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**EXPOSURE TO NAIJA MODELS AND TERTIARY  
INSTITUTION FEMALE STUDENTS' ATTITUDE TOWARDS  
MODELLING PROFESSION: A STUDY OF MEMBERS AND  
NON-MEMBERS OF ANSU ALL STARS**

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**Abstract**

*This study entitled Exposure to "Naija Models" and tertiary institution female students' attitude towards modelling profession was done to find out if exposure to Naija models influences female students attitude towards modelling. The study covered both registered members and non-registered members of ANSU All Stars using survey research method. The research used a 12 item questionnaire carefully designed and tested for data collection. The study found its theoretical background on the Cultivation, Modelling and Social learning theories of Mass Communication. The study objectives are to ascertain the level of exposure to "Naija Models", the influence of such exposure and perception of respondents on modelling profession as portrayed in the film among others. This study found that exposure to "Naija Models" influences female students' attitude towards modelling profession, and concludes that film exerts tremendous influence on its viewers. The study recommends that NFVCB and movie producers should be wary of what the public are being exposed to in the interest of morality.*

**Keywords:** Exposure, modelling profession, naija model, tertiary institution.

**Introduction**

Generally, the mass media exert powerful effect and influence on the audience (McQuail, 2005; Baran, 2004). This influence of the media on the audience viewers, no doubt cannot be ignored. According to Asemah (2011), the media "play" the drums and when they play the drums, we begin to dance to the tune of their music. Supporting the powerful influence of the media on their audience, Nworgu (2011, p.13),

posits that we have always been affected knowingly or unknowingly; directly or indirectly by media contents that we seem to ignore our personal needs and have the per chance for the disruption of our private lives.

According to Agba (2002, p. 45), the influence of mass media on their audience perception and attitude has become more pronounced in the contemporary society where people's dependence on the media for information, education and entertainment has assumed an unprecedented level. However, it will be pertinent here to recall the fact that most of these media influences on the audience are negative in nature and outlook. Nwabueze (2014, p. 107) states that "because of the impact of movies in the society, the feedback, though delayed, could be devastating in some instances."

Film is one of the medium of mass communication, which is capable of influencing its audience behavioural perception to a very large extent. Film has become an essential mass medium that makes far reaching impact in any society (Nwabueze, 2014). Film is a visual communication, which has to do with how what we see affects our thinking and influences our attitude.

To Owuamalam, a film is storage of recorded image occasioned with sound, movement and pictures that can be recalled at will. Film is made of genres. Nwabueze (2014, pp. 82-84), Dirks (2013) cited in Adamu (2014, pp. 351-352) and Anunike (2011, p. 50) classified film genres as action, adventure, comedy, crime, detective, epic, gangster, fantasy, horror, romance, science fiction, social drama, thriller, musical, animation and documentary.

However, one of the most important aspects of people's life where film exerts the strongest influence is on the people's attitude, which include their social attitude, economic attitude, political attitude and cultural attitude (Dim, 2014). When people get more exposed to a particular genre of film, they are most likely to get influenced by the characters or may begin to emulate social, economic, political and cultural attitude associated with such films.

In the light of the above, it is imperative, therefore, to find out if exposure to *Naija Models* home movie influences tertiary institution female students' attitude towards modelling profession by studying members of ANSU All Stars female members and non-registered female students that are moving into the field of acting and modelling in Anambra State University, Igbariam Campus. The essence of this research work is to ascertain if female students' exposure to Nollywood movie "Naija Models" influences their attitude towards modelling profession.

### **Statement of Problem**

Nigerian Nollywood movies have been accused of being portrayal of social, economic, cultural and political attitude and their adverse effect on the behaviours of Nigerian youths and the society at large is devastating. It is in line with the above fact that Horn (2000) contends that some violent materials in movies including sex scenes, nudity, obscenity, vulgar language, curses, indecent dresses, killings, murder, rape, molestation, smoking, harassment and beating up women exerts adverse effects on viewers especially the youths.

