

# 1 Influence of Television Programmes on Youth Dressing Pattern in 2 Nigerian Tertiary Institutions

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## 7 **Abstract**

8 This study examines the influence of Television programmes on youth dressing pattern in  
9 Taraba State University, Jalingo. The researcher employed Taro Yame's formula to select 100  
10 students which formed the sample frame. The study made use of focus group and quantitative  
11 survey for its methodology. 8 participants formed the focus group while 100 selected students  
12 were distributed questionnaires. All the questionnaires distributed were duly filled and  
13 retrieved by the researcher. Data gathered for the quantitative survey were coded in SPSS  
14 version 22 and presented in tables with frequency counts and simple percentages while the  
15 focus group was textually analyzed. The study revealed among other things that  
16 entertainment/musical programmes are the most preferred and watched programmes by  
17 youths. The study also revealed that youths imitate the hip hop/hippies and  
18 makeup/hairstyles shown on television programmes than any other form of dressing and  
19 imitating such dressing makes them appear indecent. The study recommends that Universities  
20 and other tertiary institutions should take the issue of dress code serious, punishing students  
21 who are found wanting. Local Television presenters should dress decently at all times and no  
22 matter their kind of programmes they should know that they are role models and whatever  
23 they do is easily copied by the young ones.

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25 **Index terms**— influence, dressing pattern, taraba state university, television programmes, dress code

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38 dress decently at all times and no matter their kind of programmes they should know that they are role models  
39 and whatever they do is easily copied by the young ones.

40

41 **Keywords:** influence, dressing pattern, taraba state university, television programmes, dress code.

## 4 B) RESEARCH QUESTIONS

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### 42 2 I.

43 Background to the Study ver since Television came into existence, it has remained the most influential medium  
44 among the mass media. It can be considered a credible source of information. The reasons being the full colour,  
45 action packed, audio and visual strength, combination of actors/actresses as well as presenters. This makes  
46 television a realism medium to the audience. It carries the audiences along through drama, film, documentaries  
47 and other beautiful presentation and shows thereby entertaining, educating, and informing them. "The influence  
48 of Television on teenagers, adolescents and youths are widespread. The influence is mainly on their dressing and  
49 their attires, that is, what they wear and what they use to adorn themselves" ??Saodah & Mohd, nd.) Therefore,  
50 the propagation of television and its attendant's consequence on social behaviour of youths has called for a great  
51 concern in recent times. The value of television as a medium of mass communication is esteemed all over the  
52 world. Television portray message that have influence on the viewers, mostly, their mode of dressing. Television  
53 holds a very special place in the culture of a people. "Television, like books are culturally special medium?an  
54 important medium of cultural transmission ??Baran, 2009:75). Studies show that television contributes to the  
55 socialization and the transmission of culture (Baran, 2009;Daramola, 2007).

56 Therefore, television is a powerful instrument that can build or destroy people's culture due to its conversational  
57 nature. It also plays a role in the daily lives of men and women in the way they perceive and conceived themselves  
58 and in the way they conduct their own lives ??Aldana, 2004:1).

59 A lot of researches, most especially in developed countries suggest that visual media (e.g Television) influence  
60 a range of attitudes and behaviors among youths. Scholars such as Huesmann and Taylor (2003) are of the  
61 view that television has authority over young people's decision. They assert that "youths just accept what the  
62 television tells them without question". In contribution, Baran (2009) opines that "television technology is but  
63 a double edge sword that has the power of doing good and evil to anybody exposed to it". ??eyes (2000:1) raised  
64 fears about the negative influence that the media have on youth culture. "Youths are particularly vulnerable to  
65 outside influence from their television sets because their values and ideals have not yet fully developed". Thus  
66 they are prone to alteration by any slightest means. Chari (2005) says "their world is erected by the stories they  
67 hear, see and tell. Television plays significant role in this process, hence the importance of who should determine  
68 what should shape people's perception and how".

69 Television in terms of fashion has influenced the youths, thereby making them believe in a particular way of  
70 dressing. The kind of clothes used in acting, stage music, advertisement are presented to the society as the best  
71 dressing to make one look good. ??angwere etal (2013) supports this, stating that "television are some of the  
72 factors that today affects the way teenagers (youths) dress, talk, walk and even influence the type of music or  
73 food they want.

