

**IMPLICATIONS OF USING MASS MEDIA AS A MEDIUM FOR PROMOTING
AND PRESERVING NIGERIA'S CULTURAL VALUES IN OREDO L.G.A EDO
STATE**

BY

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
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APPROVAL

I, hereby certify that this research work submitted to the Department of Vocational and Technical Education, Faculty of Education, University of Benin, Benin City by Chukufunaya Damilola Sule, is adequate in scope and quantity for the partial fulfillment of the requirements for the award of Bachelor of Arts Education (BA. Ed.) Degree in Education Fine and Applied Art

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CERTIFICATION

We the undersigned, hereby certify that this work was carried out by **Chukufunaya Damilola SULE**, with matriculation number: EDU1903456 to the Department of Vocational and Technical Education, Faculty of Education, University of Benin, Benin City.

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DEDICATION

This research work is dedicated to God almighty for seeing me through this journey, it was not easy but He came through for me. I am grateful for my friends and family for their support.

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The researcher gives all gratitude to Almighty God for his grace and knowledge given to him to complete this work.

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ABSTRACT

The study sought to investigate the implications of using mass media as a medium for promoting and preserving Nigeria's cultural values in Oredo LGA, Edo State. Four research questions were raised to guide the study. The descriptive survey method was utilized for the study. The population of the study comprised residents of Oredo Local Government Area in Edo State, Nigeria. A total of 150 respondents constituted the sample of the study. The research instrument was titled "Implications of Using Mass Media as a Medium for Promoting and Preserving Nigeria's Cultural Values in Oredo LGA, Edo State." The data collected were analyzed using descriptive statistics. The descriptive analysis involved frequency count and mean score. A criterion mean of 2.50 was set as the benchmark for decision making. It was found that television programs have a significant impact on the promotion and preservation of cultural values among the residents. It was also revealed that radio broadcasts contribute positively to cultural awareness and preservation efforts. Furthermore, the study indicated that social media platforms are effective in engaging the younger population in cultural preservation activities. The study concluded that mass media plays a crucial role in promoting and preserving Nigeria's cultural values in Oredo LGA, Edo State. Based on the findings and conclusion of the study, it was recommended, among others, that cultural programs should be integrated into regular media content, and there should be increased collaboration between media houses and cultural organizations to create engaging content that highlights Nigeria's rich cultural heritage.

CHAPTER ONE

INTRODUCTION

Background of the Study

Mass media play an important role of shaping public image of the masses and in so doing pressure them to behave according to cultural norms of their country and this is achieved with communication which plays a vital role in development, bringing about behavior and lifestyle changes. Any activity to be successfully accomplished requires communication, and effective communication will be achieved when a person is able to convey what he wants to say clearly and precisely and is able to understand correctly what the other person is saying. The cultural and lifestyle of citizens in a community is learned and passed from generation to generation and the culture of a particular society is dynamic, people learn and embrace new ideas, new ways of behaving and new and emerging trends. Every culture should be preserved for it is a society's distinct way of life. Cultural education is done through communication channels like telecommunication and the mass media since everyone engage in intrapersonal, dyadic, small group, public, mass communication and computer-assisted or online communication (Nwegbu, 2021).

Mass media can be defined as the means by which messages are communicated to a broad and diverse audience using various technological tools like newspapers, magazines, the internet, radio, and television. These devices facilitate mass communication by transmitting messages across distances and time. The use of mechanical devices is

essential for a medium to qualify as mass media, allowing communication on a large scale with an impersonal relationship between the communicator and the audience. Olube (2013) further emphasizes that in our modern communication-driven world, sharing ideas and information through both conventional (radio, television, newspaper, magazine) and contemporary (social media, internet) means is essential for societal benefit, as the mass media plays a crucial role in facilitating the acquisition, exchange, and dissemination of information.

Media organizations play a critical role in shaping and reflecting societal cultures, serving as educational platforms for diverse audiences and becoming integral institutional forces within society. Igbeka (2020) underscores the media's function as a primary source of global information and learning for the masses, who rely on it for education and awareness. Particularly in developing African nations like Nigeria, the media's role in promoting and preserving cultural heritage is paramount, given the challenges posed by Western influences and media, which continuously impact Nigerian cultural heritage, leading to both positive and negative transformations.

Nigerian culture includes aspects like religion, language, moral beliefs, familial interactions, cuisine, attire, and more. It represents a set of learned behaviors developed over time in response to group challenges arising from interactions among members and their environment. These learned responses shape how individuals perceive, feel, think, and act, passed down to new generations through immersion and teaching. As explained

by Zimmerman, Nigerian culture diverges significantly from Western culture, emphasizing strong ties to community and tradition. In Nigeria, culture extends beyond individual identity to encompass family and community relationships, shaping how people live, work, and engage with each other. From a young age, individuals are instructed in community customs, values, and norms like honesty, integrity, and respect for elders.

The media in Nigeria have a mandate as elaborated by the government to promote and preserve Nigeria's cultural heritage. The media owe the society a duty of promoting the diverse cultures from various ethnic regions represented in Nigeria. The transmission of people's cultural heritage from a generation to another is part and parcel of the educational function of the media (Wood, 2019). Dominick (2012) explains that the media plays a role in socializing individuals through various forms such as dramas, comedies, stories, discussions, articles, comics, advertisements, and commercials. In these media contexts, societal values are subtly conveyed. Viewers learn how to dress appropriately for different events, understand the attributes of a good citizen, identify proper meal etiquette, navigate discussions, interact with individuals from diverse backgrounds, and behave in unfamiliar settings, among other social norms and behaviors.