Against this backdrop, it is often said that viewing negative-oriented movie contents on television affects the attitude of the viewer. This is because of the dramatic effect that films leaves on the viewer's perception which constructs their social reality whether consciously or unconsciously. This study, therefore, attempts to find out if what is viewed in this Nollywood movie "Naija Models" influences the behaviour/attitude of female students in tertiary institution who aspire to go into modelling profession.

### **Objectives of the Study**

1. To ascertain the students level of exposure to "Naija Models" film
2. To ascertain the level of recall of "Naija Models" theme among respondents.
3. To find out respondents perception of the portrayal of modelling profession in "Naija Models".
4. To ascertain if "Naija Models" influence the students' attitude towards modelling profession.

### **Research Questions**

1. To what extent are respondents exposed to "Naija Models"?
2. What is the level of recall of "Naija Models" among respondents?
3. What is the influence of the movie "Naija Models" on female students?
4. What is respondents' perception of the portrayal of modelling profession in "Naija Models"?

### **Theoretical Framework**

A wide range of diverse definitions have been given to theory by different scholars. Each scholar sees theory from his own personal point of view in relation to his situation at the time of the definition. To McQuail (2009), a theory is a system of law like propositions and a systematic set of ideas that can help make sense of a phenomenon, guide action or predict a consequence.

In line with the above, this research work, "exposure to Naija models and Tertiary Institution female students' attitude towards modelling" is grounded on three different media effect theories namely;

The Cultivation Theory  
The Social Learning Theory  
The Modelling Theory

### **Cultivation Theory of Communication**

According to Signorielli and Morgan (1990) cited in McQuail (2009), the cultivation hypothesis propounded by Gerbner (1973) remains probably the best documented and most investigated hypothesis among theories of long media effect. This theory, therefore, holds that television among modern media, has acquired such a central place in daily life that it dominates our “symbolic environment” substituting its (distorted) message about reality for personal experience and other means of knowing the world.

This theory strongly argues that the media especially audio and audio visual media exerts tremendous influence on people by altering the individual’s perception of reality (Okunna, 2002, p.21). Supporting the statement, Baran (1999, p. 333) cited in Mboho and Kur (2006, p. 167) states that “people (audience) act based on this cultivated reality provided by television. The assertion above accounts for the reason why Ross (2002, p. 33) concludes that television changes our social expectation. The distinction between heavy and light viewers are drawn by Gerbner (1997) as cited in Okonkwo (2009), this distinction maintains that heavy television viewers i.e., those who watch television for long hours on daily basis are more liable to perceive the world as violent and dangerous place. It is pertinent to note here that the television effect could be violent, dangerous, harmful, good ethics, values and different cultures can be learned from it depending on the type of programme or content shown to the audience.

Bringing this theory in application to this research, this theory will be of immense help to us in establishing the fact that intensive exposure of tertiary institution female students to “Naija Models” will change their perception and attitude towards modelling, they will see it that for you to be a model, you will learn how to dress sexy and look like the ones portrayed on the screen.

### **Social Learning Theory**

The social learning theory otherwise known as observational learning theory is a media effect theory that measures the relationship in change of behaviour or attitude especially among children and youths as a result of what they have seen on television screen (McQuail, 2009, p. 491; Asemah, 2011, p. 187). This theory as propounded by Bandura (1986) opines that in as much as we cannot learn all even much of what we need to guide our own development and behaviour from direct personal observation and experience alone, the need to learn much from

indirect source become inevitable. The indirect sources above include the mass media and its content.

Bandura (2002, p. 140) sums it up when he says "... social learning theory holds that the media can have direct effects on people and their influence does not have to mediate by personal influence or social network". This makes it hard for learned behaviour to be cast out by the beholder as a result of advice from the parent, teacher or friends. Generally, this theory asserts that people repeat things which they do that give them pleasure, and in so doing, internalize a value or behaviour that they learn consciously or unconsciously.