74 Besides being influenced by the characters on television, youths are also prone to be influence by the presenters  
75 of the programme (Boone, & Lomore, 2001). By implication, youths absorb this movie contents without restraint  
76 or second thought. Elaborating on the negative effect of television. Omede (2011) in Apuke (2016) asserts that:

77 In recent times, it has been observed that a change is occurring in the mode of dressing and clothing style of the  
78 younger population. They dress weirdly and embarrassingly. The female younger population mostly dresses half  
79 nude; they prefer to wear trousers and skimpy shirts or tee-shirts that reveals their tummy, body hug which shows  
80 all the contours in their body frames or mini-skirt with a see -through tops while the boys although still wear  
81 shirt and trousers but which are always in various bigger sizes compared to their nominal sizes Apuke (2016)  
82 further submits that "the way students on campuses of learning dress leave many to wonder where they get  
83 these dresses from. They tend to copy different television programme presenters and actors/actresses costumes  
84 projected on the screen which are mostly contrary to our traditional norms and values".

### 85 3 a) Study Aim and Goals

86 The aim of the study is to investigate the influence Television exerts on youth dressing pattern with special  
87 reference to Taraba State University. The goals of the study are to:

88 (i) To explore dressing pattern contained in television programmes. (ii) To determine how exposure to television  
89 programmes influence the dressing pattern of youths. (iii) To determine how to dissuade youth from indecent  
90 dressing projected on television programmes.

### 91 4 b) Research Questions

92 The study is guided by the following research question:

93 (i) What are the dressing patterns contained in some television programmes? (ii) To what extent has the  
94 exposure to television influence the dressing pattern of youths? (iii) How can youth be dissuaded toward indecent  
95 dressing projected on television programmes? c) Explicating applied terms

96 For the sake of clarity, the following terms are defined as used in the work.

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97 **5 II.**

98 **6 Explicating Related Literature**

99 One of the ways that youths are able to get exposure to the current trends in fashion pertaining to their dressing  
100 is through the mass media. Television is a powerful tool that exerts power on the psychology of youths, due to its  
101 audio and visual strength. Television has specific programmes on fashions and beauty. Youths are bound to fancy  
102 such new up-to-date and trendy fashion and dressings. Hoffner and Buchanan (2005) found that "attractiveness  
103 of the TV character associated with the rating of female character with their wishful identification could lead to  
104 modeling effect in term of the appearance of the women". Therefore, youths are more likely to consciously model  
105 their own appearance after the model character. This leads to making TV character appealing as role models to  
106 young adults, especially women. This in turn gives an emphasis on the unique connection between audience and  
107 the media figures.

108 TV has a wide influence on its audience (Mohd Yusof, 2006). It affects, not only, the knowledge of the audience  
109 but also the attitudes such as the desire for products and brand preferences. Many studies have shown that TV,  
110 to some extent, is very influential on youth clothes shopping behaviour especially for the adolescents and the  
111 young adult group (Peters, 1989). However, Owuamalam, (2007) found that "adolescents did not seem to select  
112 clothes like those worn by persons in TV". In a similar vein, Lachance, Beaudoin & Robitaille (2003) did not  
113 find any TV influence; instead, people are more likely to believe in what they see. TV is the most credible source  
114 of information and is widely used (Ibelema and Powell (2001). Ibelema and Powell (2001) further found that  
115 "cable TV news is the most trustworthy of all news services among Alabama residents". TV is able to provide  
116 knowledge on fashion and women dressing to its audience. TV is highly visual and seeing something on TV, like  
117 fashion, may have an impact on the audience. When local TV programme aired fashion close to home fashion  
118 design, there is more likely that the news proximate it and it is found to be realistic to them (Weitzer and Kubrin,  
119 2004). Audience members tend to make changes in their appearance, values, attitudes, and other characteristics  
120 to become more like the admired celebrities ?? Lomore, 2001). Earlier Murray (1999) found that "teenage girls  
121 frequently tempted to emulate the lead character in the programme that they watched by dressing like her". In  
122 Television, more than any other medium, advertisements and entertainment contents flow together to create an  
123 experience. They reinforce social codes as to attract readers stay glue, convincing them the right way to look,  
124 act and think. According to Dominick (2005), in Apuke (2016) throughout history, television has been collectors,  
125 producers and distributors of social knowledge. He emphasized this notion by explaining that the three defining  
126 features of magazines are that first, they attract the most specialized group of audience, and second, magazines  
127 are the most in tune with demographic, economic and social trends. Television, being the media that attract the  
128 most specialized audience can have a powerful impact on its niche audiences.