Although the mass media often promotes cultural values, it can also have latent or unintended effects. Media can negatively impact cultural outlooks by influencing people's attitudes toward traditional values. For example, mass media can contribute to the erosion

of core values like respect for institutions. Exposure to certain media content can lead to the adoption of these altered values within African societies. For instance In Nigeria, individuals like Risky and Brown (yes) sometimes present themselves as women due to cultural diffusion been promoted by the media. Additionally, the mass media can perpetuate ethnocentrism and stereotypes, where one's own group is perceived as superior or the only correct way of doing things. For example, local and national media in Nigeria often stereotypes certain cultures as inferior while promoting others as superior. Despite Nigeria's diversity with over 250 languages, media programs primarily focus on the Yoruba, Igbo, and Hausa cultures, potentially contributing to intolerance and social tensions.

In summary of the above, the mass media is an important factor in Nigeria. They have important roles to play in the area of cultural education and national development. The mass media support and enhance development programmes in the country and should be one of the channels through which cultural values and ideas will be disseminated. The cultural heritage and lifestyle of citizens in a community is learned and passed from generation to generation, people learn and embrace new ideas, new ways of behaving and new and emerging trends. This study examines the implications of using media as a medium for promoting and preserving Nigeria's cultural values in Oredo LGA, Edo State.

Statement of the Problem

In today's world, there has been a conscious effort from cultures around the world to promote their individual traditions, norms, values and beliefs that are innate and unique to them to the outside world in a subtler and covert way, precipitated by the emergence and rise in the use of media as a medium. It has been observed that culture determines the developmental pace of a society because the traditional values of a people are related to the pace with which they accept or reject the demands of socio-economic development. The culture of every nation is an important aspect of that nation and should be preserved especially by the media which exposes the masses to the activities happening around them.

Today, the rapid and aggressive spread of market economies and communication technologies under the influence of Western multinationals has brought new impediments to Nigerian cultures and values. Nigerians now cultivate the materialistic and individualistic habits and values previously associated with Western culture. The culture of individualism is fast eroding the values and ideals of the extended family system, which Nigerians are known for (Gamble, 2020). Excessive materialism, for instance, has changed the religious character of the traditional Igbos (Novinger, 2018) and kneeling down to greet an elder has become alien to the young Yoruba girl. The Nigerian cultural system faces extinction, unless something is done to nip it in the bud. Therefore, the problem this study seeks to investigate is whether or not the promotion of other western

cultures via the Nigerian media affects the promotion and preservation of the Nigerian cultural values, and if Nigerians still value their core values in the face of the current global culture.

Purpose of the Study

The purpose of this study is to investigate implications of using media as a medium for promoting and preserving Nigeria's cultural values in Oredo LGA, Edo State. More specifically, the study aims to:

- i. Find out whether the mass media can be used to promote respect for elders in Oredo LGA, Edo State.
- ii. Ascertain whether the mass media promotes family bonding in Oredo LGA, Edo State.
- iii. Ascertain whether the mass media promotes hospitality and social cohesion in Oredo LGA, Edo State.
- iv. Analyze the roles of media in influencing religious beliefs and practices in Oredo LGA, Edo State.

Research Questions

The following research questions will guide the study:

- i. How does the mass media promote respect for elders in Oredo LGA, Edo State?

- ii. Does the mass media promote family bonding in Oredo LGA, Edo State?
- iii. Does the mass media promote hospitality and social cohesion in Oredo LGA, Edo State?
- iv. What are the roles of the mass media in influencing religious beliefs and practices in Oredo LGA, Edo State?

Significance of the Study

The findings of this study will hold significant benefits for various stakeholders, including the government, mass media, residents of Oredo, and researchers. The government will benefit from the study as it would provide insights into effective strategies for cultural preservation using media platforms. Knowledge provided by this study will inform cultural policies and initiatives aimed at preserving cultural heritage.

The findings of this study will be of significance to the media as it will enhance their approaches in showcasing and disseminating cultural content. Understanding audience preferences and the impact of cultural programming can lead to more engaging and culturally relevant media content that resonates with local communities.

Furthermore, residents of Oredo will benefit from this study as it would increase their awareness and appreciation of their cultural heritage. Researchers will also benefit from the

Study's outcomes. The findings will serve as a basis for further academic inquiry and research on the role of media in cultural preservation within different contexts.

Scope of the Study

The study focuses on the implications of using mass media as a medium for promotion and preserving Nigeria's cultural value. The study was delimited to residents of Oredo, LGA of Edo State, Nigeria.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter was done under the following subheadings:

- Theoretical Framework
- Concept of the Mass Media
- Functions of the Mass media
- An Overview of Cultural Values
- Challenges to Preserving Cultural Values in Modern society
- Roles of the Mass media in preserving and promoting Cultural Values
- Summary of Literature Review

Theoretical Framework

This study adopts the Cultivation Theory which was proposed by George Gerbner in 1960. The theory posits that mass media shapes and cultivates the beliefs, values, and perceptions of audiences over time through consistent exposure to media content. The Cultivation Theory is hinged on the idea that prolonged exposure to media content, cultivates specific views of the world among viewers. Gerbner and his colleagues were

particularly interested in studying the impact of television on viewers' perceptions of violence, crime, and social norms. Through extensive research, Gerbner identified several key principles of the theory:

- The more time individuals spend with the media, the more likely they are to adopt the perspectives and values portrayed in media content.
- Continuous exposure to certain media messages and representations gradually shapes viewers' perceptions, beliefs, and attitudes.
- Media content affects different audience segments through main streaming and resonance. Mainstreaming occurs when heavy viewers from diverse backgrounds develop similar perceptions due to constant exposure to common media messages. Resonance refers to intensified cultivation effects among individuals whose real-life experiences align with media portrayals, reinforcing their beliefs and attitudes.

The Cultivation Theory is relevant in this study as it suggests that mass media' portrayal of cultural practices, traditions, and values influences how individuals perceive and understand their own cultural identity and that of others. According to the Cultivation Theory, prolonged exposure to specific portrayals of cultural heritage in the mass media can lead to the cultivation of shared perceptions and beliefs about these cultural elements among viewers. For instance, if television programmes consistently depict certain cultural practices or historical events in a particular way, viewers may come to accept these

representations as accurate reflections of their cultural heritage. This process of cultivation can reinforce cultural values and norms within a society and contribute to the preservation and promotion of cultural heritage. The Cultivation Theory is appropriate for this study as it provides a frameworks for understanding how mass media influence the preservation and promotion of cultural heritage. The theory highlight the role of media content, audience engagement, and societal influences in shaping cultural narratives and contributing to the transmission of cultural values and traditions through mass communication channels.

