WESTERN TELEVISION PROGRAMMES AND THE FASHION TRENDS OF NIGERIAN TEENAGERS: A STUDY OF BRIGHT FUTURE INTERNATIONAL COLLEGE STUDENTS.

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Abstract: *This study attempts to examine the Influence of Western Television Programmes on the Fashion Trend of Nigerian Teenagers. The study was conducted using a dual research method – Survey and Focus group discussion. The choice of designs was considered appropriate for the study because of the benefits that they offer the social researcher. A random sampling technique was used to select 180 students. The selection was made out of 203 students within the age range under consideration. The findings of the study established a link in the dress pattern of teenagers and the programmes they watch, most especially on western television stations. This influence, according to numerous researches by authors of developing world is usually negative as they tend to erode culture and ethos guiding how people should dress. It was also established that other factors such as family members and parents considerably influence fashion trend of the youth. It recommends that since other factors come to bear in the fashion trend of teenagers, such factors should be galvanized to guide Nigerian teaming teenagers on acceptable and moderate way of dressing.*

Keywords: Fashion trend, Culture, Western TV and Youths

INTRODUCTION

The mass media refer collectively to all media technologies which are used for mass communication, and to the organizations which control these technologies (Wong, 2001). The mass media, most especially television have gradually become a part of our daily lives. They have effectively functioned as the purveyors of information, education and entertainment. Lasswell (1948) as cited in Folarin (2005, p.74) assigns three functions to the media:

➢   Surveillance of the Environment (the news function).

➢   Correlation of the different parts of the Environment (the editorial function).

➢   Transmission of the cultural heritage from one generation to the other (the cultural transmission function).

The mass media play a significant role in shaping public perceptions on a variety of important issues, both through the information that is dispensed through it and through the interpretations it places upon this information (Wong, 2001). They also play important roles in shaping modern culture, by selecting and portraying a particular set of beliefs, values, and traditions (an entire way of life), as reality (Becker, 2003). That is, by portraying a certain interpretation of reality, they shape reality to be more in line with that interpretation.

When television was first introduced in Nigeria, it was the entertainment programmes that caught and held the attention of the audiences, most especially the teenagers. Teenagers are also referred to as adolescents from the age of 12 till the early 20, and this is a period of transition: biological, psychological, social, economic; whereby they become wiser, more sophisticated and better able to make their own decisions. Since most adolescents belong to secondary school age, they seem to be easily influenced by what they see and or hear, they are a very mobile group gaining access to several television stations and programmes. By their use of television, there is every likelihood for an increase in their knowledge, career choices, and behaviour through the programmes they watch. Television has been used to provide information which makes viewers to be in closer touch with places far and near. It provides entertainment and education to the viewers; it familiarizes the school child with an entirely new world of facts and fictions. The television is such a powerful medium that changes the attitudes

of children and adolescents in particular and forms habit that reflects those represented in various television programmes.

Côté and Allahar (1996) argue that the manner in which the mass media, especially television portray aspects of the outside world might be said to actively prevent young people from developing a critical consciousness that will allow them prioritize larger issues of personal and social responsibility. They said:

> Since they are bombarded with tantalizing images of the 'good life,' it is not surprising that the young are dispirited by the reality of their poor economic prospects… what lies at the heart of all this activity, however, is the fact that these media can sell young people some element of an identity they have been taught to crave… leisure industries such as fashion, have a largely uncritical army of consumers awaiting the next craze or fad. Each fad gives them a sense of identity, however, illusory or fleeting. This activity is tolerated or encouraged by larger economic interests because the army of willing consumers also serves as a massive reserve of cheap labour. Furthermore, distracting young people with these trivial identity pursuits prevents them from protesting against their impoverished condition (Côte and Allahar, 1996, p.148).

Media exposure is seen as greatly influencing youth ideas of fashion, their choices of clothing and accessories (West and Turner, 2010). For example, "a survey examining the self-perceived influence of the family, friends and the media on the clothing choice of 478 adolescents in the 6th, 9th and 12th grades in two mid-Western School districts in the US observed that black adolescents' choice of clothing and accessories was more likely to be influenced by the media than by the family and friends (Schwartz 2004)." Schwartz (2004) found that the media can provide information on fashion, beauty and body satisfaction, and has the potential to provide positive images for adolescents in the process of their social development and emerging sense of identity, of which fashion decisions are a part.

STATEMENT OF THE PROBLEM

It cannot be over emphasized that the television media have taken a center stage in our daily activities especially in the 21st Century with the emergence and consolidation of different television stations and service providers. It has been observed in cities that satellite and cable television stations have a greater amount of audience than the local television stations.

Besides sleeping, a study by the Kaiser Family Foundation (KFF, 2010) revealed that Youths spend more time with Media than with any other activity-an average of more than 7.5 hours a day, seven days a week. This habit makes them very susceptible to imitating what they watch. This is coming as the outcry of parents and social critics gets louder on the continuous bombardment of the media, especially television with foreign programmes. Their argument is that it is one of the principal navigators for cultural imperialism. Some studies conducted by scholars have indicted foreign media content (Morgan & Shanahan, 2010; Netzley, 2010).

Cultural imperialism propagated by the media has affected youth's dress codes. Female teens expose their cleavage, wear short and loose clothing that reveals most of their body parts (World Youth Report, 2003). The teenage boys have also been affected by cultural imperialism propagated by the media. They walk around the urban centre with their trousers sagging below their waist. Male teens fancy funny dress styles, such as hanging many chains around their necks and waists. In so doing, male teens copy the lifestyles of popular rap artists whom they see in televisions singing the rap music (Osborn, 2006).

These are clear indications that the media makes teens believe that whatever they see or hear from them is fashionable (Ashraf &Arif, 2009).However, enough studies have not been carried out to fully ascertain the claim using one of the key indices of cultural imperialism (i.e. dressing, language, curtsy, hairstyle, etc.) as a variable of study. Therefore, this study attempts to examine the Influence of Western Television Programmes on the Fashion Trend of Nigerian Teenagers.

Objective of the Study

The prime objective of this study is to conduct an in-depth research on the influence of Western television programmes on the trending fashion among Nigerian Teenagers.

As a result, this study has the following specific objectives:

- To find out the extent Bright Future International College Students are exposed to Western Television Programmes.
- To find out the influences of Western Television Programmes on the fashion trend of Bright Future International College Students.
- To find out other factors that influence the fashion trend of Bright Future International College Students.

