**A SURVEY OF THE VIEWERSHIP OF NIGERIAN MOVIES OF AKBC TV 45 AND NTA CHANNEL 12 UYO**

**BY**

**EZE, NKIERUKA PERPETUAL**

**UCP/N2012/MC/033**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION**

**UYO CITY POLYTECHNIC, UYO**

**NOVEMBER, 2014**

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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF NATIONAL DIPLOMA (ND) IN MASS COMMUNICATION**

**NOVEMBER, 2014**

**CERTIFICATION**

This is to certify that this research work on “The Survey of Viewership of Nigerian Movies on AKBC TV and NTA Channel 12 Uyo” was carried out by Eze, Nkieruka Perpetual with Registration number: UCP/N2012/MC/033 in the Department of Mass communication Uyo City Polytechnic under the supervision of:

Udofia, Samuel Jacob .………………

(Project Supervisor) Signature/Date

Pst. George Udoh (Ph.D) ………………

(Head of Department) Signature/Date

External Examiner .………………..

Signature/Date

**DEDICATION**

This research is dedicated to my beloved parent Mr./ Mrs. Ambrose Eze, and my beloved and caring brother, Mr. Peter Kelechukwu Eze.

**ACKNOWLEDGEMENT**

I am grateful to almighty God whose kindness, love and guidance was been so wonderful to make my education a success am indebted to my parent Mr. and Mr. Ambrose Eze, and my lovely brother Peter Eze for his moral and financial support.

I acknowledge my sister’s Miss Oluchi Anita and Helen for their support and encouragement. My profound gratitude goes to my able supervisor, Mr. Samuel Udofia who had laid the foundation for a good start and contribute to the completion of this work.

I am thankful to my able lecturers Pastor Enefiok Inyang, Ms Philomena Umoren who had also laid foundation for a good start. I acknowledge my head of Department Mr. Emmanuel Ebong and all the lecturers in the Department of Mass Communication.

I can’t fail to thank my friends Mr. Joseph Victor Edet, Happiness Eqwu Bassey, Uduak Etim and to my one and only Anne Iso, may the Almighty God guide and protect you amen.

**ABSTRACT**

A survey study on the viewership of Nigerian movies on AKBC TV 45 and NTA Channel 12 Uyo was carried out. The study’s population was 554,000 and the sample size was 120. The study’s tool was the questionnaire and the study’s design was the survey. Findings revealed that Nigerian home movies have adversely affected its viewers in Uyo metropolis. Secondly, Nigerian home movies have not reduced routal problems and lastly, they were poorly rated. Based on these findings, the study recommended that Nigerian home movies should be acted in order to educate Nigerians. Secondly, Nigerian home movies should reflect the routal ills, lastly, actors and actress should be involved into proper research of societal illness in order to inform Nigerian on current moral issues.

**TABLE OF CONTENTS**

Cover page

Title page

Certification - - - - - - - - i

Dedication - - - - - - - - ii

Acknowledgement - - - - - - - iii

Abstract -- - - - - - - - iv

Table of contents - - - - - - - v

**CHAPTER ONE**

**BACKGROUND OF THE STUDY**

* 1. Background of the Study - - - - - 1
  2. Objectives of the Study - - - - - 3
  3. Statement of the Problem - - - - - 4
  4. Research Questions - - - - - - 4
  5. Significance of Study - - - - - 6
  6. Delimitation of the Study - - - - - 9
  7. Limitation of the Study - - - - - 9
  8. Definition of Terms - - - - - - 10

**CHAPTER TWO: REVIEW OF RELATED LITERATURE**

2.1 Introduction - - - - - - - 11

2.2 Overview of Study - - - - - - 11

2.3 Review of Study - - - - - - - 15

2.4 Review of Concept on Media - - - - 19

2.5 Cultivation Analysis Theory - - - - 21

**CHAPTER THREE: RESEARCH METHODS**

3.1 Introduction - - - - - - - 23

3.2 Design of the Study - - - - - - 23

3.3 Population of the Study - - - - - 24

3.4 Sample and Sampling Technique - - - - 24

3.5 Description of Researcher Instrument - - - 25

3.6 Validation and Reliability of the Research Instrument 25

3.7 Method of Data Collection - - - - - 26

3.8 Method of Data Analysis - - - - - **CHAPTER FOUR**

**DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS**

4.1 Introduction - - - - - - - 27

4.2 Presentation and Analysis of Data - - - 27

**CHAPTER FIVE**

**SUMMARY, CONCLUSION AND RECOMMENDATIONS**

5.1 Summary - - - - - - - 39

5.2 Conclusion - - - - - - - 40

5.3 Recommendation - - - - - - 41

References

Appendix

**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background of the Study**

Television broadcasting was first introduced in 1930s as; an expected occurrence since then; television has been growing as a medium of mass communication. In 1958, Nigeria first television was established at Ibadan on the account of denial at access to Chief Obafemi Awolowo and his party to defend his party from the accusation of the federal government through National Broadcasting communication (ABC)

Television as a medium of mass communication is composed of highly heterogeneous audience /viewers with distinctive features, different socio-economic strata and different interest. Based on the heterogeneity of audience, it is obvious that preference of medium as well as the content of the mass will differ among members of mass media audience .while some use a particular station or programmed, others depends on the other. Some may want to watch entertainment programmers like news, current affairs, commentaries or documentaries depending on their likes.