Concept of The Mass Media

The mass media refers to the various modern and traditional communication channels and institutions that disseminate ideas and information with the aim of influencing or reaching an audience. It includes forms of communication such as radio, television, newspapers, magazines, and the internet (Agba, 2012). The term "mass media" can also refer to the technological devices used for mass communication and are categorized into electronic, print, and traditional media like talking drums, wooden gongs, metal bells, and other crude communication tools.

The mass media are channels or technological tools used to convey messages to a large and diverse audience. These mediums serve as vehicles for transmitting information to a broad destination. Asemah (2019) emphasizes that the mass media are societal institutions that gather, report, and disseminate daily news. Akpoveta (2012) suggests that

a primary reason for the enduring presence of mass media is the production of content tailored to the "low taste" of the audience, which he identifies as a fundamental aspect of every social system. This concept of "low taste" content implies that mass media caters to the preferences of individuals within society. Citizens rely on mass media for news and opinions, which have the power to inform and potentially influence their beliefs and attitudes. Mass media also play a role in setting agendas by highlighting certain values that society should consider or adopt. They set the agendum for public discussion, and act as carriers of cultural and ethical values.

Media can be broadly categorized into several forms, each playing a unique role in communication and expression. These forms include print media, broadcast media, digital media, and social media:

- I. Print media: These are publications in prints like newspapers, magazines, books, and pamphlets. The print media has a long history and continues to be influential, although its prominence has been affected by digital technologies. Print media provides in-depth analysis, feature articles, and detailed reporting.
- II. Broadcast media: This includes radio and television, which transmit audio and visual content to mass audiences. Radio is known for its immediacy and accessibility, as it provides news, music, and talk shows. Television combines visuals with sound to deliver news, entertainment, and educational content.

III. Digital media: The digital media has revolutionized communication by integrating electronic devices and the internet. This category includes websites, blogs, podcasts, and digital publications. Digital media is dynamic, as it allows for interactive content, multimedia experiences, and real-time updates.

IV. Social media refers to online platforms that facilitate user-generated content and social interaction. Examples include Facebook, Twitter, Instagram, and TikTok. Social media enables instant sharing of information, networking, and community building.

Functions of the Mass Media

Each form of media has its advantages and limitations. Print media offers depth and permanence but lacks immediacy. Broadcast media reaches large audiences quickly, but may lack interactivity. Digital media provides flexibility and accessibility but can be overwhelming with information. Social media promotes engagement and connectivity but can also spread misinformation and raise privacy concerns. Ofor (2005) suggests that the mass media are commonly recognized as providers of news and entertainment, while also fulfilling roles in persuasion and serving diverse functions within the society like:

I. Binding Influence: The mass media of communication have the power to unify community members by sharing messages that create a common experience. Through this shared experience, the mass media play a crucial role in integrating

members of societies. In times of crisis—whether religious, ethnic, or political—the mass media can be used to promote peaceful coexistence within society.

II. Correlation: Correlation refers to the interpretation of messages related to the environment, recommendations on actions to take, and efforts to influence these interpretations, attitudes, and behaviors. It involves analyzing and responding to the information presented by the media, including how it is framed and the impact it has on shaping perceptions, attitudes, and actions.

III. The Mass Media are Agents of Development: The media can play a significant role in promoting positive behavioral change among its audience. The idea of development implies that people require information to make informed decisions and improve their circumstances. They need to be aware of the possibilities for enhancing their situations and how to enact necessary changes. Mass communication tools such as

radio, television, newspapers, and magazines can be used effectively to promote this positive behavioral transformation. Communication is essential to human existence and all facets of human activities. It would be unwise for individuals, groups, or nations to overlook the importance of communication in their economic, political, social, cultural, and other endeavors. Effective communication through the mass media can empower individuals with knowledge, inspire collective action, and contribute to societal progress and development.

IV. Surveillance: Surveillance in media refers to the gathering and dissemination of information about events occurring within and outside the scope of media operations. Journalists have the responsibility to monitor their surroundings continuously to collect news items and report on events that unfold in society, earning them the title of "watchdogs" of society. For instance, during presidential campaigns, journalists may cover issues such as women trafficking to raise awareness and inform the public about critical societal issues.

V. Entertainment: The mass media serve as powerful entertainers, capable of bringing together large audiences. Nearly all forms of mass media incorporate an entertainment component. Asemah (2011) defines entertainment as communication activities primarily intended for amusement, regardless of any additional features they may possess. For instance, a television comedy program can be classified as an entertainment activity, even if it contains elements of information or messages within its content.

VI. Transmission of Cultural Heritage: This pertains to the communicative process through which a society's collection of values, social norms, knowledge, and other cultural elements are conveyed to and instilled in its members, as well as those who may potentially become members.