RESEARCH QUESTION

The following research questions will be answered to meet the objectives of the study.

- To what extent are Bright Future International College Students exposed to Western Television Programmes?
- What are the influences of Western Television Programmes on the fashion trend of Bright Future International College Students?
- What are the other factors that influence the fashion trend of Bright Future International College Students?

Significance of the Study

This study would draw the attention of media practitioners and owners (especially television) to the vital role television plays as an agent of socialization. Having this fact in mind, television media practitioners and owners will be mindful of the kind of entertainment programmes they air, most especially at prime time, knowing fully the vulnerable and gullible nature of teenagers. Nonetheless, parents of teenagers and also teenagers who are at the heart of this study will understand fully the positive and negative influence of western television programmes on the trending fashion of teenagers. It would also be a reservoir of knowledge to psychologists and counsellors in tracing the principal socializing source of teenagers' fashion/dress senses. This is because teenagers might not only behave in a certain manner because of mere peer influence, but also from what they watch on television, especially from people or celebrities they see as role

models. In addition, it would add a new dimension to the scholarship on media effect.

SCOPE OF STUDY

The scope of this study is to find out how the Western Television Programmes influences the Trending Fashion of Nigerian Teenagers using Students of Bright Future International College, Lagos, as a case study.In the cause of the research, focus group discussion was conducted on students of the school. But the research depends more on the questionnaire which were distributed to students and were completed and returned. The researcher also consulted some textbooks and journals which provided a lot of information pertaining tothe study.The duration for which I intend to carry out the research on the teenagers is seven months, which will give me enough time to be able to conduct a thorough research on the teenagers.

LETERATURE REVIEW
Television

Television as an electronic medium has transformed the mass media and its main traditional functions of information, education and entertainment. There is no gainsaying that in the 20th and the 21st centuries, it has become one of the hottest media with its potentials of sight and sound; it has dramatic and demonstrative powers which has made it able to hold its audience spellbound and take them on a 'roller coaster' into its world. Television has become a part of everyday life which was not so between the 1920s when it was invented and the 1960s when it lost its novelty. It became commercial and there is no doubt that the number of TV stations have greatly increased, so also the number of TV sets available in homes. Today, an average Nigerian home has cable and satellite access and the viewer gets information from local, national and global networks. The sheer number of channels gives him options of multiple natures. It is a powerful medium with extraordinary reach. No one can doubt its potential as a catalyst of social change. Even the perforation of cable and satellite television channels has penetrated in all corners of the country cutting across demographic and geographic barriers. The medium has been of tremendous influence whether positive or negative as it has changed the way we socialize with our peers, the way teachers teach, governments govern, and religious leaders preach. It has changed the way we organise the furniture in our homes and our world view

about our immediate environment (Baran, 2009). A social critic, Novak, cited in Vivian (2009, p. 211), comments that television is "a moulder of the soul's geography. It builds up incrementally a psychic structure of expectations. It does so in much the same way that school lessons slowly, over the years, tutor the unformed mind and teach it how to think." Comstock, a media scholar also cited in Vivian (2009) corroborates Novak's view by saying "Television has become an unavoidable and unremitting factor in shaping what we are and what we will become." Most American families today as reported by A. C. Nielsen Company, own a minimum of two colour television sets. These sets are located in vital living areas such as the living room, family room, bedroom and kitchen. Because they own multiple sets, many families no longer watch television together, and parents often do not know what their children, especially teenagers are viewing. Unsupervised leisure has almost always been considered a major source of trouble and as posing a threat to young people's moral development (Muncie, 2004). Therefore, this shows the necessity for the development of entertainment programming on television and in contemporary times, television stations or channels that are dedicated to entertainment round the clock, every day of the week.

Exposure of Teenagers to Television

Many teenagers love to watch television. Since the invention of television in 1926, television has brought billions of minutes of programming to living rooms all over the world, and it's almost too easy to be a couch potato for hours with the amount of television available today. Televisions can be a reliable source of information and education; however, television can also expose teenagers to violence and intense images that can be detrimental to their emotional well-being. It is important to know what your teen is viewing on television in order to understand the negative effects and the positive effects of this technology.

Negative Effects

Researchers have argued that televisions can give teenagers unhealthy, false, and negative messages about realities (Muncie, 2004). As a teenager is maturing into a young adult, these messages can result in confusion, stress, and other negative effects. Television can expose teenagers to violence, sexuality, stereotypes, and lifestyle habits, which can impact the way that

teens react to the world around them. For example, typically, teenagers who watch violence on television are more likely to participate in aggressive acts, become less sensitive to pain, and become fearless of the world around them. Furthermore, weapons are often shown as attractive on television, while guilt and remorse are usually absent. Sex is also used on television to sell products, shows, and ideas, and TV often glorifies sex. Television's portrayal of sex and sexual acts may have a definite impact on your teen's perceptions of sex, and those perceptions could differ drastically from your family's beliefs. Stereotypes are also present in television based on race, gender, age, and physical beauty, and teenagers can adapt their values to fit the values of these stereotypes. Lifestyle habits such as obesity, smoking, alcohol use, and risk-taking may be promoted through television. The more a teenager is exposed to these bad habits (whether through television or real life), the more likely they could be to try them. Finally, television can also allow a teenager to tune others out and escape from the real world, causing the teenager to actually miss out on real-world experiences. For many troubled teenagers, television acts as a "quick fix" from the real world by providing false scenarios, quick answers, and rapid rewards. This can have a very real impact on a teenager's emotional and social development.

Positive Effects

When appropriate television is viewed, it can have multiple positive impacts on the teenager. Television can help the teen to build and develop imaginary skills and role playing ideas. Teenagers can adopt and copy the behaviors they witness on television, and when these behaviors are rewarded on television, teenagers see them as positive and something they would like to model. Family values can also be exemplified through television viewing, as can positive behavior, morals, and decision-making skills. This type of television, which shows individuals being rewarded for good behavior, can help the teenager develop good habits. Television can drastically impact a teenager's maturity and growth, and it is important to monitor what a teenager watches on television, as it can have positive and negative effects on them. Communicating with a teenager about what they watch is key to understanding what is going through their head.