129 TV has many impacts on its audience. One of the ways is brand consciousness especially among adolescents  
130 who are exposed to a variety of programmes.

131 The programmes range from sports to news and to reality shows. Research has shown that consumers, in  
132 general, and adolescents, in particular, who are conscious look to and appreciate the media and celebrities  
133 for information related to latest fashions trends and brands (Nelson & McLeod, 2005). They also found that  
134 commercial media consumption (television) was positively related to brand consciousness. Brands are creeping  
135 into media content and product placements are common in the movies and TV shows. The media may be the  
136 initial stage of getting the knowledge to the types of dressing fashion. However, Nelson & McLeod (2005) argue  
137 that as the pressure and the media hype to wear brand name clothes, low brandconscious adolescents may feel  
138 they are alone in their beliefs. Therefore, they, too, are persuaded to follow the trends.

139 In most cases, there are positive relationships between audience programme preferences and the influence of  
140 such programmes. This means that the higher the level of likeliness in watching a programme in TV would  
141 very much associate with the level of influence in the audience everyday life. Dominick (2005) found that it is the  
142 not the amount of TV exposure that influence girls and young women's images of their future; rather it is the  
143 programmes that they were exposed to.

144 Researchers have found that audience selects different channels to meet their information need. Buijzen &  
145 Valkenburg (2000) found that girls of higher age groups wants clothing's as gifts with a strong function and  
146 products that facilitate social ties and giving an impression of the self (jewelry). The agenda set by the media  
147 associate with their children's agenda.

148 TV programmes are carefully cast in such a way that the physical appearance and the manner of dress do  
149 develop character to the audience. This is because physical appearance was found to be related to wishful  
150 identification of especially girls. For youths, appearance is of primary importance in life (Ramsey & Langlois  
151 (2002).

152 Brown & Pardun (2004) found that youths most especially girls would watch top ten girls' programmes. As  
153 such, they tend to be influenced by the programmes. Apuke (2016) found out that youths develop interest on  
154 dresses they see on Television most especially western films, and hip hop/hippies and make up/hairstyle are the  
155 most imitated form of dressing by youths.

156 On a similar study, Saodah, W. & Mohd S. (nd) carried out a study on the impact of television (TV) and  
157 magazine on fashion and dressing of Malaysian women of various ages is called for. The objectives of the study  
158 are to find out (1) the level of TV and magazine use among Malaysian urban women of various age groups, (2) the

## 9 METHODOLOGY

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159 level of TV and magazine influence on urban Malaysian women of various age groups, (3) the extent of TV and  
160 magazine influence on urban Malaysian women's fashion and dressing, and (4) the relationship between urban  
161 Malaysian women's fashion and dressing and the use and influence of TV and magazine of various age groups  
162 various age groups.

163 The study was conducted among 639 urban Malaysian women using a survey design. Data were collected  
164 using questionnaires and the data were analyzed using SPSS WIN 12. Both descriptive statistics and inferential  
165 statistics were employed in the study. Results revealed TV influence has an impact on urban Malaysian women's  
166 fashion and dressing. Magazine use is associated with young adult's fashion and dressing while magazine influence  
167 is associated with adolescent's fashion and dressing.