An Overview of Cultural Values

Cultural values can be defined as fundamental beliefs, ideologies, principles, and norms that guide a society's behavior and define its identity. These values are often deeply rooted and influence individuals' attitudes, behaviors, and perceptions within a community. Cultural values have been defined by various scholars in anthropology, sociology, the humanities, biology and even in the medical sciences. Tylor (2010) defines cultural values as those aspects of culture which people love and hold dear to themselves. Andah (2015) gives a more comprehensive definition of cultural values by noting that it has to do with all the social, ethical, intellectual, scientific, artistic and technological expressions and processes of a people usually ethnically and or supra-nationally related and usually living in a geographically contiguous area; what they pass on their successors and how these are passed on. One major aspect of cultural values is the emphasis on collectivism which prioritizes group goals over individual goals. Some cultures value strong family ties, group harmony, and cooperation (collectivism), while others emphasize personal freedom, self-expression, and independence (individualism). Also, in some cultures of the world, power in balance is accepted. Meaning that they accept and expect unequal power distribution and respect for authority figures. Similarly, other cultures have low power distance, where equity is promoted and authority can be challenged. In Nigeria, cultural values are diverse and shaped by the country's history, ethnic diversity and traditions. Asemah (2021) highlighted the following as cultural values that are prominent in Nigerian society:

- I. **Respect for Elders:** Nigerian culture places a strong emphasis on respect for elders and authority figures. Elders are revered for their wisdom, experience, and role in maintaining family and community harmony. Younger generations are expected to show deference and obedience to their elders. In Yoruba culture for instance, young people are expected to prostrate or lie down on the floor when greeting their elders.
- II. **Community and Hospitality:** Nigerian cultural values emphasize communal living and a strong sense of community. Nigerians are known for their hospitality, warmth, and generosity towards guests. Hosting visitors is considered a sign of respect and honor.
- III. **Family Values:** Family plays a central role in Nigerian culture. Extended families often live together or in close proximity, and familial ties are highly valued. Family members provide emotional and financial support to one another, and there is a collective responsibility for the well-being of relatives.
- IV. **Ceremonial Practices:** Nigerians are known for their highly placed ceremonial traditions that are integral to cultural identity. These include traditional weddings, naming ceremonies for newborns, festivals celebrating harvests or historical events, and rites of passage marking important life stages. These aspect of Nigerian cultures are observed at the different stages of life

V. Religious Diversity and Tolerance: Nigeria is home to different religions, including Christianity, Islam, and traditional African religions. Religious practices are deeply embedded in daily life, and there is generally a culture of religious tolerance and coexistence. Freedom to practice any religion and also tolerate others is also embedded in the Nigerian, (Asemah, 2021)

VI. Work Ethic and Entrepreneurship: Nigerians value hard work, resilience, and entrepreneurship. Despite economic challenges, many Nigerians are industrious and resourceful, creating businesses and opportunities in various sectors. All over the world, Nigerians have made landslide and are known for their contributions to humanity in entrepreneurship, medicine, engineering and technological development, (Asemah, 2021).

VII. Cultural Pride and Identity: Nigerians take pride in their cultural heritage and identities, which are expressed through language, traditional attire, cuisine, and customs. Cultural festivals and events provide opportunities for Nigerians showcase and celebrate the embodiments of their culture

Challenges to Preserving Cultural Values in Nigeria

Preserving cultural values in Nigeria presents is very challenging due to the existence of different ethnic groups, languages, religions, and traditions in the country. Nigeria is country to over 250 ethnic groups, each with its own cultural practices and heritage.

According to Asemah (2022) one significant challenge to the preservation of cultural values is the impact of globalization and Westernization on traditional Nigerian cultures. As Nigeria becomes integrated into the global economy, there are risk of cultural homogenization, where dominant Western ideals and practices overshadow local traditions. For instance, Western media, including movies, music, and fashion, have exerted a strong influence on Nigerian youth. It is common to see Nigerians speaking and wearing the clothes of a westerner. Also, ideologies such as Lesbian, Gay, Bisexual, Transgender Community (LGBTQ) are been pushed into the Nigerian society through globalization. Furthermore, urbanization is another key factor affecting cultural preservation in Nigeria. Rapid urban growth experienced in cities like Lagos and Abuja, has led to the proliferation of modern lifestyles that may not align with traditional rural customs. Rural-to-urban migration has resulted in the gradual decline of certain cultural practices as younger generations adapt to urban ways of life. People may not see the need to uphold and observe cultural practices, due to high level of exposure to urban lifestyle. They may feel most of their cultural values are archaic and outdated. Tannin and Bojan (2022) contends that a major challenge to preserving the cultural values of Nigerian is religion. While religion is an integral part of Nigerian culture, it can also contribute to tensions or conflicts between different communities. This can impact the transmission and continuity of certain cultural practices.

Political instability and ethnic tensions are additional challenges to cultural preservation in Nigeria. Historical conflicts and governance issues have sometimes marginalized certain ethnic groups or regions, leading to a sense of disempowerment and cultural erosion. In some cases, political regimes have imposed policies that suppress cultural diversity, further complicating efforts to maintain indigenous practices. That aside, socioeconomic factors like poverty and lack of infrastructure tends to hinder efforts to preserve cultural heritage. In communities where basic needs are not met, there may be less focus on cultural activities or traditions. Economic pressures can drive young Nigerians to prioritize education and job opportunities over the perpetuation of traditional customs.

Roles of the Mass media in preserving and promoting Cultural Values

The mass media plays an important role in preserving and promoting cultural values in the society through various channels and platforms such as television, radio, newspapers, magazines, and the internet. Nwabueze (2015) explains that one way through which the media preserves cultural value is by acting as a repository media act of culture. The media helps document and showcase traditional practices, customs, rituals, folklore, and stories over time. The stories that are documented can be shown to the next generation, so that they can have an understanding of what the people holds dear and values. Documentaries, cultural programs, and feature articles for instance, provide a means to

transmit these elements of cultural identity to wider audiences and ensuring that they are recorded and passed down to future generations.

Also, the mass media serve as educational tools to enlighten audiences about their own cultural heritage and that of others. The media can convey the significance of history and values behind various cultural practices through informative programming, interviews with cultural experts, and documentaries. This educational role of the media helps foster a deeper understanding and appreciation of diverse cultural expressions and also promote intercultural dialogue and mutual respect among different communities. A good example of a cultural programme which promotes cultural values is Goge Africa, which airs on the Nigerian Television Authority, Abuja. In addition to preservation and education, Akpoveta (2012) maintains that mass media platforms actively promote cultural diversity by showcasing the traditions, languages, arts, and lifestyles of different ethnic groups and communities. Through this, the media is able contribute to social cohesion and inclusivity. Exposure to diverse cultural values through mass media helps combat stereotypes and prejudices. It also helps promote empathy and appreciation for different cultural perspectives on societal issues.

