

**INFLUENCE OF BIG BROTHER NAIJA 2019 (PEPPER DEM) REALITY TV SHOW
ON THE SOCIAL LIFE OF UNDERGRADUATE STUDENTS OF IMO STATE
UNIVERSITY**

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Abstract

This study investigated the influence of Big Brother Naija 2019 (Pepper Dem) reality TV show on the social life of undergraduate students of Imo State University, Owerri. The study was anchored on cultivation theory. The researchers adopted survey research design using questionnaire as instrument of data collection. The total population of the study was 20,000 students. The Taro Yamane's formula was used to arrive at a sample size of 396. A total of 396 copies of questionnaire were distributed to the selected departments in the eleven (11) faculties of the University. The study used the multistage sampling technique in selecting respondents for the study. The findings of this study revealed that BBNaija reality TV show has wide viewership among undergraduate students of Imo State University as 76.2% of the students watch the show in the evenings on daily bases. It also revealed that the students are not negatively influenced by what they watch on the reality show but have been positively influenced, as 72.5% of the students noted that they have been influenced in the areas of living peacefully with their roommates, neighbours and hostel mates. The researchers concluded that undergraduate students of Imo State University are not negatively influenced by BBNaija reality TV show despite their heavy viewership. The study recommended that the subsequent shows should reflect more educational content, indigenous Nigerian cultures and serve as a channel for transporting Nigerian and African culture to the outside world.

Keywords: BBNaija, Television, Reality TV show. Influence, Pepper Dem

Introduction

It remains a known fact that some people get influenced by what they see, especially on television. The television as a broadcast medium is a potent tool that is capable of shaping cultural values. If not used positively, it may lead to many undesirable results such as domestic violence, psychological disturbances, juvenile delinquencies and many more (Ekhayeme, 2011). Television is one of the most influential media and it has become very easy for people to get attracted to televised programme and become addicted to it because pictures, sound and colours are naturally powerful ingredients of influence. Studies have focused on how television programmes that appear to be "real" alter the viewer's perception of reality or social reality (Nwafor & Ezike, 2015).

However, a buzz television programme that is leaving its mark on the youths in recent times in Nigeria contemporary society is the Big Brother Naija (BBNaija) which originates from Big Brother Africa (BBA), and this programme appears to be taking over reality TV in Nigeria (Oluwakayode, 2013). Big Brother Naija, was previously known as Big Brother Nigeria and it is a reality TV competition television series in which 26 contestants live together in an isolated house and compete for a large cash prize of #60,000,000 (Sixty Million Naira) (the money varies every year) alongside a brand new SUV car at the end of the show by avoiding being evicted from the house by viewers through voting (Nwafor & Ezike, 2015).

The first edition of the Big Brother Naija reality TV show was first aired on DSTV Channel 37 from March 5 to June 4, 2006. The voting results were verified by the Auditing Company of Alexander Forbes. A second edition of the Big Brother Naija reality TV show premiered on January 22, 2017 in which Delta born housemate, Efe Ejeba emerged the winner alongside Bisola Ayola as the first runner up. A third edition of the popular show debuted on January 28, 2018 which lasted for 85 days of double drama with the theme "Double Wahala" which was a through reflection of one of the contestants Cynthia Nwadiora, (Cee-C). Imo State born, Miracle Igbokwe emerged the winner of the competition amongst other contestants such as Nina Ivy, Tobi Bakare, Teddy A, Bambam, Khloe, Lolu, Anto, Leo, Ifu Ennanda, Bitto, Rico Swavey, Ahneeka, Princess, K-Brule, Vandora, Alex, Dee-one and Angel (Andyke, 2019).

The fourth edition of Big Brother Naija 2019 (Pepper Dem) reality TV show commenced on 30th July, 2019 with 21 housemates, few weeks later, 5 new housemates were introduced to the house. The reality TV show had its auditions held in eight selected cities in Nigeria to include Abuja, Lagos, Ibadan, Benin, Warri, Enugu, Calabar and Port Harcourt. And each of the audition centres witnessed a surge of over 5,000 contestants (Oak.tv, n.d; Akinyoade, 2019).