Relating this theory to the subject of study, female students of tertiary institution through imitation and frequent repetition of actions they see in the movie "Naija Models" have acquired and internalized different bad sexual, economic, social and disastrous behaviours capable of making them vulnerable to different social challenges in society. Many have lost their moral conscience as a result of learned behaviours from television screen (films).

### **Modelling Theory**

This theory explains how audio visual medium depicts people who act patterns of behaviours in various ways. These depiction according to DeFleur and Dennis (1994, p. 590) can serve as models of behaviour which are learned and or adopted by people who watch them. The models may be acting opposite sex relationship pattern as exemplified in the selected movie, language style, dressing mode and walking steps. This, therefore, puts us to believe that in watching movies, different behaviours as portrayed in the screen could be learned on one hand and adopted, internalized and practiced on the other by the learner.

Relating the modelling theory to the topic, female students of tertiary institution today have one role model or the other whom they want to be like or act like as a result of their level of exposure to the characters acting in television.

### **Review of Literature**

#### **The Nollywood Industry: An Overview**

The birth of Nollywood industry could be traced back to pre-world war II. The period, the film making was dominated by foreigners. Before this period under review, the major duty of these foreigners is importing films made in Europe and Asia for Nigeria consumption. This continued till the arrival of Mr. Obe, the first recorded Nigerian film producer between 1936 – 1940 (Balogun, 1987, cited in Nwabueze, 2014, p. 113).

According to Balogun (1987), federal film unit was established in 1947 soon after the World War II after the colonial film unit had

arrived Nigeria. The federal film unit, according to Nwabueze (2014) was established purposely for producing documentary films and news reads. Among the popular documentaries that saw this era of film development in Nigeria is “Daybreak in Udi” (Balogun, 1987, cited in Nwabueze, 2014).

Within this period, the colonial film units enjoyed a lot of monopoly until the penetration of Segun Olusola, Bayo Imvobere, and Edward Horatio Jones into film making. These are the early Nigerian film producers that broke the full length monopoly enjoyed by the white man in the film industry.

In 1965, Francis Oladele set the centre stage with the production of his film entitled the Kongi’s Harvest by his film producing company named Calpeny Nigeria Films Limited. This made him the first pioneer of film industry in Nigeria. This film though produced in 1965, was delayed till 1970 because of Nigeria Biafra War. In 1971, he came up with his second film entitled “Bullgrog in the Sun” and subsequently cast up the fears from other indigenous film producers to enter into full length feature film making.

About a decade later, Nigeria experienced rapid growth and as well gained international reputation. Definitely, there are some names that are worth mentioning in the historical evolution of the Nigerian film industry. These names include among others – Habat Ogunde – for transferring Yoruba travelling theatre into a major building block in the movie making (Ekeanyanwu, 2010 cited in Nwabueze, 2014), Jab Adu – producer – Bisi Daughter of the River.

One of the most popular films of the early 80s was Papa Ajasco by Wale Adenuga and blues for a prodigal by Wole Soyinka. The above movies and others whose names were not mentioned here set the building block upon which the present day Nigerian movie industry is erected (Adamum, 2010; Anunike, 2011; Okoroji, 2006 and Ekeanyanwu, 2010; cited in Nwabueze, 2014).

According to Nwabueze (2014), the heavy criticism faced by the Nigerian movie industry today is as a result of laxity that characterizes its contents and quality. The producers are more of making profits and so have lost the conscience of the country’s image and integrity thereby involving every Tom, Dick and Harry to produce everything they think will fetch money to them (Ugbomah, 2012; in Nwabueze 2014). Some producers have lost moral conscience and so give the society what they ought not to see especially in sexual escapade, cultism, crime and robbery. All these kinds of themes as contained in the selected Nollywood movie that incites this research cultivate bad behaviour especially among the students. Okpala (2014) in a lecture note posits that in spite of numerous advantages of film to the society, experts still maintains that there is more to it than what an ordinary eye can see. This is further captured by Agbanu (2013) when he said, “therefore it has

more potential for evil as it has for good and can have equal potential to instil or cultivate bad behaviour.”