Furthermore, the mass media play a role in shaping societal values and norms by transmitting messages that reflect and reinforce cultural ideals. They influence social behavior and attitudes by portraying role models, promoting positive cultural practices, and discouraging behaviors that contradict cultural norms. Advertisements, television

shows, movies, and other forms of media content often reflect and contribute to the collective identity and values of a society. Lastly, the mass media act as powerful agents of cultural preservation, education, and promotion. Their role in the society is indispensable, as they help in maintaining cultural continuity and appreciation of cultural heritage, (Asemah, 2021).

Summary of the Literature Review

The literature reviewed thoroughly examined how the mass media contributes to the preservation and advancement of cultural values. Theoretical frameworks such as cultivation theory highlight the media's significant role in shaping attitudes and perceptions towards culture. The theory holds that media content affects different audience segments through main streaming and resonance. Mainstreaming occurs when heavy viewers from diverse backgrounds develop similar perceptions due to constant exposure to common media messages. Resonance refers to intensified cultivation effects among individuals whose real-life experiences align with media portrayals, reinforcing their beliefs and attitudes.

Empirical evidence have been able to provide a comprehensive understanding of the concept of the mass media. The mass media refers to every channel through which mass communication takes place, which includes television, social media, newspapers and magazines, radio, internet and social media. As instruments of communication, the media plays an important role in informing, educating, entertaining and socializing the public. It

also serves as a repository for preserving and transmitting cultural heritage from generation to generation. However, there are challenges. The media has been used as a tool for cultural invasion and the propagation of westernization. As Nigeria becomes integrated into the global economy, there are risk of cultural homogenization, where dominant Western ideals and practices overshadow local traditions through the media. For instance, Western media, including movies, music, and fashion, have exerted a strong influence on Nigerian youth. Other scholarly works reviewed in the helped in laying the foundation of the implication of the mass media in promoting and preserving cultural values.

CHAPTER THREE

METHODOLOGY

This chapter was carried out under the following heading:

- Research Design
- Population of the Study
- Sample Size and Sampling Techniques
- Instrument for Data Collection
- Validity of Instrument
- Reliability of Instrument
- Method of Data collection
- Method of Data analysis.

Research Design

This study adopts the descriptive survey research design. The descriptive survey research design is preferred over other designs because it provides a detailed description of how the total sample is distributed, with the researcher determining the specific characteristics

of the conditions being studied. This design aims to collect, interpret, and analyze data in a way that aligns the research purpose with the respondents' experiences (Asemah, 2011).

Population of the Study

The population of the study used in this research comprises of residents of Oredo, Local Government Area in Benin City, Edo State. The total number of residents in Oredo is 553,300, according to the Edo Statistical Year book (2021).

Sample and Sampling Techniques

The sample size for this study was derived using the Taro Yamene formula:

$$n = \frac{553,300}{1 + 553,300(0.1)^2}$$
$$n = \frac{553,300}{553,300 \times 0.01}$$
$$n = \frac{553,300}{5531}$$
$$n = 100$$

The sample size used in the study is 100 and it was gotten using the Taro Yamene formula, with a 0.01 value. The purposive sampling technique was thereafter used to choose the sample size. The simple random sampling technique is a technique that allows

the researcher to chose study participants randomly without any form of bias or misrepresentation.

Instrument for Data Collection

The research instrument utilized for this study is a well-structured questionnaire titled "Questionnaire on Implications of Using Media as a Medium for Promoting and Preserving Nigeria's Cultural Values." This questionnaire comprises 16 items divided into two sections: The demographic section gathers information such as age, gender, educational level, etc., to characterize the respondents. While Section B contains questions related to the research topic using a four-point Linker scale format, Strongly Agreed (SA), Agreed (A), Disagreed (D), Strongly Disagreed (SD). The scale will be used to express their agreement or disagreement with statements regarding the Implications of Using Media as a Medium for Promoting and Preserving Nigeria's Cultural Values in Oredo LGA, Edo State

Validity of the Instrument

The instrument used in this study was validated by the researcher's supervisor. Feedback and corrections made by the project supervisor were incorporated before the final administration of the questionnaire.

Reliability of the Instrument

To ascertain the reliability of the instrument, 20 copies of the questionnaire were pretested on residents of Oredo, Edo State. The individuals selected for the pretest did not participate in the main study.

Method of Data Collection

The questionnaires were administered personally by the researcher to residents of Oredo. Adequate time was given for the copies of the questionnaire to be completed, after which they were retrieved from the respondents personally by the researcher.

Method of Data Analysis

The data collected in this study were analyzed using tables, simple percentages, and frequencies. Each table was accompanied by explanatory notes to aid comprehension.

The interpretation of the data was based on the following formula:

$$SA = 4$$

$$A = 3$$

$$D = 2$$

$$SD = 1$$

$$\text{Benchmark} = \frac{4 + 3 + 2 + 1}{4} = 2.50$$

The centurion score for decision making will be 2.50. Any response above 2.50 shows impact and scores below 2.50 mean low impact.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, INTERPRETATION AND DISCUSSION OF FINDINGS

This chapter is on presentation, analysis of collated data and discussion of findings in relation to the research questions. A total of 100 surveys were distributed and subsequently collected for analysis.

Data Presentation

The data is organized based on the responses of Oredo residents regarding the implications of using media for promoting and preserving Nigeria's cultural values in Oredo LGA, Edo State. The questionnaire comprised 16 questions aligned with the four research questions introduced by the researcher in chapter one.