Western Television Programmes and Cultural Promotion

Television, radio, newspaper and other mass media channels of communication are the most influential agents of socialization between the developed and the developing nations. However, television has structural characteristics of visual images, motion and audio capacities that are creatively combined with the specific context of the transmitted messages by means of electromagnetic waves. In Nigeria, 60% of the population of more than 160 million including youths is reached through television broadcast with both positive and negative impacts (Iyorza, 2014). These television broadcasts include Western Television transmission which is geometrically increasing on daily basis. According to Iyorza (2014), Western Television refers to international channels of communication that transmit sound, images and motion simultaneously to countries across the globe. Western Television programmes are transmitted through satellite or the internet and the audiences at the receiving end access the programmes through various forms of subscription – using receptive apparatus like the television monitors, computer monitors and mobile phones (Iyorza, 2014). As a global medium, Western Television transmits programmes beyond national boundaries and this is done by different countries with the aim of serving their people settled in other countries and also to propagate the policies of the respective countries. Some famous channels of Western Television in Nigeria include British Broadcasting Corporation (BBC), Cable News Network (CNN), and Channel O. Others include E-Entertainment, Science Fiction and Super Sport channels. All these channels transmit programmes with news, drama, sports, musical or advertisement element or a combination of two or more (Edet & Iyorza, 2008).

Edet and Iyorza (2008) opined that the impact of Western Television on viewers is significantly strong due to the channels' ability to use sound, visual and motion as a means of transmitting new developments, new entertainment activities and knowledge enriching programme from developed countries where the messages are generated and transmitted. Thus, Western Television allows a lot of creativity, variety and flexibility through a combination of sight, sound, motion, color, drama and persuasiveness. Television has tremendous dramatic capacity to turn ordinary products into something important, exciting and interesting and helps in creating a positive association.

Western Television is therefore used as a medium for influencing the views, beliefs norms and practices of other people especially the youths. Cultural promotion is therefore a major feature of Western Television whether primarily intended or not. Cultural promotion is a marriage of two key words: "Culture" and "Promotion". Culture is the social heritage of a society which includes all the knowledge, beliefs, customs and skills as well as other materials and non-material artifacts and behavior of members. Promotion in the context of media and communication is the coordination of all seller initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea (Otufodurin. 2011). Western Television promotes cultures both deliberately and pretentiously. Through educational programs for children like "Barney and Friends" and "Sesame Street" from the United States of America and the transmission of movies and international television soaps and drama series from India, China, Europe and Southern and Northern America, the lifestyles in these countries are embedded in the acts, speech and general behavior of actors and transmitted to the audiences in less developed countries that lack the media machinery to transmit global messages like their developed counterparts. These programs are deliberately packaged and conscious efforts are put in place to transmit them. However, global adverts about goods, services and locations for tourism from some developed countries are pretentiously transmitted amidst programs like news, sports and other educational programs (Iyorza, 2014). Certainly, Western Televisions are justified agents of cultural promotions. Those at the receiving end are poor developing countries in Africa including Nigeria. The most affected audience is the youth. Statistics show that the youths are the most exposed to television programmes including those from foreign countries the impact of these Western Television programmes in terms of cultural promotion can better be imagined.

Impact of Cultural Promotions on Nigerian Youths

Cultural promotions through Western Television have enormous impact on the Nigerian youth today. Cultural promotions are made possible by a set of cosmopolitan culture considered to be elite and popular, scientific and artistic and linked through the medium of English as a universal rather than a national language (Lopez, 2012). In the process, western dances have taken over African traditional dances among the youths in public places. Foreign meals including fried rice, vegetable salads, baked snacks and can foods have

become more preferred to African delicacies such as "Amala" and "Egusi" (meal made of cassava and vegetables and other condiments) and fried beans cake known in local parlance as "Akara". Language as a means of communication, styles of houses and even schools have assumed similar posture with what is available in the western world. Cultural promotions actually influence the taste, lives and aspirations of virtually every nation and in some way; they are viewed as corrupting and antagonistic to subcultures of the third world countries (Edet and Iyorza, 2008). Lopez (2012) cited that the promotion of cultures through Western Television programmes like drama, dance, music and advertising negatively affects viewers. Violent and aggressive behavior depicted on the television screen consumes children and affect teenagers. The trend is on the increase with a great leap in communication technological development where they receive great amount of information regarding new fashion and fad and other products. With the opportunity provided by the new media, Nigerian youths today spend more time watching Western Television programmes such as musicals which are corrupted with nudity and suggestive dance steps, drama series with strong story lines of love, action movies featuring gangsters, acts of shooting, and killings, including modes of dressing, speaking and killing as well as modes of walking which are unacceptable in the context of African culture (Lopez, 2012).

Consequently, the demeanor of dressing in female and male teens is one of the impacts of Western Television viewing. Teenage girls flaunt around their bosoms with rumps hanging out of their clothing. Teenage males strut around their pant sagging below their derriere, wearing many chains around their necks trying to resemble a rap artiste (Iyorza, 2014). Western Television viewing obviously makes youth to believe that what they watch is the trend. The young males are made to feel the illusion that having this particular image will bring them women galore (Iyorza, 2014). The youth copy suggestive dance steps, nude modes of dressing, and images that incite young men and women. Most youths copy violent behavior from what they view on global television. They learn how to be unnecessarily aggressive (Lopez, 2012). According to Otufodurin, (2012), Western Television Programmes has remained the key agent of cultural promotion. The cultures in question are the beliefs, norms, behavior of people from developed countries of Asia, America and Europe. The cultures are highlighted, featured

and transmitted as valuable and relevant to human existence. The transmission is made possible through Western Television programmes such as drama series, adverts, news, musical, educational packages, science fiction and sports. This implies that the programmes transmitted to third world countries including Nigeria, from Asia, America and Europe primarily have the purpose of information, education and entertainment of the continent's people and the citizens of the countries. However, the impact of the information behind each program is unquestionably imperial (Otufodurin, 2011). The most vulnerable audience of Western Television programmes are the youths. Their continuous patronage of Western Television programmes have robbed majority of the Nigerian youths of the Nigerian culture. The Nigerian youths have adopted foreign cultures in forms of manners of speaking, dressing, acting, behaving, eating, loving, thinking, dancing, singing and more. The list is endless.