168 Okeoma (2012) Carried out a similar study, on the influence of Home Movies on the Dressing Patterns of  
169 Students of Tertiary Institutions in Abia state, notes that home movies mediate in the culture of students of  
170 tertiary institutions in Abia state especially as it relates to their dressing patterns. Research has shown that,  
171 Movies, like books, are important medium of cultural transmission and socialization. Thus, the concern on media  
172 Influence has led to the development of different communication theories in an attempt to explain the relationship  
173 between communication messages and their Influence on the respondent. The thrust of this work was therefore,  
174 to examine the Influence that home movies have on the dressing patterns of students of tertiary institutions in  
175 Abia state. The survey research method was adopted, with a sample size of 400. The questionnaire was the  
176 research instrument for the collection of data. Findings showed that home movies celebrate African values in  
177 their dress patterns. This is in contrast with the obvious practice in Western and foreign movies where the  
178 contemporary trend is in the swap of roles between the male and the female gender as manifested in the swap  
179 of dress culture. This shows that home movies have Influence on the pattern of dressing of students of tertiary  
180 institutions in Abia State. Having reviewed the necessary literatures related to the study, it could be said that  
181 Television exerts influences on those who glue themselves to it most especially youths. a) Theoretical Framework  
182 Theoretical studies are principles on which the subject of the study is based. These theories determine their  
183 objective parameters. These theories establish a vantage point, a perspective, a set of issues for which the study  
184 seeks for answers to the study questions. The relevant media effect theory to this study is the magic bullet theory.

### 185 7 b) Magic Bullet theory

186 The Magic Bullet Theory suggests that the mass media could influence a very large group of people directly  
187 and uniformly by 'shooting' or 'injecting' them with appropriate messages designed to trigger a desired response  
188 (Baran, 2003). Baran (2003) adds that, both images used to express this theory (a bullet and a needle) suggest  
189 a powerful and direct flow of information from the sender to the receiver.

190 The bullet theory graphically suggests that the message is a bullet, fired from the "media gun" into the viewer's  
191 "head". With similarly emotive imagery the hypodermic needle model suggests that media messages are injected  
192 straight into a passive audience which is immediately influenced by the message. ??aran, and Davis (2003) further  
193 postulates that "the theory is with the assumption that media is a dangerous means of communicating an idea  
194 because the receiver or audience is powerless to resist the impact of the message".

195 There is no escape from the effect of the message in these models. The population is seen as a sitting duck.  
196 People are seen as passive and are seen as having a lot media material "shots" at them. People end up thinking  
197 what they are told because there is no other source of information.

198 The Magic bullet theory is appropriate to this paper because the study looks at how packaged television  
199 programmes affects the dressing pattern of youths. Just like a bullet the messages from television influence a  
200 very large group of young people directly and uniformly by 'shooting' or 'injecting' them with messages designed  
201 to trigger a desired response and this responses is seen in their emulation of such styles/fashions shown in  
202 television.

203 Television programmes presenter, actors and actresses styles/fashion is liken to a bullet, fired from the "media  
204 gun which is the "television" into the viewer's "head" which represents the youths who absorb such messages.  
205 The messages are injected straight into the youths, and this immediately influences them; making them copy and  
206 practice what they watch. By implication, this theory holds that as young people watch television programmes  
207 they come across certain dress pattern that they admire, they quickly adopt it without having any second thought.  
208 This means television is so powerful that it can influence people directly without the need of other factors.

## 209 8 III.

### 210 9 Methodology

211 The research design used in this study is survey method. The population of this study is the entire undergraduate  
212 students of Taraba State University, Jalingo who are about 5000 ([www.tsuj.edu.ng](http://www.tsuj.edu.ng)). To determine the sample  
213 size of the population, the Taro Yamene's formula was applied thus: Therefore the sample size of this work is  
214 100 undergraduate students from the four faculties in Taraba State University, namely: Arts and Social Sciences,  
215 Education, Agric and Sciences respectively. The researcher randomly distributed the questionnaires to the 100  
216 students. This was done in order to give anyone under the sampled population equal opportunity to be chosen.  
217 The researcher used questionnaire and focus group discussion in gathering data for this study. The researcher  
218 administered the sets of questionnaire to the respondents face-to-face and gave them some time to respond to the

219 required questions. Data gathered was coded and analyzed with SPSS version 22 and was presented in tables,  
220 with special references to simple percentages and frequencies. On the other hand, the researcher carried out a  
221 focus group discussion with 8 participants from the various faculties mentioned above.