The following are the mean scores of data obtained from the respondents of the study:

Promotion of respect for elders?	Mean Score
Media programmes in Oredo LGA feature advertisement that positively portray respect for elders	3.68
Radio or Television programmes promote cultural values related to	3.62

respecting elders.	
Newspapers or magazines feature stories that emphasize the importance of respecting elders.	3.34
Mass media messages are effective in reinforcing the importance of respecting elders.	3.72

Promotion of family bonding?	Mean score
Television shows portray positive family interactions and values.	3.13
There are social media campaigns dedicated to discussing family issues and solutions.	2.21
Mass media plays a role in shaping perceptions of family bonding.	3.51
Newspapers and magazines feature articles about strengthening family relationships.	2.79

Promotion of hospitality and social cohesion?	Mean score
There are radio and television discussions that promote social harmony and cohesion.	3.71
Newspapers and magazines feature stories about cultural practices related to hospitality.	3.65
There are advertisements campaigns that encourage hospitality and inclusivity.	3.04
Local films highlight the importance of social cohesion and mutual respect.	3.29

Roles of the mass media in influencing religious beliefs and practices?	Mean Score
Television and radio programmes in Oredo LGA contribute to discussions on religious beliefs and practices.	3.37
newspapers and magazines feature articles provide discussion on the role of religion in community life.	3.01
Mass media has influenced my personal religious beliefs or practices.	3.26

Media campaigns shape attitudes towards religious tolerance and understanding.	3.45
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Data Analysis and Interpretation

Research Question One: How does the mass media promote respect for elders in Oredo LGA, Edo State?

To address research question one, Items 1, 2, 3, and 4 were analyzed using the mean, as illustrated in the tables below.

Item one: Media programmes in Oredo LGA feature advertisement that positively portray respect for elders

Responses	X	F	FX
Strong Agree (SA)	4	68	272
Agree (A)	3	32	96
Disagree (D)	2	0	0
Strongly Disagree (SD)	1	0	0
Total		100	368

$$X = \frac{\sum fx}{\sum f} = \frac{368}{100} = 3.68$$

Item two: Radio or Television programmes promote cultural values related to respecting elders in Oredo LGA

Responses	X	F	FX
Strong Agree (SA)	4	54	224
Agree (A)	3	46	138
Disagree (D)	2	0	0
Strongly Disagree (SD)	1	0	0
Total		100	362

$$X = \frac{\sum Fx}{\sum F} = \frac{362}{100} = 3.62$$

Item three: Newspapers and magazines feature stories that emphasize the importance of respecting elder in Oredo LGA

Responses	X	F	FX
Strong Agree (SA)	4	36	144
Agree (A)	3	62	186
Disagree (D)	2	2	4

Strongly Disagree (SD)	1	0	0
Total		100	334

$$X = \frac{\sum fx}{f_x} = \frac{334}{100} = 3.34$$

Item 4: Mass media messages are effective in reinforcing the importance of respecting elders

Responses	X	F	FX
Strong Agree (SA)	4	72	288
Agree (A)	3	28	84
Disagree (D)	2	0	0
Strongly Disagree (SD)	1	0	0
Total		100	372

$$X = \frac{\sum fx}{F_x} = \frac{372}{100} = 3.72$$

Regarding item one of the instrument, a mean score of 3.68 was obtained, surpassing the criterion of 2.50, indicating a positive response. Similarly, item two achieved a mean score of 3.62, also indicating a positive response. Additionally, item three garnered a mean score of 3.34, exceeding the criterion of 2.50, indicating a favorable response. Item four yielded a mean response of 3.72, surpassing the criterion of 2.50, depicting a positive response.

Research Question 2: Does the mass media promote family bonding in Oredo LGA, Edo State?

Item 5, 6, 7 and 8 were used to analyze the above question using the mean as presented in the tables.

Item five: Television shows portray positive family interactions and values in Oredo LGA

Responses	X	F	FX
Strong Agree (SA)	4	29	116
Agree (A)	3	55	165
Disagree (D)	2	16	32
Strongly Disagree (SD)	1	0	0

Total		100	313
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$$X = \frac{\sum fx}{F_x} = \frac{313}{100} = 3.13$$

Item six: There are social media campaigns dedicated to discussing family issues and solutions in Oredo LGA

Responses	X	F	FX
Strong Agree (SA)	4	14	56
Agree (A)	3	20	60
Disagree (D)	2	39	78
Strongly Disagree (SD)	1	27	27
Total		100	221

$$X = \frac{\sum fx}{F_x} = \frac{221}{100} = 2.21$$

Item Seven: Mass media plays a role in shaping perceptions of family bonding in Oredo LGA

Responses	X	F	FX
Strong Agree (SA)	4	51	204
Agree (A)	3	49	147
Disagree (D)	2	0	0
Strongly Disagree (SD)	1	0	0
Total		100	351

$$X = \frac{\sum fx}{\sum f} = \frac{351}{100} = 3.51$$

Item eight: Newspapers and magazines feature articles about strengthening family relationships in Oredo LGA

Responses	X	F	FX
Strong Agree (SA)	4	32	128
Agree (A)	3	43	129
Disagree (D)	2	7	14

Strongly Disagree (SD)	1	8	8
Total		100	279

$$X = \frac{Efx}{fx} = \frac{279}{100} = 2.79$$

For item 5 of the instrument, the mean score obtained was 3.13, indicating a positive response above the criterion of 2.50. Item 6 received an average score of 2.21, falling below the 2.50 criterion and suggesting a negative response. Conversely, item 7 achieved a mean score of 3.51, exceeding the 2.50 criterion and reflecting a positive response. Similarly, item 8 obtained a mean score of 2.79, which is above the 2.50 criterion, indicating a positive response.

Research Question 3: Does the mass media promote hospitality and social cohesion in Oredo LGA, Edo State?

Answers to this questions were provided using item 10, 11, 12 and 13, as well as the mean as presented in the tables.

