

## **The Persuasive Influence of Nollywood Film in Cultural Transmission: Negotiating Nigerian Culture in a South African Environment**

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**Abstract :** The popularity and viewership of Nollywood films have expanded across African countries as well as European and American cities especially those with considerable Diaspora population. This appears to underscore the assumption that Nollywood films not only project or transmit the embedded Nigerian cultural values to audience members but also actually make appreciable impression on those audience members. This study sought to ascertain the role of Nollywood film in the transference of Nigerian cultural heritage across other cultures using students at the University of Fort Hare as a case study. This study sought to determine if audience members learn, imbibe or manifest any behavioural tendencies that can be ascribed to the influence of watching Nollywood films. Specifically, the study sought to establish the aspect of Nigerian culture that Nollywood films transmit to audience members. The survey research method was used while data was analysed using descriptive statistics. In all, 400 questionnaires were distributed while 370 were returned. Results show that students who were exposed to Nollywood film could mimic some common Nigerian expressions and exclamations. A small percentage of viewers could actually speak a smattering of some Nigerian language while a few have bought or made dresses in the pattern of what they saw in the films. It could be concluded that Nollywood films do exert significant influence on the viewers in the University of Fort Hare.

**Keywords :** culture, film, Nollywood, transmission

**Conference Title :** ICSRD 2020 : International Conference on Scientific Research and Development

**Conference Location :** Chicago, United States

**Conference Dates :** December 12-13, 2020