## 222 **10 a) Presentation and discussions of results**

223 The focus group participants were made up of 8 members from the various faculties/departments in the institution.  
224 The researcher selected them base on their He determined that by making prior investigation before the study.  
225 The 100 questionnaires distributed to the respondents were dully filled and retrieved, giving a high response rate  
226 of 100%. Based on the data gathered and analyzed, 10 respondents making 10% are within the ages of 17 and 19,  
227 35 making 35% are within the ages of 20-22, 40 making 40% are within the ages of 23-25 while 15 making 15%  
228 are within the ages of 26-28. This implies that most of the respondents were within the ages of 23-25. Gender of  
229 respondents' shows that 65 of the respondents making 65% were female while 35 making 35% were male. This  
230 implies that majority of the respondents were female. The table above shows that the entire respondents, 100  
231 (100%) watch television.

## 232 **11 b) Presentation and analysis of research questions**

233 The Focus group discussion also pointed out to the fact that students watch Television. The entire focus group  
234 members agreed that they watch Television. Table 2 above examined the level of respondents' exposure to  
235 television programmes. Findings reveal that majority of the respondents 75 making 75% watch television very  
236 often, 15 making 15% watch television often, 5 making 5% do not watch television very often while 5 respondents  
237 making 5% do not watch television often.

238 The focus group discussion results show that the entire members of the focus group often watch Television. As  
239 Silas pointed out "If I don't have lectures, I glue myself to Television, I love watching Television very often that  
240 sometimes I even forget to eat and do other basic things in life". In further response, Jenifer another member of  
241 the focus group said "There are two things that I love doing, watching and chatting. If I am not one channel to  
242 another looking for channels on fashion and design." Table 3 ascertained whether the respondents have watched  
243 a mode of dressing on television that interests them. 81 respondents making 81% agreed that they had ever  
244 developed interest on dress mode seen on the television, while 19 respondent making 19% said they had never  
245 developed interest on dress mode through television.

246 These findings are supported by the collective view of the focus group participants. They all agreed that they  
247 have watched modes and different styles of dressing on Television that interest them. Elaborating on this Kauna  
248 a mass communication 200 level student asserts that: "I glue myself to the TV not for news but to watch current  
249 fashions displayed through the various attires worn by actors/actresses as well as Television presenters." Richard  
250 another member of the focus group also commented on the effects modes of dressing on TV exerts on him, He said  
251 "I don't go to the boutique just like that; I have to watch a recent fashion/clothing from my best presenters in  
252 TV. The more I watch TV the more I love to change my dressing pattern." Field Survey 2016 Table 4 ascertained  
253 the television programmes that affect youths the most. Findings reveal that majority of the respondents 75  
254 making 75% agreed that entertainment/musical programmes affects dressing style of youths the most, 5 making  
255 5% agreed that news programmes affects dressing style of youths the most, 15 making 15% agreed that drama  
256 programmes affects dressing style of youths the most, while 5 making 5% agreed that discussion programmes  
257 affects the dressing style of youths the most. Table 5 above ascertained the categories of dressing youths imitate  
258 the most from Television programmes. The finding reveals that the hip pop/hippies and hairstyles/make-ups are  
259 the most imitated dress pattern by youths. 15 making 15 % agreed that only corporate/cocktail are the most  
260 imitated dress pattern on television programmes by youths, 11 making 11% agreed that hip pop/hippies are the  
261 most imitated dress pattern on television programmes by youths, 5 making 5% of the respondents agreed that  
262 the hairstyles/make-ups are the most imitated dress pattern on television programmes by youths while 60 of the  
263 respondents making 60% consented that the hip pop/hippies and hairstyles/make-up are the most imitated dress  
264 pattern by youths. Table 6 above seeks to find out from the respondents their reasons for preferred dress style.  
265 Majority of them consented that they imitate dress pattern on television programmes due to the trend in fashion,  
266 while 5 making 5% do so due to comfort and convenience, 10 respondents making 10 % do so for ideological  
267 reasons whereas 20 making 20% do so because they are imitating a role model. This means that, youths emulate  
268 dress pattern on television programmes due to trend in fashion as well as imitation of a role model/presenter