Item nine: There are radio and television discussions that promote social harmony and cohesion in Oredo LGA

Responses	X	F	FX
Strong Agree (SA)	4	71	284
Agree (A)	3	29	87
Disagree (D)	2	0	0
Strongly Disagree (SD)	1	0	0
Total		100	371

$$X = \frac{\sum fx}{f_x} = \frac{371}{100} = 3.71$$

Item ten: Newspapers and magazines feature stories about cultural practices related to hospitality in Oredo, LGA

Responses	X	F	FX
Strong Agree (SA)	4	65	260
Agree (A)	3	35	105
Disagree (D)	2	0	0

Strongly Disagree (SD)	1	0	0
Total		100	365

$$X = \frac{\sum fx}{f_x} = \frac{365}{100} = 3.65$$

Item 11: There are advertisement campaigns that encourage hospitality and inclusivity

Responses	X	F	FX
Strong Agree (SA)	4	28	112
Agree (A)	3	48	144
Disagree (D)	2	24	48
Strongly Disagree (SD)	1	0	0
Total		100	304

$$X = \frac{\sum fx}{F_x} = \frac{304}{100} = 3.04$$

Item 12: Local films highlight the importance of social cohesion and mutual respect in Oredo LGA

Responses	X	F	FX
Strong Agree (SA)	4	29	116
Agree (A)	3	71	213
Disagree (D)	2	0	0
Strongly Disagree (SD)	1	0	0
Total		100	329

$$X = \frac{\sum fx}{\sum f} = \frac{329}{100} = 3.29$$

For item 9 of the instrument, a mean score of 3.71 was obtained, surpassing the accepted mean score of 2.50, indicating a positive response. Similarly, item 10 achieved a mean score of 3.65, higher than the criterion of 2.50, demonstrating a positive affirmation. Additionally, item 11 received a mean score of 3.04, signifying a positive response. Finally, item 12 yielded a mean score of 3.29, which exceeds the accepted mean score of 2.50, also indicating a positive affirmation.

Research Question 4: What are the roles of the mass media in influencing religious beliefs and practices in Oredo LGA, Edo State?

Item 13, 14, 15 and 16 were used to answer the above question, with mean presented in the table

Item 13: Television and radio programmes in Oredo LGA contribute to discussions on religious beliefs and practices

Responses	X	F	FX
Strong Agree (SA)	4	37	148
Agree (A)	3	63	189
Disagree (D)	2	0	0
Strongly Disagree (SD)	1	0	0
Total		100	337

$$X = \frac{\sum fx}{\sum f} = \frac{337}{100} = 3.37$$

Item 14: Newspapers and magazines feature articles provide discussion on the role of religion in community life

Responses	X	F	FX
Strong Agree (SA)	4	28	112

Agree (A)	3	52	156
Disagree (D)	2	13	26
Strongly Disagree (SD)	1	7	7
Total		100	301

$$X = \frac{\sum fx}{f_x} = \frac{301}{100} = 3.01$$

Item 15: Mass media has influenced my personal religious beliefs or practices

Responses	X	F	FX
Strong Agree (SA)	4	36	144
Agree (A)	3	56	168
Disagree (D)	2	8	16
Strongly Disagree (SD)	1	0	0
Total		100	328

$$X = \frac{\sum fx}{F_x} = \frac{328}{100} = 3.28$$

Item 16: Media campaigns shape attitudes towards religious tolerance and understanding

Responses	X	F	FX
Strong Agree (SA)	4	53	212
Agree (A)	3	48	141
Disagree (D)	2	0	0
Strongly Disagree (SD)	1	0	0
Total		100	345

$$X = \frac{\sum fx}{\sum f} = \frac{345}{100} = 3.45$$

Item 13 of the instrument yielded a mean score of 3.47, surpassing the accepted mean score of 2.50, indicating a positive response. Similarly, item 14 obtained a mean score of 3.01, higher than the criterion of 2.50, demonstrating a positive affirmation. Additionally, item 15 received a mean score of 3.28, signifying a positive response. Finally, item 16 yielded a mean score of 3.45, which exceeds the accepted mean score of 2.50, also indicating a positive affirmation.

4.2 Discussion of Findings

With reference to item one table 1, a mean score of 3.68 was obtained showing that media programmes in Oredo feature advertisement that positively portray respect for elders. Item two of the table had a mean score of 3.62 which indicates that radio and television programmes promote cultural values related to respecting elders in Oredo. Similarly, item 3 obtained a mean score of 3.34 which shows that newspapers and magazines feature stories that emphasize the importance of respecting elders in Oredo. In addition, item 4 got a mean score of 3.72 which revealed that mass media messages are effective in reinforcing the importance of respecting elders.

Item 5 in table 2 obtained a mean score of 3.13 which shows that television shows portray family interactions and values in Oredo. Also, Item 6 indicates a mean score of 2.21 which reveal that social media campaigns are not dedicated to discussing family issues and solutions in Oredo. Item 7 revealed a mean score of 3.51 which depicts that the mass media play a role in shaping perceptions of family bonding in Oredo. While, item 8 obtained a mean score of 2.79 revealing that newspapers and magazines feature articles about strengthening family relationships in Oredo.

Item 10 in table 3 obtained a mean score of 3.71, revealing that there are radio and television discussions that promote social harmony and cohesion in Oredo. Furthermore item 11 had a mean score of 3.65, which shows that newspapers and magazines feature stories about cultural practices related to hospitality in Oredo. Similarly, item 12

indicated a mean score of 3.04 which reveals that there are advertisement campaigns that encourage hospitality and inclusivity. Item 12 on the other hand, obtained a mean score of 3.29, revealing that local films highlight the importance of social cohesion and mutual respect in Oredo

Finally, item 13 in table 4 had a mean score of 3.37, depicting that television and radio programmes in Oredo contribute to discussions on religious beliefs and practices. Item 14 obtained a mean score of 3.01, revealing that newspapers and magazines feature articles provide discussion on the role of religion in community life. In addition, item 15 achieved a mean score or 3.26 and it shows that the mass media has influenced the respondents religious beliefs and practices. Item 16 obtained a mean score of 3.45 showing that media campaigns shape attitude towards religious tolerance and understanding

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

The chapter contains a summary of the study contents, including the findings, conclusions drawn and recommendations.