Reality TV as a genre of television programming that has grown over the years and has become an addition of some sort for many of their viewers especially youth. Many people watch reality shows for several disparate reasons. Reality television show has in recent time significantly proved to be the youth's favourite, especially those whose ages range from 18-25 (Chikafe & Matereke, 2012). Among these programmes is the Big Brother Naija popularly known as BBNaija which is the focus of this study.

According to Chikafa and Matereke (2012), the concept of Big Brother was borrowed from George Orwell's novel of 1984 titled, 'Fictional Dystopia of Oceania' in which he described a world of never ending surveillance. In the novel, the dictator who watched over citizens of Oceania was called Big Brother and his terrifying slogan was "Big Brother is watching you". The

reality TV show debuted on the African continent in 2003 and has since then with the aid of the growth of satellite TV in Africa, roused African audience interest and has remained an annual event till date (Chikafa & Matereke, 2012).

Big Brother Naija reality show has continued to receive criticism due to display of obscene and vulgar scene which is considered not to be part of the Nigerian culture and un-African. In line with the above assertion Ojoko (2013) opines that Big Brother reality show has no doubt generated a lot of controversies in recent times and worthy of note is the fact that the sponsors or organizers are near-faceless and the show exhibits low moral values and falls short of what is expected in these days where clamour for the good days when cultural and good moral values was at its peak. According to Laitto (2015), the disturbing level of sexual immorality being celebrated by the Big Brother reality show is adjudged short of programmes designed for educating viewers. Be that as it may, great number African audiences particularly the youths have continued to emulate the damaging style portrayed in the programme (Oluwakayode, 2013). This has led to several calls demanding for its ban and censorship.

For instance, in 2007, the lower legislative chamber otherwise known as Nigerian House of Representative directed the Nigerian Broadcasting Commission to discontinue the airing of the Big Brother reality show as it is unhealthy for public consumption (Ralvy, 2007).

Despite these outcries and the moral panics, the reality show has neither improved in moral tone nor level of viewership reduced. The number of viewers have rather increased from over forty million in 2012 to seventy (70) million in 2014 and in 2017 had an estimated vote of twenty-six (26) million. This shows that there is a large followership amongst the Nigerian youths as the reality show practically seems to have a lasting influence on the social life of youths (Nwafor & Ezike, 2015).

Hence, it is against this backdrop that this study seeks to investigate the influence of Big Brother Naija 2019 (Pepper dem) reality TV show on the social life of undergraduate students of Imo State University.

Statement of the Problem

The viewership of Big Brother Naija since its debut has grown tremendously and it has remained unarguably one of the most watched/followed television reality shows in Nigeria (*Daily Independent*, 21st July 2013). However, reality TV show has been heavily criticized for promoting immorality through its display of obscene scene and use of inordinate languages which seem to be alien to Africans. This according to critics such as the Nigerian noble laureate, Wole Soyinka as cited in Lengnan, (2013) is not part of the Nigerian culture and that of Africa in general. Soyinka and his fellows described the show as "pervasive and debasing" (Leugnan, 2013).

According to Nwafor and Ezike (2015), the TV reality show has displayed uninhibited sexual frolics in open cameras, accusations, STD's being passed around, shameless smooching by hormonally charged housemates and ear-tingling swear words are the predominant values being shown, which lamely try to project positive African cultures and traditions which is ironical because such modern franchise like Big Brother Naija are Neo-imperialist means of eroding the very essence of Africanism.

Due to the desperations of the contestants to smile home with the ultimate price of #60,000,000 (Sixty Million Naira) and a brand new SUV, the housemates seems to forget that virtues such as morality, dignity, self-respect, posterity, discipline, decency in dressing and maturity exists, they all have their eyes fixed on the price, throwing caution to the wind as they display all manner of promiscuity, immortality, envy, immaturity,, indecency, violence, jealousy with reckless abandon.