Role of Media in Fashion World

According to "Media in fashion (2012)", today is the world of media; few decades ago, fashion was not so much popular among the people but now it has taken a big place in the media and has established a big industry, it provides awareness about the latest trendy fashion among the people through print, electronic and now digital media. Television, internet, fashion shows, magazines all these are the mediums for introducing new trend, new fashion and new brands for people which gradually become part of their clothing (Walsh, Mitchell &Thurau, 2001). According to David (2009) fashion was also big back in the days but not this big before the popularity of television; now each house has one or more than one Television and cable connection or dish which provides numerous fashion shows containing new dress designs which took the people to the world of glamour. McClung and Holdorf (2012) argue that clothes are the most important thing but in present era it cannot remain within one shape. They also have said that with the passage of time, somewhat fashion has made its place in culture; slowly and steadily people are accepting latest trend and want to know the updates about the upcoming fashion which is mostly provided through the media because the media set a trend for us through magazines, social media or television. Through television, fashion shows play a role of providing latest news regarding latest fashion.

Fashion exist in the culture and it adopts or modify culture; the process of adoption or modification of culture starts with radio, television, magazines, internet, social websites, newspaper, banners, billboards, advertisements or through fashion shows, because people have to deal with these mediums several times in a day which leave impact on the outfits of people (Barnes & Greenwood, 2006). Today everyone wants to make his or her own identity because media is playing a role of teacher and creating a splendid image of ideal personality; to some extent media has succeeded in this purpose because today television has become integral part of each home, and children, teenagers, youth or adults have easy access to it; this access, in some way, portray their image as the person who appear on TV screen and gives them incentives to adopt the innovation in their clothing (Hamely, 2001). Television is the most viewing medium of mass media in Pakistan because Pakistan is a developing country where mostly people are illiterate; they can easily get knowledge and information by watching television; by taking the advantage of this, Indian and western countries move their culture, norms, values, custom, traditions, education and fashion towards the Muslim culture by using electronic media (Akbar, 2009)

According to Ahmad (2011), print and electronic media are the main mediums which give the way to fashion industry for changing our way of living by promoting branded items, apparels, footwear, jewelries and other accessories. No doubt media has made teenagers fashion conscious; teenage girls often try to shape their body, to make their identities, try to look beautiful by adopting different fabulous apparels and want to look as beautiful as those who appear on the television screen (Brandon, 2011).

Global Evidence of Media Influence on the Behaviour of Young People

A considerable body of research from developed countries, particularly the US, suggests that the visual media influence a broad range of attitudes and behaviors among young people and may exacerbate risky practices. These studies have largely followed the "media-effects" model and explored the impact of the media on certain risk-taking behaviors such as engaging in sex, use of tobacco and alcohol, aggression and violence as well as such other behaviors as adopting new clothing styles and mannerisms, among others.
Studies conducted in the US, in the 1970s and 1980s, have shown a consistent relationship between media viewing and sexual behaviour. For

example, a study that compared pregnant and non-pregnant girls found that girls who had become pregnant were more likely to have been watching soap operas prior to the pregnancy (Corder-Bolz, 1981), while another linked TV watching preferences to earlier initiation of sexual experience (Peterson and Kahn, 1984). Further, while viewing media with sexual content was observed to be positively linked to the viewer's permissive attitude toward pre-marital sex (Calfin, Carroll and Schmidt, 1993; Greeson and Williams, 1986), viewing more sexual content on television was found to increase the likelihood of engaging in sexual intercourse among teens (Brown and Newcomer, 1991). Reviewing the impact of the media on adolescent sexual attitudes and behaviors, Escobar-Chaves and her colleagues found that exposure to NC-17 rated films (a rating that prohibits admission of anyone who is 17 or under into a theatre) increased the likelihood of having multiple sexual partners, engaging in sex more often, testing positive for Chlamydia trachomatis, and having more negative attitudes toward condom use (Escobar-Chaves et al., 2004).

Based on their study with adolescents, Brown and her colleagues suggested that sexually explicit media act as a sexual "super peer" for teenage youth by serving as a readily available and accessible source of sexual information in the absence of significant counsel from family and school (Brown, Halpern and L'Engle, 2005). In a subsequent study, Brown et al used "sexual media diet" (SMD), an index of exposure to sexual content in the mass media, to explore media influences on adolescent sexual behaviour (Brown et al., 2006). Their longitudinal studies revealed that white adolescent girls in the top 20% of a random sample of SMD density when 12 to 14 years old, were more than twice as likely to have had sexual intercourse at age 14 to 16 as girls who had SMDs with densities in lower 80%. On the other hand, black teens reported a greater influence of "perceptions of their parents' expectations and their friends' sexual behaviour" than what they saw and heard in the media, a finding that points to the need to identify the cultural and social factors that account for apparently large variations in young people's vulnerability to media influence. Strasburger and Donnerstein also support the view that individual characteristics of young people such as race, ethnicity and family background have not been explored well enough to understand their relationship with media consumption and subsequent influence (Strasburger & Donnerstein, 1999).

The impact of the media on smoking among young people is another area that has received the attention of researchers. Indeed, available research evidence has led the National Cancer Institute to declare a causal relationship between exposure to smoking in films and initiation of smoking among youth (National Cancer Institute, 2008). More recently, a US study, using nationally representative samples and cross-sectional and longitudinal designs, observed that adolescents with high exposure to smoking in films were about three times more likely to try smoking or become smokers than those with low exposure to media smoking; the effect remained significant after controlling for a number of risk factors including personality, parenting style and socio-demographics (Heatherton and Sargent, 2009). The relationship between exposure to smoking in films and adolescent smoking has also been demonstrated across cultures (Hanewinkel and Sargent, 2008). Among recent studies linking media portrayals of alcohol use to drinking onset among adolescents is a study which demonstrated a strong and statistically significant relationship between viewing alcohol use in films and drinking among teens in the US, even after controlling for a number of potential covariates; the relationship held for both cross sectional and longitudinal analyses (Sargent et al., 2006). A similar association between exposure to alcohol use in films and subsequent initiation of drinking by adolescents has been demonstrated in a cross-sectional study of US adolescents (Dalton et al., 2006) and a longitudinal study of German adolescents (Hanewinkel et al., 2008).