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270 The focus group discussion tackled the issue of students not differentiating casual wear from the ones meant for  
271 outing. The group collectively agreed that most youths today cannot differentiate between casual home wears  
272 and those meant for outings due to their overexposure to fashion/entertainment programmes on TV. The group  
273 members were further asked on the effect of adopting some entertainment/musical presenters dress styles on youth  
274 dressing pattern. 75% of the group members agreed that adopting some entertainment/musical presenters dress  
275 pattern by students on campus makes them to look indecent. c) How can youth be dissuaded toward indecent  
276 dressing?

277 The following are suggestions given by the members of the focus group discussion. As far as these crops of  
278 respondents are concerned, setting and enforcing strict dressing code in Tertiary Institutions especially, Taraba  
279 State University will go a long way in curbing indecent dressing. According to James one of the focus group  
280 member who is a student of Physics "If only all the Tertiary Institutions in Nigeria set strict rules on indecent  
281 dressing, watching and imitating indecent dressing on TV will greatly be reduced." In contribution, Angela a  
282 student of Political science opines that "charity begins at home and that proper parenting and counseling will  
283 dissuade youths from dressing nude even before they get to the tertiary institutions. The entire group also  
284 believed that uncompromising religious teachings; through regular sermons or preaching as well as counseling  
285 will go a long way in tackling the influence of TV on dressing pattern of youths. Blessing a Biological sciences  
286 student says "Pastors and Imams should insist on the need for decent dressing."

287 Another suggestion given by the focus group is that campus brigade should be formed to sensitize the students  
288 from being influence from what they watch. In contribution Dorothy one of the focus group members suggests  
289 that the campus brigade is to stand against indecent dressing by promoting good moral values among students,  
290 making judicious use of the mass media programmes that promote moral values and the sanctity of sex could  
291 also be employed in dissuading youths from copying whatever they see on screen.

### 292 13 Discussion of Findings

293 Findings of the study revealed that all the respondents watch television and that they do so very often.

294 Findings further revealed that entertainment/musical programmes are the most preferred and watched  
295 programmes by the respondents. Which means youths are mostly attracted to entertainment and musical  
296 programmes. It is believed that such programmes encapsulates different presenters on different dressing styles  
297 and patterns that is why majority of the respondents consented to have watch a dressing pattern that interest  
298 them on television programmes.

299 Exploring the television programmes that affects youths the most the study revealed that entertainment  
300 and musical programmes affect youths preference of clothing thereby making them imitate/emulate different  
301 presenters/actors way of dressing.

302 Examining the extent to which the exposure to television programmes influence the dressing pattern of Taraba  
303 state University students, the study revealed that most of the respondents strongly agreed that youths dressing  
304 are mostly influenced by television programmes. This implies that the more youths exposes themselves to different  
305 television programmes the more they would likely dress like the presenters on screen. This is related to Mohd  
306 Yusof (2006) findings that postulate that TV has a wide influence on its audience. It affects, not only, the  
307 knowledge of the audience but also the attitudes such as the desire for products and brand preferences. In  
308 contribution, Peters, (1989) asserts that "many studies have shown that TV, to some extent, is very influential  
309 on youth clothes shopping behaviour especially for the adolescents and the young adult group" The study revealed  
310 that youths imitate the Hip hop/hippies and makeup/hairstyles projected on television programmes than any  
311 other form of dressing and the major reasons for that are for fashion and imitating a role model. These findings  
312 are related to Hoffner and Buchanan (2005) findings which state that "attractiveness of TV character associated  
313 with the rating of female character with their wishful identification could lead to modeling effect in term of the  
314 appearance of the women. Therefore, youths are more likely to consciously model their own appearance after  
315 the model character. This leads to making TV character appealing as role models to young adults, especially  
316 women. This in turn gives an emphasis on the unique connection between audience and the media figures". As  
317 youths watch these stations it is discovered that the dressing patterns they see interest most of them but most  
318 of the youth do not necessary purchase or make such dresses for themselves.