### **The Present Day Nigerian Film Industry**

Like much other country's movie industry, the Nigerian movie industry is identified by its nickname Nollywood. In Kenya, we have Riverwood, Pakistan – Lollywood, America – Hollywood and India – Bollywood (Nwabueze, 2014).

Nollywood is the Nigerian film industry whose subject matter, ideas and materials are indigenous, acted and produced by Nigerians (Anunike, 2011). The success and sustenance of what is known today as Nollywood industry in Nigeria is subsequent eruption of regional movie groups such as Kanywood industry. A house movie industry based in Kano State that produces most of its films in Hausa language. As a regional movie industry, a television channel in Hausa dedicates its services to broadcast of films from the industry.

Another regional group here is the Yoruba language segment called “Yoruwod”, this industry also succeeded in owning the “movie magic Yoruba” as its television channel charged with the responsibility of airing their movies. The Igbo segment led by Kenneth Nwabue is not an exception. The present day Nigerian pace of film making was set by Kenneth Nwabue's popular movie entitled “Living in Bondage” produced in early 90s. The movie now gave rise to the name Nollywood to accommodate all the regional movie industries (Nwabueze, 2014). Today, Nollywood is rated the third largest film industry in the world with Hollywood and Bollywood coming first and second respectively (Novia, 2004, p.14 in Anunike, 2011).

Economically, the industry has been adjudged one of the sources of economic growth as it has an estimate of 200 million US Dollars a year (Ekeanyanwu, 2010; cited in Nwabueze, 2014). This industry also has succeeded in attracting several foreign investors and has offered employment to many talented youths in the country (Nwabueze, 2014). Over 233,000 people are gainfully employed by the industry since inception (Madu, 2004, p. 327 in Anunike). According to the Finance Minister, Dr. Mrs. Ngozi Okonjo Iweala (2004, p. 5), the Nollywood industry is an authentic economic sector that has the potential of becoming one of the greatest contributors to national wealth in the next ten years.

### **National Film and Video Censors Board (NFVCB)**

Given the enormous influence which the film industry exerts on its audience, there is need for the industry to be put under check through a national regulatory body. The quest for media check gave birth to National Film and Video Censor Board, a body whose major function is

to regulate the film industry and monitor what they offer to the public for consumption.

According to Agbanu (2013), “the censorship of films becomes necessary because of the role it plays in modern society. A film motivates thought and action and assumes a high degree of attention and retention as compared to the printed word. The combination of the act of speech, sight and sound has strong impact on the minds of the viewers and can affect emotion. Therefore, it has so much potential for evil as it has for good and has an equal potential to instil or cultivate bad behaviour.”

In the light of the above, Agbanu (2014) and Anunike (2011) outline the functions of the censors board as follows;

- a. To classify all films and videos whether locally made or imported.
- b. To register all films and video outlets across the country.
- c. To keep the records of these films and video outlets registered.

If these functions are judiciously adhered to that means that there would be no film or video that can see the market without passing through the censor board. The method helps in filtering out the bad messages that can corrupt the mind and allow the good ones triumph. This board was established by Act 85 of 1993 (Agbanu, 2013).

### **About *Naija Models***

“Naija models” is a Nollywood movie produced by Uchenna Mbunabo and directed by Bassey Ubong Nya. The film was distributed and marketed by Vin Martins Production Nationwide in 2014. It is made for adult citizens and lasted for two hours. It has a continuation titled supermodels 1 and 2 featuring artists like Osita IHEME, Calista Okoronkwo, Christabel Eke, Princess Chineke, Hafiz Ayeroro and Gandoki as its major characters.

The film is a story that centres on modelling and also shows the qualities of clothing, the type of nude characteristics a model shall possess in order to meet the requirements of the industry. Some of these qualities include indecent dressing, exposing oneself to indiscriminate sex and belonging to either lesbian or gay clubs in order to be chosen. This movie goes a long way in instigating the viewers especially the university female undergraduates who have believed to find success in life through various means. When the above named movie is watched, it will in no small measure instigate the female undergraduates to act in line with what they see as acting towards this direction will give birth to social behavioural change, a wrong direction, which the larger society does not want. These ways, the Nollywood industry influence the lives of the female students more or less in a negative way or otherwise.