A review of studies in the US, linking exposure to violent media and aggression in adolescents and children, concluded that there is a "voluminous" body of research, including detailed cross-sectional and longitudinal studies, and meta-analyses, which demonstrates a "very clear" cause-and-effect relationship between media violence and real life aggression (Strasburger and Donnerstein, 1999). Another review unequivocally noted that "violent imagery has short-term effects on arousal, thoughts, and emotions, increasing the likelihood of aggressive or fearful behaviour." However, evidence was less consistent in the case of older children and teenagers, partly due to methodological difficulties in linking behaviour with past viewing. Further, cross-sectional studies revealed a weak association between media violence and crime. The review also suggested a stronger influence of media violence on those with a predisposition for aggressive

behaviour attributable to personality and/or situational factors (Browne and Hamilton-Giachritsis, 2005). Media exposure is also seen as greatly influencing youth ideas of fashion, their choices of clothing and accessories. For example, a survey examining the self-perceived influence of the family, friends and the media on the clothing choice of 478 adolescents in the 6th, 9th and 12th grades in two mid-western school districts in the US observed that black adolescents' choice of clothing and accessories was more likely to be influenced by the media than by family and friends, while white adolescents were more influenced by friends than by family and the media. Further, relative to clothing choices of all adolescents, the media was less influential with females, gained influence as adolescents' age, and had almost twice as much influence on urban adolescents as rural (Wilson and MacGillivray, 1998). Schwartz found that the media can provide information on fashion, beauty and body satisfaction, and has the potential to provide positive images for adolescents in the process of their social development and emerging sense of identity, of which fashion decisions are a part (Schwartz, 2004).

THEORETICAL FRAMEWORK

This study is established on two unique effect theories. The theories explain how the media work to influence the perception of media audience either positively or negatively. The theories include Social Learning Theory and Selectivity Theory.

Social Learning Theory

Social Learning Theory is a general theory of human behaviour, but Bandura (1977) and people concerned with mass communication (e.g television news) have used it specifically to explain media effects. Bandura warned that children and adults acquire attitudes, emotional responses, and new styles of conduct through filmed and televised modeling. Social Learning Theory in media pertains to how learning can be facilitated by mere observation of what's being presented through media. Albert Bandura cautioned that TV might create a violent reality that was worth fearing. He explains that social learning or "observational learning" involves how behaviours and attitudes can be modeled merely by observing the behaviours and attitudes of others. Exposure to the type of dressing in the media also may influence teenagers to start dressing that way.

Selectivity Theory

There are four types of selectivity theory and they are: Selective Exposure, Selective Perception, Selective Attention and Selective Retention. They are further explained below.

Selective Exposure

Selective exposure expresses individual preference for certain medium or media messages base on his felt needs, interest or beliefs. Okunna (1994) explains that because the mass media audience is active, people can choose what they want to expose themselves to: what to read, hear, or see in the media. For instance, most young people will prefer watching musical programmes, fashion programmes, football highlight than listening to news.

Selective Perception

No two individuals share same meaning for the same message. Okunna (1994) explains that people selectively perceive the media content the way they want to see it. Each individual reserves the right to determine what meaning particular information will make on him or her. Most times our previous experience and current disposition (needs, interests, moods etc.) determine what meaning we make out of a mass media message. For instance, a man whose legs were amputated as a result of an accident will feel less concern for latest designer shoes in a mass media advertisement.

Selective Attention

We are exposed to too many mass media messages or information daily from both the prints and electronic media, but our choice on which message or information to receive, is known as selective attention. And most times selective attention is as a result of already held interest or attitude.

Selective Retention

Selective retention is rooted in the capacity of members of mass media audience to retain or discard mass media messages or information. Okenwa (2002) explains that no individual possesses the capacity to retain all the stimuli from the media that will amount to so much. The choice opened to the individual will be to select those stimuli that reinforce his ego or those that are not at variance with his or her purpose for living.

METHODOLOGY

The study was conducted using a dual research method – Survey and Focus group discussion. The survey research method is a veritable way of eliciting the views of a group, people or population of study about an event, activity or phenomenon. The survey technique is the most commonly used research method in the behavioural sciences and it involves drawing up a set of questions on various subjects or aspects of a subject and a selected number of a population are requested to answer (Sobowale, 1983). Focus group on the other hand is a research design that involves a small group (usually three to eight people) who are drawn together for an in-depth discussion on a specific issue. This is like an in-depth interview but using a group rather than an individual (Fawole, et al, 2006).The choice of designs was considered appropriate for the study because of the benefits that they offer the social researcher. Data was collected using questionnaire for survey while for the focus group discussion a focus group discussion guide and a tape recorder were used.Trending Fashion of Nigerian Teenagers using Students of Bright Future International College, Lagos, as a case study. The entire student population under the age bracket according to student record is 203. A random sampling technique was used to select 180 students. The selection was made out of 203 students within the age range under consideration.

DATA PRESENTATION/DISCUSSION

The data collected via the questionnaire were analyzed with the use of Simple Percentage. The research questions were analyzed with frequency distribution tables and bar charts. The data gathered from the focus group was mainly qualitative; thus necessitated the adoption of an ethnographic approach which relies on direct quotation rather than indirect speech.

Description of Respondents

A total number of 180 respondents from Bright Future International College were randomly picked as the sample. The selection was made out of 203 students within the age range under consideration. Meanwhile, 99 Of the sample consists of male, while 81 are female. Also, 7 students were also randomly picked for the Focus Group Discussion. 3 of them consist of male, while 4 are female.

TABLE 1: Respondents

Number of proposed FGD participants	Number of participated participants	Percentage of completed discussion	Percentage of uncompleted discussion
7	7	100%	0%
Number of proposed respondents	Number of sampled respondents	Percentage of completed questionnaire	Percentage of uncompleted questionnaire
180	180	100%	0%

Research Question One: To what extent are Bright Future International College Students exposed to Western Television Programmes? This research question was answered by items 7 to 19 in the questionnaire. But most relevant items are analyzed below.