Considering these problems, and since television is seen as an audiovisual medium through which some youths especially undergraduates are influenced in their day to day activities as a result of what they see on reality television shows. These therefore necessitated the research to investigate the influence of Big Brother Naija 2019 (Pepper Dem) reality TV show on the social life of undergraduates of Imo State University.

Research Questions

The researchers asked the following questions:

1. What is the level of viewership of BBNaija reality TV shows among undergraduate students of Imo State University?
2. What gratification do the students derive from viewing BBNaija reality TV shows?
3. What is the influence of the viewership of Big Brother Naija reality TV shows on the social life of the students?

Review of Related Literature

Influence of Reality TV Shows on the Social Life of Students

The influence of Reality shows viewing and the effects it has on the social life of students cannot be deemphasized as it has been a dominant topic since 1960's. With the ever changing landscape of television programming reality shows has become increasingly popular especially among student audiences. This study explores George's Cultivation Theory (1998), which assumes that television has the ability to influence the attitudes and perception of its viewers, and uses it as a foundation to determine if there is an association between reality shows consumption and the attitude of students.

Because of the popularity of reality shows among young people, it is important not only to reaffirm that students or youths watch reality shows but to determine the level of how connected they are with those reality shows. Reality shows gives a coherent picture of what exists, what is important, what is related to what, and what is right. In today's society and with the growing use of internet, media is omnipresent making its influence even greater (Ayarza, 2011).

These type of shows aim to show how ordinary people behave in everyday life, or in situations often created by the show makers, which are intended to represent everyday life. Reality shows are those shows that contain producer created environments that control contestant's behaviour (Anolik, 2016).

Television companies and programme producers capitalize on this interest and try to pitch the show that will gain the most viewers and highest ratings. Unfortunately, this scripted play most of the times turn reality shows into unrealistic, dramatic, manipulated situations. Those behind the scenes benefit, but to viewers, especially the young naive ones, this tactic can be harmful to their perception of reality. If a show is meant to be based on reality, then situations should not be manipulated. The end result of this kind of manipulation is called enhanced reality

(Punathambekar, 2010). Most reality shows usually create scenarios that demonstrate how certain behaviour can be rewarded and how certain defiant ones are punished too. The concern is that frequent viewers of these shows will learn from these behaviours, consider them as desirable and then model them in the actual real world.

Empirical Review

Wifred, et al. (2019) conducted a study on students' perception of reality shows on television and it was revealed that reality television programmes are produced with educational contents meant to teach the audience skills being performed or perfected by the contestants and the programmes helps audience members to learn things about other people. The study concludes that reality television programmes have serious influence on audience members as they desire to be like the people they watch in the programmes. Nwafor and Ezike (2015) did a study on Viewership of Big Brother Africa and its influence on the moral conduct of undergraduate students it was found that Big Brother Africa has wide viewership among Ebonyi State university undergraduate students and it influences their perception and attitude towards decency and morality. Some of them learn technical kidnapping skills while others learn to cohabit with the opposite sex in their off campus hostels, and this contributes to the many cases of rape, teenage pregnancy, sexually transmitted diseases, abortion and abortion related deaths among this vulnerable group.

Ugwanga (2013) carried out a study on reality TV shows and its influence on youth and it was revealed that majority of youth spend most of the time watching TV and most of them watch popular reality TV programmes such as 'American Idols', 'Survivors', 'Big Brother Africa' and 'Star Performers.' And that since the 2013 BBA winner was a Namibian, Delish Matthew, it seems this inspired many youths in Windhoek and they are well motivated to keep watching BBA. Contrary to the widely held negative views about reality TV shows, the study argues that they are important social phenomenon. It does not suggest that there are no problems with reality TV shows, but indicates that there are positive and negative influences that reality TV shows impose on youths of Windhoek. Osman (2010) did a similar study on the impact of television programme on the mindset and attitudes of youths in the rural areas and findings revealed that the content of television programmes does have a significant impact on the mindset and attitudes of the respondents as viewers are using television programmes as educational tools.

