using Yamane's (1967: 886) formula

$$n = N/1+N (e)^2$$

Where n = sample size, N = population and e is the level of significance, which is also called the level of error limit or level of precision. For this study, the level of significance was 0.05 (5%)

Substituting for the formula

$$n = 715/1+715 (0.05)^2$$

$$n = 715/716 \times 0.0025$$

$$n = 715/1.79 = 399.4$$

Sampling technique adopted to select the 399 respondents was the purposive sampling technique. The purposive sampling technique is adopted because the researcher seeks certain characteristics in the sampling elements. According to Ohaja (2003,p.82) "Purposive sampling is used when a researcher seeks certain characteristics in his sampling elements or he wants to ensure that those chosen have those characteristics". Tejumaiye (2003,p.69) supports this view when he asserts that "purposive sample is deliberately chosen and it attempts to represents a specific portion." It is a "Sample selected on the basis of specific characteristics". The researcher chooses respondents who were fashionable and dressed sophisticatedly.

The researcher was assisted by two research assistants who were female Mass Communication students of Benson Idahosa University and Igbinedion University and familiar with the two institutions. The research instrument (questionnaire) which was well – constructed and pre – tested, after a pilot survey of ten students of University of Benin was administered to respondents face to face. The researcher however gave them 30 minutes to fill and submit the questionnaire. The measuring instruments (questionnaire and interview questions) were given to two statisticians for contents validity examination of the instrument since they are critical to the success of any survey study (Tuckman, 1972).An interview was also conducted in form of panel discussion with ten students from each institutions.

#### Data Presentation and Analysis

To answer the questions posed in this study, 399 copies of questionnaire were administered to female respondents. Out of the 399 copies, only 300 were found useful while 55 were un-useful. It is also worth mentioning that out of the 399 copies of questionnaire that was administered, 355 copies were retrieved while 44 respondents refused to submit their questionnaires. The study was therefore conducted using the 300 questionnaire that was found useful by the researcher.

**Table 1: showing the extent of respondents' exposure to Nigerian home video films**

Responses	No of Respondents	Percentages
Highly exposed to home videos	275	91.6%
Not highly exposed to home videos	20	6.7%
Not exposed to home videos at all	-	-
Undecided	5	1.7%
<b>Total</b>	<b>300</b>	<b>100%</b>

Source: field survey, 2013

From the table above, out of the 300 respondents, 275 representing 91.6% say they are highly expose to Nigerian home videos and watch Nigerian home videos every day. While 20 respondents 6.7% say they are not highly expose to the Nigerian home videos.5 of them representing 1.7% are however undecided.

This analysis reveals that more than half of the respondents watch the Nigerian home videos on a daily basis. It shows that many of the respondents have strong affinity for the Nigerian film production.

**Table 2: Showing the extent of Nigerian home videos influence on respondents**

Responses	No of Respondents	Percentage
Greatly influenced	210	70%
Not influenced	48	16%
Influenced	-	-
Don't know if influenced	36	12%
Partially influenced	-	-
Undecided	6	2%
Total	300	100%

Source: Field Survey, 2013

Out of the 300 respondents from the table above, 210 of them representing 70% of the total number of respondents say the Nigerian home videos have influenced them while 48 respondents representing 16% of the sample size say they are not influenced by the Nigerian home videos. While 36 respondents representing 12% say they do not know if they were influenced in anyway by the Nigerian home videos, 6 respondents representing 2% are Undecided. This analysis shows that a greater number of respondent were influenced by what they watch in Nigerian home video films

**Table 3 showing respondents' responses on whether they are influenced by Nigerian home videos in their choices of dresses and dressing**

Responses	No of Respondents	Percentage
Influenced choice of dressing	218	72.7%
Not influenced choice of dressing	52	16.7%
Don't know	30	10%
Undecided	2	0.6%
Total	300	100%

Source: field survey, 2013

From the table above, out of the 300 respondents surveyed, 218 representing 72.7% of the sample size agreed that Nigerian home videos have influenced their choice of dressing.

While 50 respondents representing 16.7% say they are not influenced, 30 of them say they do not know if they are influenced or not. This group of respondents represents only 10% of the sample size. Only 2 respondents representing 0.6% of the sample size are undecided. This shows that most of the respondents believed that the Nigerian home video films have greatly influenced their choice of dresses and dressing

**Table 4 showing responses of respondents on the influence of Nigerian home videos on their style of dressing.**

Responses	No of Respondents	Percentage
Influenced style of dressing	246	82%
Do not influenced style of dressing	44	14.7%
Don't know	6	2%
Undecided	4	1.3%
Total	300	100%

Source: field survey, 2013

The table above shows that out of the 300 respondents surveyed, 4, 6, and 44 of them respectively are undecided don't know if Nigerian home video films have influenced their style of dressing and believed that Nigerian home videos have not influenced their style of dresses and dressing respectively. Out of the 300 respondents, however, 246 of them representing 82% of the sample size say their style of dressing and dresses have been influenced by what they watch on Nigerian home videos. This shows that greater part of respondents believed that Nigerian home video films have influenced their style of dressing.