One of the obvious ways in which an audience is active is through the use of selective exposures .It is the tendency of accepting to expose you to communication that goes with your own value system, attitudes and viewpoints. The concept of self selective exposure helps the watches .what he listens to and read. Selective watching, selective attention and selective reading and listening are the function of selective exposures. You can buy the newspaper of your choice, you can go through it as many times as you like, you can choose from many television programmers and radio and if you find yourself watching something you do not like, you can tune to another channel.

Different views have been presented in an attempt to determine why people watch a program. This can be identified with the following, selective exposures which include selective perception, selective retention and selective interpretation and the escapism.

**1.2 Statement of the Problem**

Television has been acclaimed as one of the dependable means of communication and the role of television is to inform, educate and entertain. Among other functions of television are so socialization, integration, debate and discussion.

However, some stations fulfill these objectives or aims more than other stations. The extent, to which television programmers are watched, is partly a function of the disposition of the audience members. Towards such a station, the Uyo metropolis populace constitutes a considerable segment of television audience in Nigeria. The need for the audience analysis of their nature, therefore, cannot be over-emphasized. There is the type of tendency for viewers to select the type of station or programmers they watch.

Most audience research findings suggest that economics factors and demographic factors influence television views original disposition and some other factors have seen identified as reasons for different viewing habits of television audience.

This study will be concerned with determining television programmes that have the widest viewership among the popular the factor the survey.

**1.3 Objectives of the Study**

The objectives of the study sought to:

1. ascertain viewership attitudes towards AKBC TV 45 and NTA channel 12 Uyo.
2. find out what extent television programmes are relevant to viewers in Uyo Metropolis.
3. find out what are the television programme contents of AKBC TV 45 and NTA channel 12 Uyo.
4. Find out how could educate programme be presented to viewers in Uyo in order to upgrade their psychological dispositions

**1.4 Research Questions**

The following research questions were formulated to guide this study.

1. How could viewership attitude towards AKBC TV 45 and NTA channel 12 Uyo be ascertained?
2. What extend television programmes are relevant to viewers in Uyo Metropolis?
3. What the television programmes contents of AKBC TV 45 and NTA channel 12 Uyo?
4. How could educative programme be presented to viewers in Uyo in order to upgrade their psychological dispositions?

**1.5 Significance of Study**

It is important to realize that for information to have any substantial impact influence and effect on the society, also to make people performs, accept or reject certain innovations, the medium through which such information comes must possess credibility. Also, the audience of the mass media is diverged, anonymous, and widespread and comprises of various political, social economic and interest groups of which the Uyo metropolis populace are among.

In addition since the credibility of the media is a function of perception of their audience, and when the public do not believe the information they receive from the news media or think the media are omitting important facts, there will be increased reliance on informal sources for information, and the consequences can be very serious

Since the mass media and their audience are highly inter-related and inter-dependent. Every station should strive to command a favourable attitude in the eyes of its audience. It is imperative also for every broadcaster to know who his audience is. His rating among them, what they think of him, his station and its programmers and station are high or low He can improve on his performance and this will enhance his image and the credibility of his station.

The need of this study therefore is to find out the television viewing habits attitudes of the Uyo metropolis populace towards television programmers .this habit/attitude survey is the crucial in determining the effects of television programmed on selected audience, because it is only after a subject had observed the effects of phenomenon that the subject can form a reasonable attitudes towards that phenomenon.

According to Parker [2000]; the saner each new technology is studied the greater the chances of bringing to use the research results to influence policy in a meaningful way. From this, it can be deduced that it is necessary to examine the television viewing habits or attitudes of the populace. Since it is when this knows that the station should be in a position to plan and structure its programmers to appeal to both its enlightened and audience. From the findings of the research other electronic media will see the need to structure their programmers in a way that would generate positive responses from their audience. It is also hoped that this serve as a stimulant for further investigative by interested professionals.

**1.6 Delimitation of the Study**

The study’s scope is Uyo metropolis on survey of the viewership of Nigerian Home Movies on AKBC TV 45 and NTA Channel 12 Uyo in Uyo metropolis.

**1.7 Limitation of the Study**

The researcher was constrained by some variables. These were lack of finance which in most cases hindered the researcher’s movement to and fro to the place of research and during the distribution of questionnaires. In addition retrieving questionnaires was another problematic factor because most of the respondents were always not found during and after official hours. Lastly, the death of reference materials on the research viewership of television was also a constraint.

**1.8 Definition of Terms**

Since the study involved a survey of the viewership of television, the researcher added more terms in addition to the existing one’s in order to relate them to the study. These were television, habits and attitude. Based on that, the terms defined were:

**Survey:** referred to the process of undertaking a study in order to compare and contrast variables.

**Viewership:** Term associated to television audience that is those always watching AKBC TV 45 and NTA Channel 12

Nigerian Home Movies: These are movies in which Nigerian actors and actresses are involved.