### **Studies on Impact of Home Movies on Viewers**

Over the years, a good number of scholars both in Nigeria and beyond have embarked on different study aimed at measuring the extent of impact of home video movies on the audience viewers of such films. According to Rodman (2006, p. 212), “movies have been blamed for a wide range of societal trends and individual effects, including the distortion of reality, violence and stereotyping”. The influence of movies on the viewers is made manifest in the outcome of following studies carried out some years ago.

In 1995, Mulin and Linz carried out a study on the influence of film on determining their sensitivity to violence and sympathy for victims. After repeated exposure for three days, they found that participants displayed less sympathy for victims (Mulin & Linz, 1995).

Another research carried out by Sinclair, Lee and Thomas (1995) shows that respondents first rated erotic films as less violent than others but when presented with a social cue said it was significantly more violent. The research was carried by showing erotic, violent, sexual and non-violent sexual films to men after whom their perception of degradation of women was measured.

In his study on the effect of video films on Nigerian students' behaviour, Chibugwu (1997) found out that young people crave movies with negative content and these affect their lifestyle, behaviour, thinking pattern and attitude towards things.

In another study on the impact of “super story” drama series on people's perception of reality carried out by Okafor in 2008, it was recorded that films exert influence on viewers as they perceive what they view as a true representation of real life situation. In this research, respondents say movies shape their opinions, and are a means of portraying social ills. Meanwhile, this research is set to ascertain whether exposure to Nollywood film “Naija Models” influenced the attitude of tertiary institution female students towards modelling.

### **Methodology**

#### **Research Design**

The survey method was used for this study. The choice of this research design becomes necessary because it is the method that allows the researchers to select a sample from the entire population of female students who are members and non members of “ANSU ALL STARS” for the target population. Against this background, the researcher adopted the survey research design to gauge and ascertain the feelings and perception of female students on modelling profession occasioned by what they see in the selected movie “NAIJA MODELS”.

The population of this study is the entire female members of “ANSU ALL STARS” and non-registered members within the school given the fact that their number is not that outrageous. The total

population is 323 students (Source: ANSU All Stars President, 2013/2014). The census sampling technique was used for this study in view of the small population size which the researchers found manageable.

### **Data Presentation**

Given that the total number of potential models in ANSU is less than 400 female students as indicated in the registered and non-registered members of “ANSU ALL STARS”, the researcher decided to embark on a census survey of all the members and non-members of the association under review. In line with this, the study covers a total of 323 students who are regarded based on their personal aspiration as potential models.

A total of 323 copies of the questionnaire containing 12 items were distributed to the respondents. All the 323 copies distributed were diligently completed and returned given 100% recovery. The summary of the outcome of the respondents’ demographic preoccupation was tabled below.

**Table 1: Respondents' demographic characteristics**

Variable	Category	Frequency	Percentages
<b>Class</b>	Members of ANSU All Stars	80	25
	Non-members of ANSU All Stars	202	75
<b>Age</b>	16-20	94	29
	21- 25	156	48
	26 -30	73	23
<b>Faculty</b>	Agric	49	15
	Arts	14	4
	Education	16	5
	Law	15	5
	Management sciences	87	27
	Social Sciences	142	44
<b>Level of Study</b>	100 level	42	13
	200 level	97	30.03
	300 level	110	34.06
	400 level	74	22.91
	Total number of responses	323	100

Source: Researcher's field survey 2014

The table above shows that 80 (25%) respondents are members of ANSU ALL STARS while 202 (75 %) are non-members. From the table, majority of the respondents are non-registered members of ANSU ALL STARS who are attending auditions outside the school. On the age distribution of respondents, majority of the respondents fall between the age range of 21-25 which secured the top of the table with 156 respondents representing (48%) of the population under study. it was followed by those under the age range of 16-20 which secured a total of 94 representing (29%) of the population. The students under the age range of 26-30 came last on the table with 73 respondents accounting for (23%) of the sample population.