319 Also it was revealed that most youths today cannot differentiate between cloths meant for outing and casual  
320 wear and this has made them to look indecent. That is imitation of the informal dress pattern projected on  
321 different television programmes has made most youths look indecent.

322 It has also been revealed that youths can be dissuaded from indecent dressing through setting and enforcing  
323 strict dressing code in tertiary institutions especially Taraba state University, and proper parenting and  
324 counseling, uncompromising religious teachings; through regular sermons or preaching as well as counseling,  
325 Pastors and Imams should insist on the need for decent dressing.

326 V.

### 327 14 Summary, Conclusion and Recommendations

328 Several researches on television and films influence on youth, revealed unequivocal evidence that television has  
329 influence on youth behavior in both immediate and long-term contexts than any mass media channel. This  
330 study focuses on the media use patterns of male and female University students and changes in attitudes toward  
331 dressing as attributed to media (Television). It draws upon a study of youths in Taraba State University, Jalingo  
332 that included both quantitative and qualitative components.

333 Findings confirm that television do influence young people's behaviors. The evidence is clearest within the  
334 most extensively researched domain that television exposure within youths increases the likelihood of physically  
335 and verbally aggressive behavior, aggressive thoughts, and aggressive dress patterns which may not go well with  
336 our norms and culture.

337 Both qualitative and survey findings highlighted the role of Television on young people's behavior, a large  
338 proportion of both young men and women believed that the media had influenced changes in their behavior  
339 related to dress pattern. Thus a significant proportion of young people reported that recent changes in their  
340 dressing style were prompted by the media (television). Therefore, the study recommends that:

341 (i) Universities and other tertiary institutions should take the issue of dress code serious, punishing students  
342 who are found wanting. (ii) Local Television presenters should dress decently at all times and no matter their kind  
343 of programmes they should know that they are role models and whatever they do is easily copied by the young  
344 ones. (iii) NGOs dealing with issues like dress pattern need to sensitize youths about issues of dress pattern. (iv)  
345 Advertisers need to be censored and stopped from using immoral or indecent images or visuals in their effort to  
sell their goods or services. <sup>1 2 3</sup>

Year 2016

22

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sion I

( A )

-Global Journal of Human  
Social Science

a. Media: This refers to various means of

communication. It can also refer to the  
technologies that distribute messages to vast or  
heterogeneous audience. Principally they include

*[Note: books, newspapers and magazines, journals television, radio, and the internet. b. Medium: this is a  
singular form of media. It is the channel through which message is sent to the receiver.c. Pattern:]*

Figure 1:

1

Response	Frequency	Percentage (%)
Yes	100	100
No	0	0
Total	100	100

Field Survey 2016

Figure 2: Table 1 :

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## **14 SUMMARY, CONCLUSION AND RECOMMENDATIONS**

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**2**

Television programmes?	Frequency	Percentage (%)
Response		
Very often	75	75
Often	15	15
Not very often	5	5
Not often	5	5
Total	100	100

Field Survey 2016

Figure 3: Table 2 :

**3**

Response	Frequency	Percentage (%)
Yes	81	81
No	19	19
Total	100	100

Field Survey 2016

Figure 4: Table 3 :

**4**

dressing styles of youths the most  
Response

	Frequency	Percentage (%)
Entertainment/Musical	75	75
News Programme	5	5
Drama Programme	15	15
Discussion Programme	5	5
Others specify	-	-
Total	100	100

Figure 5: Table 4 :

**5**

Responses	Frequency	Percentage
Corporate/cocktail	15	15
Hip pop/Hippies	11	11
Hairstyles/Makeup	5	5
A & B only	9	9
B & C only	60	60
Total	100	100

Source: Field Survey 2016.

Figure 6: Table 5 :

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**6**

Response	style?	Frequency	Percentage%
Imitating role model/ presenters		20	20
Comfort/Convenience		5	5
Fashion		65	65
Economy		-	-
Ideological Reasons		10	10
Rank/Status		-	-
Social Reasons		-	-
Others specify			
Total		100	100%

Figure 7: Table 6 :

## **14 SUMMARY, CONCLUSION AND RECOMMENDATIONS**

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