Summary

The study aimed to investigate implications of using media as a medium for promoting and preserving Nigeria's cultural values in Oredo LGA, Edo State. The research was structured for specific purposes and four research questions were constructed to elicit data. This study was carried out using a survey research design with a sample size of 100 participants, selected through simple random sampling. The primary data collection instrument was a structured questionnaire that was developed using a modified Linker Scale with a four-point rating system (Strongly Agreed, Agreed, Disagreed, Strongly Disagreed). Descriptive statistical methods including frequency counts, simple percentages, and mean score analysis were employed for data analysis. A criterion mean of 2.50 was set for decision-making. From the analysis of data, the following were the findings of the study:

- i. Media programmes in Oredo feature advertisement that positively portray respect for elders.
- ii. Radio and television programmes promote cultural values related to respecting

elders in Oredo.

- iii. Newspapers and magazines feature stories that emphasize the importance of respecting elders in Oredo.
- iv. Mass media messages are effective in reinforcing the importance of respecting elders.
- v. Television shows portray family interactions and values in Oredo.
- vi. Social media campaigns are not dedicated to discussing family issues and solutions in Oredo.
- vii. The mass media play a role in shaping perceptions of family bonding in Oredo.
- viii. Newspapers and magazines feature articles about strengthening family relationships in Oredo.
- ix. Radio and television discussions that promote social harmony and cohesion in Oredo.
- x. Newspapers and magazines feature stories about cultural practices related to hospitality in Oredo.
- xi. There are advertisement campaigns that encourage hospitality and inclusivity.
- xii. Local films highlight the importance of social cohesion and mutual respect in Oredo
- xiii. Television and radio programmes in Oredo contribute to discussions on religious beliefs and practices.
- xiv. Newspapers and magazines feature articles provide discussion on the role of

religion in community life.

- xv. The mass media has influenced the respondents religious beliefs and practices.
- xvi. Media campaigns shape attitude towards religious tolerance and understanding

Conclusion

Based on the findings of the study it was concluded that the media is a medium for promoting and conserving cultural values in Oredo LGA. The study participants agreed that the media promotes respect for elders, encourages hospitality and inclusion, shapes attitude towards religious tolerance and plays a role in strengthening social cohesion.

Recommendations

Based on the findings from the study on the implications of using media for promoting and preserving cultural values in Oredo LGA, Edo State, the following recommendations were made:

- i. Media platforms should diversify their content to include more programmes, advertisements, and articles that promote respect for elders, family values, social harmony, and cultural practices specific to Oredo's community.
- ii. Social media campaigns focused on discussing family issues and solutions should be developed to complement traditional media efforts and reach a broader audience.
- iii. The production and promotion of local films, television shows, and radio

programmes that highlight the importance of social cohesion, mutual respect, and religious beliefs within Oredo's community should be encouraged.

- iv. Media campaigns aimed at promoting religious tolerance and shaping positive attitudes towards cultural practices and community values should be launched.
- v. Collaboration between media organizations and community stakeholders should be facilitated to ensure that media content accurately represents local values and contributes positively to community well-being.

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APPENDIX 1

**DEPARTMENT OF VOCATIONAL AND TECHNICAL EDUCATION
FACULTY OF EDUCATION
UNIVERSITY OF BENIN
BENIN CITY**

**QUESTIONNAIRE ON IMPLICATIONS OF USING MASS MEDIA AS A
MEDIUM FOR PROMOTING AND PRESERVING NIGERIA'S CULTURAL
VALUES IN OREDO, EDO STATE**

Dear Respondent,

I am a final year student of Education Fine Art Department University of Benin. I am conducting a study on "Implications of Using Mass Media as a Medium for Promoting and Preserving Nigeria's Cultural Values in Oredo, Edo State". The research is in partial fulfillment of the requirements for the award of Bachelor of Education (B.Ed) in the Department of Education Fine Art. I will be grateful for your assistance and co-operation in spending a few minutes to complete the attached questionnaire in order to facilitate the research. I assure you that the information you provide will be treated with utmost confidentiality and will be used strictly for academic purposes.

Thanks.

Yours Faithfully,

SULE DAMILOLA CHUKUFUNAYA
Student

**QUESTIONNAIRE ON IMPLICATIONS OF USING MEDIA AS A MEDIUM
FOR PROMOTING AND PRESERVING NIGERIA’S CULTURAL VALUES IN
OREDO, EDO STATE**

To be answered by the Student

Instruction

Please tick (✓) in the appropriate response columns provided that corresponds with your response on the Implications of Using Media as a Medium for Promoting and Preserving Nigeria’s Cultural Values in Oredo, Edo State

Key:

SA -- Strongly Agree

A -- Agree

Disagree -- D

SD -- Strongly Disagree

Promotion of respect for elders?	SA	A	D	SD
Media programmes in Oredo feature advertisement that positively portray respect for elders				

Radio or Television programmes promote cultural values related to respecting elders.				
Newspapers or magazines feature stories that emphasize the importance of respecting elder.				
Mass media messages are effective in reinforcing the importance of respecting elders.				

Promotion of family bonding ?	SA	A	D	SD
Television shows portray positive family interactions and values.				
There are social media campaigns dedicated to discussing family issues and solutions.				
Mass media plays a role in shaping perceptions of family bonding.				
Newspapers and magazines feature articles about strengthening family relationships.				

Promotion of hospitality and social cohesion?	SA	A	D	SD
There are radio and television discussions that promote social harmony and cohesion.				
Newspapers and magazines feature stories about cultural practices related to hospitality.				
There are advertisements campaigns that encourage hospitality and inclusivity.				
Local films highlight the importance of social cohesion and mutual respect.				

Roles of the mass media in influencing religious beliefs and practices.	SA	A	D	SD
Television and radio programmes in Oredo contribute to discussions on religious beliefs and practices.				
newspapers and magazines feature articles provide discussion on the role of religion in				

community life.				
Mass media has influenced my personal religious beliefs or practices.				
Media campaigns shape attitudes towards religious tolerance and understanding.				