On the faculty of respondents, Faculty of Social Sciences top the chart with a total of 142 (44%) of the respondents followed by management faculty which has 87 (27%) where Faculty of Agric Sciences came third with 49(15%) Education and Law Faculty secure

16(5%) and 15(5%) respectively while Faculty of Arts came last with 14(4%) in the table. The distribution above shows that majority of “ANSU ALL STARS” are from Faculty of Social Sciences.

### Thematic Data Presentation and Analysis

#### Answering Research Question One

What is the respondents’ level of exposure to Naija Models home movie?

**Table 2: Assessment of respondents’ level of exposure to Naija models home movie**

Response Category	Frequency	Percentage
Highly exposed	201	62
Exposed	31	10
Can’t say	43	13
Poorly exposed	48	15
Total	323	100

Source: Researcher’s field survey, 2014

Table 2 above shows that majority of ANSU All Stars are highly exposed to Naija models home movie. The respondents numbering 201, representing (62%) of the population admitted being highly exposed to the film whereas 31 accounting for (10%) accepted to have been exposed to it but not on a high rate. 48 students which represent (15%) of the population chose not exposed response category where 43 accounting for (13%) chose the can’t say response category. Generally, the respondents are highly exposed to Naija models home movie.

**Table 3: Assessment of Naija Models home movie theme recall among respondents**

Response Category	Frequency	Percentage
Very often	101	31
Often	43	13.3
Rarely	92	28.4
Very rarely	87	27
Total	323	100

Source: Researcher's field survey, 2014

The above shows that majority of respondents 101(31%) of the population admitted that they recall the theme very often while 92(28%) said they rarely recall the theme. A total of 43 respondents, representing (13.3%) recall the theme often, as 87 (27%) recall the theme very rarely. Table 2 above shows that respondents have high level in recalling the themes of "Naija Models". This agrees with the social learning theory which postulates that people learn behaviours and adopt styles based on what is shown on the screen (Hasan, 2010).

**Table 4: Assessment of Respondents' perception of portrayal of modelling profession in "Naija models".**

Response Category	Frequency	Percentage
The film is an eye opener to potential models	43	13
It is ordinarily acted for entertainment	29	9
It is not a true representation of what obtain in the modelling industry	35	11
Naija models home movie is a mirror of what the modelling industry is	216	67
Total	323	100

Source: Researchers' field survey, 2014

From the table above, it was observed that majority of the respondents numbering 216 (67%) perceived "Naija Models" home movie as a mirror of what is obtained in the modelling industry where girls offer their body in order to be a model. This goes a long way in

support of the claim by movie production experts that movies are mirror of the society (Uwakwe, 2006). 43 respondents representing (13%) of the population perceived the movie as an eye opener to potential models where 35 respondents accounting for (11%) perceived it as not being a true representation of what obtains in the industry. Meanwhile, 29(9%) of the respondents see "Naija Models" as an ordinarily acted movie aimed at entertaining people. Since 67% of the respondents perceived "Naija Models" as a mirror of what the modelling is, it is accepted by the researcher in this respect that "Naija Models" exposed potential models to what they may expect while preparing their way to the modelling profession.

**Research Question 4:** What are the influences of exposure to "Naija Models" home movie on viewers' attitude towards modelling profession?

In answering the research question above, the researchers applied the use of likert scale rating method in respect to the questionnaire item that provides information for question 2 above. The researchers used 3.0 point scale rating to determine acceptance or rejection of a question.

**Table 4: Assessment of NAIJA MODELS influence on the respondents' attitude towards modelling profession.**

Response category	SA	A	U	DA	SD	$\bar{X}$	Decision
Exposure to Naija models home movie influences respondents' attitude towards modelling profession	120	59	70	51	23		Accepted
	295	480	210	102	23	3.62	
Female Students develop negative attitudes towards modelling after viewing Naija models home movie	111	90	76	26	20		Accepted
	555	360	228	52	20	3.76	
Total	231	149	146	77	43	3.69	Accepted

Source: Researcher's field survey, 2014

From the response obtained in table 4 above, the two questions were accepted having secured audience rating scale point of 3.62 and 3.76 respectively. Therefore exposure to Naija models home movie influences respondents' attitudes towards modelling profession.