**Table 5: showing the extent to which Nigerian home video films influence choice and style of dresses and dressing among respondents**

Responses	No of Responses	Percentages
Very Strong	212	70.67%
Not Strong	32	10.67%
Partially Strong	46	15.33%
Not influenced at all	5	1.67%
Undecided	2	0.67%
Don't know	3	1%
Total	300	100%

Source: field survey, 2013

From the table above, 212 out of the 300 respondents which were surveyed representing 70.67% of the total respondents agreed that Nigerian home videos have very strong influence on their choice and style of dressing. While 32, 46 and 5 respondents respectively representing 10.67%, 15.33% and 1.67% respectively say the influence is not strong ,partially strong, Nigerian home videos do not exert any influence at all on them respectively, only 2 and 3 respondents respectively representing 0.67% and 1% respectively are undecided and do not know if they are influenced by Nigerian home video films or not. This shows that majority of the respondents surveyed are of the view that the Nigerian home video films have strong influence on the choice and style of dressing among female Mass Communication students in Edo State, Nigeria.

**Discussion**

***Research Question 1: What is the extent of exposure of female Mass Communication students to Nollywood films in the selected schools in Edo State, Nigeria?***

From table 1, it is clear that female Mass Communication students are highly exposed to the Nigerian home video films. This is because out of the 300 respondents surveyed, 275 of them are highly exposed as they watch Nigerian home videos at least four times in a week. Only 20 respondents say they are not exposed to the Nigerian home video films.

***Research Question 2: To what extent are female Mass Communication students in the selected schools in Edo State influenced by Nigerian home video films?***

Majority of the respondents agreed that they are greatly influenced by Nigerian home video films. From table 2 above, out of the 300 respondents surveyed during the study, 210 of them representing 70% of the sample size said they are greatly influenced by the Nigerian home video films. While none of the respondents responded to either partially influenced or influenced questions, 48 respondents representing only 16% of the sample size said they are not influenced.

***Research Question 3: Does Nigerian home video films influence choice and style of dresses and dressing of female Mass Communication students in the selected schools in Edo State Nigeria?***

From the presentation and analysis above, it is clear that Nigerian home video films influence dressing choice and style among female Mass Communication students of Edo State, Nigeria. From table 3, out of the 300 respondents, 218 representing 72.7% said Nigerian home videos influenced their choice of dressing. It is only 50 respondents representing 16.7% that said they are not influenced in their choices of dresses and dressing. On the other hand, from table 6, 246 respondents representing 82% of the sample size said Nigerian home videos influenced their style of dressing. It is only 44 of the respondents representing 14.7% of the sample size that said their style of dressing were not influenced by Nigerian home video films.

**Research Question 4: To what extent do Nigerian home video films influence choice and style of dressing among female Mass Communication students in Edo State, Nigeria?**

From presentations and analysis of the data, it is obvious that Nigerian home video films greatly influenced style of dressing, style of dresses as well as choice of dresses and dressing among female Mass Communication students in Edo State, Nigeria.

**Findings of the Study**

The Analyses above reveal that Nigerian home video films have great impact and influence on choice and style of dresses and dressing among female Mass Communication students of Edo State, Nigeria. Specifically, majority of the female students are not only highly exposed to Nigerian home video films but greatly influenced in their choices of dresses and dressing as well as style of dressing. Most female Mass Communication students in Edo State are copy-cat of ways and what actresses put on in Nigerian home video films especially when it comes to style of dresses and dressing as well as occasion where those dresses and dressing are appropriated. Most of the skimpy dresses that female Mass Communication students put on to classes are reflection of what they see on Nigerian home video films. This study shows that most female Mass Communication students in Edo State enjoy Nigerian home video films and it serves as one of their medium of entertainments.

**Conclusion**

From the study, there is no doubt that Nollywood has made significant impact on the lives of female Mass Communication students in Edo State. It has served as mirror of the society, status conferral and an avenue of analysing modern trends especially in fashion style among females students studying mass communication in higher institutions in Edo State, Nigeria. Since the study reveals significant impact of Nigerian home videos on female Mass Communication students in Edo State, Nigeria, it concludes that Nigerian home video films could be used for sensitization, mobilization, advocacy and campaign against female trafficking, promotion of women's health and female indecent dressing style which encourages prostitution, children's health for social development in Nigeria. This is in line with Lasisi (2012) suggestion that Nollywood movies should address health and developmental needs of women and children in Nigeria.

**Recommendations**

Based on the findings of this study, the researcher recommends the following:

1. Policy makers and government should improve Nigerian's Nollywood to serve the entertainment industry better.
2. Campaign targeted at Nigerian youths especially the females should implore the services of the Nigerian Nollywood industry as it will help to reaching out to them faster.
3. Due to the socio - political, socio - economic and social - cultural roles of Nigerian's Nollywood industry, stakeholders in the industry should reposition themselves for better performance and service delivery.
4. Authorities and stakeholders should formulate and implement productive policies that would make the entertainment industry in Nigeria a center of attraction to youths who are talented.
5. Nollywood should encourage the promotion of the African culture by regulating indecent dressing style among movies practitioners

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