

Foreign Television Programme Contents and Effects on Youths

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Abstract : Television is one of humanity's most important means of communication, a channel through which societal norms and values can be transferred to youths. The imagination created by foreign television programmes ultimately leads to strong emotional responses. Though some foreign films and programmes are educational in nature, the view that the majority of them are inimical to the youths' positive-believe-system is rife. This has been occasioned by the adoption of repugnant alien cultures, imitation of vulgar slangs, weird hairdo and most visibly an adjustment in values. This study theoretically approaches two research questions: do youths act out the life style of characters seeing in foreign films? Is moral decadence, indiscipline, and vulgar habits being the results of the contents of foreign programmes and films? To establish the basis for relating foreign films watched to social vices as violence, sexual pervasiveness, cultural and traditional moral pollution on youths; Observational learning Theory and Reinforcement Theory were utilized to answer the research questions and established the effect of foreign films content on youths. We conclude that constant showcasing of violent themes was highly responsible for the upsurge in social vices prevalent among the youths and can destroy the basis of the societal, cultural orientation. Recommendations made range from the need for government to halt the importation of foreign films not censored; the need for local films to portray more positive messages and the need for concrete steps to be taken to eradicate or minimise the use of programme capable of exerting negative influence.

Keywords : media (television), moral decadence, youths, values, observation learning theory, reinforcement theory

Conference Title : ICCMS 2019 : International Conference on Communication and Media Studies

Conference Location : San Francisco, United States

Conference Dates : September 26-27, 2019