### Discussion of Findings

In our research question one which addressed our research objective number one, the study found that the respondents are highly exposed to Naija models home movie, gaining a total of 201 respondents accounting for (62%) of the population (see table 1 for more). That is to say that the respondent's level of exposure to this film under study is high.

Looking at the second research question, this sets to examine whether respondents recall the themes of Naija models home movie, table 2 shows that it does, given the 3.75 rating scale (see the table for more details). It is pertinent here to state that this finding agrees with Nwabueze (2011) who noted that film has become an essential mass

medium that makes far-reaching impact in any society which could be devastating in some instances.

Taking a look at the third research question on the perception of these respondents about Naija models portrayal and modelling profession, the researchers found that the respondents perceived Naija models as a mirror of what the modelling industry is (Uwakwe, 2006). This perception reflects in their belief about social reality which in no small measure informs their behaviour, attitude and pattern of life modified by learned ideas. This is when the media, according to Asemah (2011) play their drum for the public to dance. This finding, therefore, corroborates with the idea of cultivation theory that the more people watch films of all kinds, the more they will adopt the predominant outlook of the world that is expressed on the medium (McQuail, 2009).

Finally, on the fourth research question which set to examine whether exposure of Naija models home movie influence the respondents' attitude towards modelling profession, the researcher found that the movie exert powerful influence on the respondents as shown in table 4, where the 5 point rating likert scale was used for two questions. The proposition that the exposure to this film influences respondents attitude towards modelling was accepted at the rating point of 3.62 (see table 4 for details). This findings agree with Nworgu (2011, p. 13) who noted that we have always been affected knowingly or unknowingly, directly or indirectly by media contents that we seem to ignore our personal needs and have perchance for the disruption of our private lives. This, therefore, implies that the audience of mass media adopts a change of attitude and behaviour to reflect the thinking of what they have been exposed to on the screen. Further, the findings above also confirm the postulation of social learning theory which, in the words of McQuail (2009, p. 491) and Asemah (2011, p.187), measures the relationship in change of behaviour or attitude especially among children and youths as a result of what they have seen on television screen (film).

The researchers also found that in spite of all the social challenges in the modelling profession, female students are still desperate to enter into the profession and ready to do anything they may be required to do in order to qualify as a model.

### **Conclusion**

Based on the findings above, the researchers hereby conclude that "Naija Models" home movie influences the attitude of potential models in a tremendous way that if not controlled, will lead to a devastating outcome in near future. The researchers also conclude that "Naija Models" and a good number of other Nollywood movies exert influence on their viewers. This research found that the respondents are highly exposed to "Naija Models" and as a result of being exposed to

this movie, the respondents now act, behave and believe that what they see on television is a true construction of social realities.

Moreover, the researchers found that in spite of negative influence exerted on the respondents by the movie, majority of them still desires to join the modelling industry.

Finally, the research concludes that in all ramifications, the mass media (film or movie) represented here in this research by “Naija Models” home movie exert enormous influence on its audience positively or negatively, knowingly and or unknowingly.

### **Recommendations**

From the findings and conclusions drawn above, the researchers recommend as follows;

1. Since we are positively or negatively influenced by what we see on the TV screen, the producers of film should be wary of what they publish for consumption by the public.
2. The national film and video censor board shall be alive to their duty in order to screen out all those films that can instil sexual urge, violence and morally undeserved behaviours in the mind of the people.
3. Producers should adhere to the National Film and Video Censors Board (NFVCB) regulations and stage some discouraging campaign against some of these movies that are capable of effecting negative attitudes on the people.
4. The modelling industry should try and see that what was shown in the movie did not apply to its real modelling business.
5. Female students should know that what goes around comes around and distinguish between their dignity, health and their desires to hit money by all means.

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