Nollywood Movies Influence on Nigerian Institute of Journalism Students' Lifestyle

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In Partial Fulfilment of the Requirements for the Award of Master of Arts Degree (M.A) Performing Arts, Music and Film Studies

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Certification

This is to certify that **Chibuikem Favour MORDI,** with the Matriculation Number **LCU/PG/005712,** undertook a research study titled "**Nollywood Movies Influence on Nigerian Institute of Journalism Students' Lifestyle"** in the department of Performing arts and Film studies , Faculty of Arts and Education, Lead City University, Ibadan, Oyo State, for the award of Master Degree (MA) in Performing Arts and Films Studies and that this has not been previously submitted.

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Dedication

This research is dedicated to Almighty God and the extended Mordi Family

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Even though the above mentioned institutions and persons have assisted in the process of this research, I alone stand responsible for the errors, if any found in the work.

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Abstract

Nollywood has become a powerful cultural force in Nigeria, shaping the behavior, language, fashion, and social interactions of its audience, particularly among young people in higher institutions. Despite its popularity, limited empirical research has examined Nollywood's direct influence on students' lifestyles on language, fashion and social interactions. This study therefore investigated the influence of Nollywood movies on the lifestyle of students at the Nigeria Institute of Journalism (NIJ), Ogba, Lagos. Guided by Elihu Kats Uses and Gratification theory which talks about how the audience actively select and engage with the media content to satisfy certain needs and desires. and George Gerbner Cultivation theory talks about how long prolonged exposure to Nollywood movies shapes students perceptions of reality. The study employed a descriptive survey design. The population comprised 100 students across ND 1 and 2 and HND 1and 2, all of whom were purposively and randomly selected. Data were collected using a validated questionnaire, with a test–retest reliability coefficient of 0.9. The instrument was administered and fully retrieved, and data were analyzed using SPSS (version 25), presented in tables with simple frequencies and percentages. Findings revealed that 60% of respondents watch Nollywood movies frequently, while 65% access them through online platforms. Importantly, 75% of the respondents agreed that Nollywood movies influence their lifestyle, with 55% adopting fashion trends and 60% reporting behavioral changes in peer interactions. The results confirm that Nollywood significantly shapes the social views and daily lifestyle patterns of NIJ students. The study concludes that Nollywood movies exert strong influence on student behavior, fashion, and language, reinforcing the cultural impact of media on youth identity. It recommends that Nollywood filmmakers should produce contents that promote positive values and responsible lifestyles, while educators and policymakers should engage students in critical media literacy to balance entertainment with constructive social learning.

Keywords: Nollywood, Media influence, Youth behaviour, Movie consumption, Students.

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List of Acronyms

Abbreviation	Meaning
ABC	American Broadcasting Company
ADHA	Attention Deficit Hyperactivity Disorder
BBC	British Broadcasting Corporation
CBS	Columbia Broadcasting System
DSTV	Digital Satellite Television
FCC	Federal Communications Commission
GSM	Global System for Mobile Communications
HND	Higher National Diploma
IPI	International Press Institute
NBC	National Broadcasting Company
NFVCB	National Film Video Censor Board
ND	National Diploma
NEXIE	Nigerian Export Import Bank
NIJ	Nigeria Institute of Journalism
PGD	Postgraduate Diploma
VHS	Video Home System
VOD	Video on Demand
VPC	Video Production Centre
VRS	Video Recording Studio
RCA	Radio Corporation of American
SPSS	Statistical Package for the Social Sciences
UNESCO	United Nations Educational, Scientific and Cultural Organization
UN	United Nations
USA	United States of America
UK	United Kingdom

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