Table 2: Shows responses of the Respondents on the Extent of their Exposure to Western Television Programmes

Question	Responses				
	Strongly Agree	Agree	Strongly Disagree	Disagree	Undecided
I watch Western Television Programmes	90 (50%)	70 (39%)	6 (3%)	7 (4%)	7 (4%)
I spend minimum of an hour everyday to watch Western Television Programmes.	58 (32.2%)	56 (31.1%)	22 (12.2%)	31 (17.2%)	13 (7.2%)
I watch entertainment programmes more than any other programme	115 (64%)	34 (19%)	7 (4%)	18 (10%)	6 (3%)
I watch movies on Western Television Stations	99 (53.3%)	58 (32.2%)	9 (5%)	8 (4.5%)	9 (5%)
I watch fashion shows on Western Television Stations	34 (19%)	40 (22%)	48 (27%)	45 25%)(	13 (7%)
I watch entertainment news on Western Television Stations	70 (39%)	68 (38%)	9 (5%)	21 (11%)	12 (7%)

This table shows the extent of the exposure of Bright Future International College Students to Western Television Programmes. It is necessary to ascertain this since this study sought to know the influence of western television programmes on fashion trend of Nigerian teenagers. Hence, out of the 180 representatives sampled, 90(50%) strongly agree they watch western television programmes, 70(39%) agree, 7(4%) undecided, 6(3%) strongly disagree, while 7(4%) disagree. This analysis shows that up to 90% of the respondents watch western television programmes. Their responses about this study were again confirmed germane.

The table also shows that from the 180 sampled respondents, 58(32.2%) strongly agree they spend minimum of an hour every day watching western television programmes, 56(31.1%) agree, 13(7.2) remain undecided, 22(12.2%) strongly disagree, while 31(17.2%) disagree. Again, more than 60% of the respondents agree (strongly or otherwise) that they spend minimum of an hour every day watching western television programmes. Entertainment programmes has become major attention getter all over the world. So, it is important to ascertain whether the respondents watch such programmes from western television stations. This table, therefore, reveals that out of the 180 respondents sampled, 115(64%) strongly agree they watch entertainment programmes more than any other on television, 34(19%) agree, 6(3%) remain undecided, 7(4%) strongly disagree, while 18(10%) disagree. This analysis shows that more than 80% of the respondents watch entertainment programmes more than any other programme on television. It equally provides the responses on whether the respondents watch fashion shows on Western Television Stations. This table reveals that out of the 180 respondents sampled, 34(19%) strongly agree to watch fashion shows on Western Television Stations, 40(22%) agree, 13(7%) remain undecided, 48(27%) strongly disagree, while 45(25%) disagree. It is clearly revealed that the percentage of those who disagree (strongly or otherwise) on whether they watch fashion shows on Western Television Stations is higher than those who agree.

Finally, the table provides the responses on whether the respondents watch entertainment news on Western Television Stations. This table reveals that out of the 180 respondents sampled, 70(39%) strongly agree to watch entertainment news on Western Television Stations, 68(38%) agree, 12(7%) remain undecided, 9(5%) strongly disagree, while 21(11%) disagree. Also, from this analysis, 85.5% (which is more than half of the respondents) agree they watch entertainment news on Western Television Stations. It can be said categorically that the respondents are exposed to western television programmes. Their responses therefore are useful for the analyses of the subsequent research questions.

Research Question Two: What are the influences of Western Television Programmes on the fashion trend of Bright Future International College

Students? This research question was answered by items 20 to 28 in the questionnaire. But most relevant items are analyzed below.

Table 3: Shows Responses of the Respondents on whether Western Television Programmes Influence their Fashion Trend

Question	Responses				
	Strongly Agree	Agree	Strongly Disagree	Disagree	Undecided
What attracts me to the Western Television Programmes is the fashion and lifestyle	54 (30%)	47 (26%)	37 (21%)	27 (15%)	15 (8%)
What attract me to the Western Television Stations is the celebrities and their lifestyle shown in them	100 (56%)	65 (36%)	6 (3%)	6 (3%)	3 (2%)
The fashion shows on Western Television Stations inspire your fashion style.	81 (45%)	39 (22%)	22 (11%)	32 (18%)	8 (4%)
Western Television Programmes helps to determine the latest fashion trend.	103 (57%)	40 (22%)	2 (1%)	23 (13%)	12 (7%)
You dress according to the latest fashion trend.	90 (50%)	60 (33%)	9 (5%)	9 (5%)	12 (7%)
You are moved to dress the way the people you see on Western Television Programmes dress.	52 (29%)	45 (25%)	39 (22%)	29 (16%)	15 (8%)
I honestly feel Western Television Programmes influences teenagers' dress pattern negatively.	20 (11%)	80 (45%)	18 (10%)	60 (33%)	2 (1%)
I honestly feel Western Television Programmes influences teenagers' dress pattern positively.	25 (14%)	52 (29%)	30 (16%)	68 (38%)	5 (3%)

Table 3 provides the responses on the influences of Western Television Programmes on the fashion trend of respondents. This table reveals that out of the 180 respondents sampled, 54(30%) strongly agree that what attracts them to the Western Television Programmes is the fashion and lifestyle, 47(26%) agree, 15(8%) remain undecided, 37(21%) strongly disagree, while 27(15%) disagree. Also, from this analysis, 56% (which is more than half of the respondents) agree that what kept them attracted to the Western Television Programmes is the fashion and lifestyle. Also, it provides the responses on whether what attract them to the Western Television Stations is the celebrities and their fashion lifestyle shown in them. This table reveals that out of the 180 respondents sampled, 105(56%) strongly agree that what attracts them to the Western Television stations is the celebrities and their fashion lifestyle shown in them, 65(36%) agree, 3(2%) remain undecided, 6(3%) strongly disagree, while 6(3%) disagree. Also, from this analysis, 92%

(which is more than half of the respondents) agree that what attract them to the Western Television Stations is the celebrities and their fashion lifestyle shown in them. The table also provides the responses on whether the respondents' fashion style is inspired by the fashion shows on western television stations. This table reveals that out of the 180 respondents sampled, 81(45%) strongly agree that their fashion styles are inspired by fashion shows on Western Television stations, 39(22%) agree, 8(4%) remain undecided, 20(11%) strongly disagree, while 32(18%) disagree. Also, from this analysis, 67% (which is more than half of the respondents) agree that their fashion styles are inspired by fashion shows on Western Television stations.

It equally provides the responses on whether western television programmes helps the respondents to determine the latest fashion trend. This table reveals that out of the 180 respondents sampled, 103(57%) strongly agree that western television programmes helps to determine the latest fashion trend, 40(22%) agree, 12(7%) remain undecided, 2(1%) strongly disagree, while 23(13%) disagree. Also, from this analysis, 79% (which is more than half of the respondents) agree that Western Television Programmes helps them to determine the latest fashion trend. Equally, it shows responses on whether the respondents are moved to dress the way the people they see on Western Television Programmes dress. This table, therefore, reveals that out of the 180 respondents sampled, 52(26%) strongly agree they are moved to dress the way the people they see on Western Television Programmes dress, 45(25%) agree, 15(8%) remain undecided, 39(22%) strongly disagree, while 29(16%) disagree. This analysis shows that more than half (54%) of the respondents' dress according to the way the people they see on Western Television Programmes dress.

From the foregoing, it is evident that the respondents' (Bright Future International College Students) fashion trend is largely influenced by Western Television Programmes. Table 2 shows clearly that more than 78% of the respondent assert that they usually watch fashion show on western television stations to track fashion trend for upgrading purposes. They strongly believed that those programmes influence their fashion trend.
Meanwhile, the responses of the participants of focus group discussion section further buttress this fact. On her contribution, Olufestus Daniella

asserted that: "On trace, you listen to the latest music, their videos, what is expected is the trend i.e what's in vogue, like M-max, you watch the pop stars, what they wear that is in vogue or trend."However, OlusanyaKorede revealed that African Magic shows old movies where they wear clothes that are not in vogue, like baggy shorts, sandals like the one JESUS wears when He was on earth. He noted he would not want to dress like them, claiming it would make him look odd. In reverse, he believed teenagers are normally being influenced by what they watch in order to belong.

In her contribution, Odogoro Miracle noted what attract her most in the programmes she watches was normally the way people dress, the possible new designs they wear, their shoes, and hair. She said:

> My dress pattern is being influenced by Western Television programmes. This is because I always want to be free, always want to go out and explore; so in general, what we (teenagers) always want is to put what we watch in practice.

To further support this view, Olufestus Daniella posited that she believed western television programmes have influence on her. She stated: "We are influenced by what we watch because as teenagers we have this captivating sense: we want people to know we are in line, we don't want to fall out of place and we want people to think we are trendy. So, in most cases, we just watch them to copy what they do so that people will think we are on point." Meanwhile, she said sometimes watching a particular television programme could be to derive pleasure only.

Conversely, OluwasinaAyokunumi asserted that she dresses in her own way. In her word:

> I don't think Western Television programmes influence my dress pattern, because I have my own perspective of dressing. So, it doesn't necessarily mean I must dress the way they dress. Their style may not suite my taste or style.

Also, FaronbiSeyi asserted that he is never influenced by what he watches from western television programmes. He posited that their style of dressing doesn't suit his.

It is clear, therefore, that Western Television Programmes on the fashion trend have substantive influence on the fashion trend of Bright Future International College Students.

Research Question Three: What are the other factors that influence the fashion trend of Bright Future International College Students?

This research question was answered by items 29 to 35 in the questionnaire. Most relevant items are analyzed below.

Table 4: Shows Responses of Respondents on other Factors that Influence their Fashion Trend

Table 4 shows responses on whether the respondents' dressing mode is

Question	Responses				
	Strongly Agree	Agree	Strongly Disagree	Disagree	Undecided
Teenagers' mode of dressing is influenced by their peers.	88 (49%)	60 (33%)	4 (2%)	7 (4%)	–
Teenagers' mode of dressing is influenced by their family members	80 (44%)	70 (39%)	12 (7%)	18 (10%)	–
Teenagers' mode of dressing is influenced by their neighbourhood.	10 (6%)	15 (8%)	60 (33%)	90 (50%)	5 (3%)
Teenagers' mode of dressing is influenced by the quality of the dress	120 (67%)	40 (22%)	8 (4%)	12 (7%)	–
Teenagers' mode of dressing is influenced by the price of the dress	90 (50%)	50 (28%)	20 (11%)	20 (11%)(	–
The dress influences how you may like to wear it	80 (44.4%)	60(33%)	8 (4.4%)	22 (12.2%)	10 (6%)

influenced by their peers. This table, therefore, reveals that out of the 180 respondents sampled, 88 (49%) strongly agree their dressing mode is influenced by their peers, 60 (33%) agree, none remain undecided, 4(2%) strongly disagree, while 28 (16%) disagree. This analysis shows that (82%) of the respondents agree (strongly or otherwise) that their dressing mode is influenced by their peers. Only few number of them (18%) disagree that their dressing mode is influenced by their peers.

The table shows responses on whether the respondents' dressing mode is influenced by their family members. This table, therefore, reveals that out of the 180 respondents sampled, 80(44%) strongly agree their dressing mode is influenced by their family members, 70(39%) agree, none remain undecided, 12(7%) strongly disagree, while 18(10%) disagree. This analysis shows that (83%) of the respondents agree (strongly or otherwise) that their dressing mode is influenced by their family members. Only few numbers of them (17%) disagree that their dressing mode is influenced by their family members. Also, it shows responses on whether the respondents' dressing mode is influenced by their neighbourhood. This table, therefore, reveals that out of the 180 respondents sampled, 10(6%) strongly agree their dressing mode is influenced by their neighbourhood, 15(8%) agree, 5(3%) remain undecided, 60(33%) strongly disagree, while 90(50%) disagree. This analysis shows that (83%) of the respondents disagree (strongly or otherwise) that their dressing mode is influenced by their neighbourhood. Only few numbers of them (14%) agree that their dressing mode is influenced by their neighbourhood. Table equally shows responses on whether the respondents' dressing mode is influenced by the quality of the dress. This table, therefore, reveals that out of the 180 respondents sampled, 120(67%) strongly agree their dressing mode is influenced by the quality of the dress, 40(22%) agree, none remain undecided, 8(4%) strongly disagree, while 12(7%) disagree. This analysis shows that (89%) of the respondents agree (strongly or otherwise) that their dressing mode is influenced by the quality of the dress. Only few numbers of them (11%) disagree that their dressing mode is influenced by the quality of the dress.

Meanwhile, this table shows responses on whether the respondents' dressing mode is influenced by the price of the dress. This table, therefore, reveals that out of the 180 respondents sampled, 90(50%) strongly agree their dressing mode is influenced by the price of the dress, 50(28%) agree, none remain undecided, 20(11%) strongly disagree, while 20(11%) disagree. This analysis shows that (88%) of the respondents agree (strongly or otherwise) that their dressing mode is influenced by the price of the dress. Only few numbers of them (22%) disagree that their dressing mode is influenced by the price of the dress. This table shows responses on whether the dress influences how the respondents' may like to wear it. This table, therefore, reveals that out of the 180 respondents sampled, 80(44.4%) strongly agree that the dress influences

how they may like to wear it, 60(33%) agree, 10(6%) remain undecided, 8(4.4%) strongly disagree, while 22(12.2%) disagree. This analysis shows that (77.4%) of the respondents agree (strongly or otherwise) that the dress influences how they may like to wear it, while (23%) disagree. From the foregoing, it is correct to say the respondents' (Bright Future International College Students) fashion trend is largely influenced by Western Television Programmes with the analysis in table 1 which establish clearly that more than 78% of the respondent assert that they usually watch fashion shows on western television stations to track fashion trend for upgrading purposes. However, it is equally correct to posit that other factors influence teenagers' fashion trend. The analysis in table 3 unequivocally revealed that other factors such as: peers, family members, neighbourhood, advertisement, quality of the dress and price of the dress equally play vital role in their fashion trend.

Meanwhile, the responses of the participants of focus group discussion section further buttress this fact. Although some of them said otherwise. In their contributions, Atamua Joan and Olusanya Korede asserted that their peers do influence their fashion trend. In his word, Olusanya Korede said:

> My peers influence me a lot. This is because I have friends that dress well and good, as in they dress very well. I won't want to be a kind of person that dresses very differently, such as wearing tattered cloth. It will be an embarrassment to do that. So, you actually want to be in vogue with what they are wearing so as to feel among. They do influence a lot because they are close friends; you walk with them every time.

In support of this, Olufestus Daniella noted that peer influence significantly define what teenagers are. She said: "We (teenagers) have that kind of personality. Peer influence is just one of the characteristics of teenagers. So I think peer influence me." On the question of family influence, Duntoye George, Olusanya Korede and Olufestus Daniella gave mix answers. Duntoye asserted that his parents influence his choice of wears. According to him, his

mum usually forces him to wear what he might not ordinarily want to wear. He said: "Yes, because my mum influences me to wear what I don't want to wear, so my family really influences me on what to wear."

Furthermore, Korede stated that his mum influences what he normally wears. He said: "No mother will want his/her child to wear something exposing or wild. So, I think the mother will pick something that is more suitable for the child, to make him godly."

Conversely, Daniella posited that not every parent chooses for their children what they wear. She said:

> Some parents really understand the kind of stage the teenagers are in. So, they don't really condemn them on what they wear, but they just give them something that might be a little bit proper, they don't condemn their dresses. They know that is the stage they have to pass through and every teenager has to pass through that stage.

Contributing on the question that bothered on influence from neighbour, Atamua Joan averred that neighbour has no influence on her fashion trend. She said most of the dresses her neighbours wear are unusual and she wouldn't want to copy them. Similarly, Olufestus Daniella declared that neighbourhood doesn't influence her dress pattern. Meanwhile, Olusanya Korede equally averted that neighbours don't influence his dress pattern. She said: "Neighbours don't have a uniform. They can change their dress pattern any time; they can wear say suit today and any cloth tomorrow. So, I don't think they actually influence my dressing." On whether dresses do influence how it may be worn, Daniella stated: "Yes! I think so because we have what we call fashion flaws. There are some clothes that don't match. For instance, you don't wear a patterned top on a patterned pant. We have fashion flaws so your dress influences how you wear it. You don't wear dress just the way you see them; but you take them according to the fashioned way."

On whether price of the dress do influence dress pattern, OlusanyaKorede believed it does. He said: "If the price of the dress is very expensive and the

dress is extremely fine and you can't afford it, you buy the one you can afford. Even if the one you can afford is not that nice, you buy it like that." In her contribution, Daniella said price does influence dress pattern in rare cases. However, she noted that people don't really go for quantity, they go for quality. In her words: "Sometimes, it doesn't matter the price, I will go for quality." In addition, Duntoye George believed some people prefer expensive things because they think it will make them flow along with other people.

Finally, on whether qualities of dress do influence teenagers dress pattern, Odogoro Miracle posited that it does influence because anytime she wears dresses that has quality, she feels distinguished among others. While Daniella believed that quality dictates in most times, she however posited it doesn't in some cases. She said: "Trend is dynamic. So, you can't expect to wear something you have worn a thousand times, so it changes."

CONCLUSIONS

Certainly, Western Television Programmes are justified agents of cultural promotions. Those at the receiving end are poor developing countries in Africa including Nigeria. The most affected audience is the youth. Statistics show that the youths are the most exposed to television programmes including those from foreign countries. The impact of these Western Television Programmes in terms of cultural promotion can better be imagined. According to David (2009), fashion was also big back in the days but not this big before the popularity of television; now each house has one or more than one Television and cable connection or dish which provides numerous fashion shows containing new dress designs took the people to the world of glamour. No doubt media has made teenagers fashion conscious; teenage girls often try to shape their body, to make their identities, try to look beautiful by adopting different fabulous apparels and want to look as beautiful as those who appear on the television screen (Brandon, 2011).

Today everyone wants to make his or her own identity because media is playing a role of teacher and creating a splendid image of ideal personality; to some extent media has succeeded in this purpose because today television has become integral part of each home, and children, teenagers, youth or adults have easy access to it; this access, in some way, portray their image as the person who appear on TV screen and gives them incentives to adopt the innovation in their clothing (Hamely, 2001). Consequently, the demeanour of dressing in female and male teens is one of the impacts of

Western Television viewing. Teenage girls flaunt around their bosoms with rumps hanging out of their clothing. Teenage males strut around their pant sagging below their derriere, wearing many chains around their necks trying to resemble a rap artiste (Iyorza, 2014). Western Television viewing obviously makes youth to believe that what they watch is the trend. The young males are made to feel the illusion that having this particular image will bring them women galore (Iyorza, 2014). The youth copy suggestive dance steps, nude modes of dressing, and images that incite young men and women. Similarly, this study has been able to establish a link in the dress pattern of teenagers and the programmes they watch, most especially on western television stations. This influence, according to numerous researches by authors of developing world is usually negative as they tend to erode culture and ethos guiding how people should dress. However, since it is established that other factors come to bear in the fashion trend of teenagers, such factors should be galvanized to guide Nigerian teaming teenagers on acceptable and moderate way of dressing.

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