Pernpek, et al. (2009) conducted a study on college students' social networking experience on Facebook and it was revealed that college students are a particularly vulnerable population to messages portrayed through media, as this is a crucial time during which their identities are formed and behaviours adopted. Reality television could potentially shape the financial behaviours of college students if behaviour on reality television in general is imitated in real life and perceived to be without consequence.

Papacharissi and Mendelson (2007) conducted a study on appeal uses and gratifications of reality TV shows it was revealed that the most salient motives for watching reality TV were habitual pass time and reality entertainment. Additional analysis indicated that those who enjoyed reality TV the most for its entertainment and relaxing value also tended to perceive the meticulously edited and frequently pre-planned content of reality interaction as realistic. Lundy, et al. (2008) carried out study on reality TV consumption patterns and it was revealed that while participants perceive a social stigma associated with watching reality television, they continue to watch because of the perceived escapism and social affiliation provided.

Theoretical Framework

This study was anchored on cultivation theory to the fact that the theory is more prominent and closely related to the topic under investigation. George Gerbner was the proponent of the Cultivation theory which is seen as positivistic, meaning it assumes the existence of objective reality and value-neutral research (West & Turner, 2010).

The principle of the Cultivation theory is that heavy exposure to media, over time, subtly "cultivates" viewers' perceptions of reality. According to Gerbner and Gross "Television is a powerful medium of socialization of most people into standardized roles and behaviours. Its function is in a word, enculturation". Within his analysis of cultivation, Gerbner draws attention to three entities institutions, messages, and publics (Morgan & Shanahan, 2010).

Cultivation Theory for many, media represents a window into the world, especially worlds that are not part of their immediate settings. This perspective prompted scholars to explore the relationship between reality and reality as portrayed on television.

According to cultivation theory, media consumptions tend to work to create distorted perceptions of the world. The main idea of the theory is that heavy users begin to view the real world as it exists on television; for example, a heavy television viewer can be made to believe that the best men to date as a lady are only from specific given community after watching for some time. This gets to skew their reality based on culture, upbringing, and personal experience. Cultivation theory research therefore establishes specific psychological processes that occur with heavy television users.

The extended exposure to the several episodes therefore could lead the youths to view and handle dating within themselves in Nigeria as it existed on television. For example, an individual is most likely to respond aggressively to their dating partner if the reality created by the reality show, was that of dating couples who were constantly aggressive to each other.

Methodology

The research design adopted for this work was the survey method. The area covered by the investigation was undergraduate students of Imo State University is Imo State University, Owerri. Population of the study comprises of 20,000 undergraduate students of Imo State University, Owerri (<https://imsuportal.imsu.edu.ng>). The sample size was 396 and this was determined using Taro Yamane. The study employed multistage sampling technique.

STAGE 1: The researcher selected the whole 11 faculties in Imo State University. The faculties are; Agriculture and Veterinary Medicine, Business Administration, Engineering, Environmental Sciences, Health Sciences, Humanities, Law, Social Sciences, Science, Education and Medicine.

STAGE 2: Out of the eleven (11) faculties in Imo State University, the researcher randomly selected two departments from each faculty apart from the faculty of Law that one department was selected, thereby making it a total of 21 departments.

STAGE 3: In this stage, the researcher purposively selected from each of the departments, 300 level and 400 level students because they are likely to have cable TV at their homes.

STAGE 4: From the selected 21 departments, 396 copies of questionnaires were purposively distributed to the 3001 and 4001 students who were exposed to BBNaija. That is, 36 were given to law faculty and then 18 to each department.

The researcher made use of the questionnaire as an instrument in gathering data and it was face validated by mass communication research expert. A Pearson product moment correlation was run to determine the reliability of the instrument between responses of 20 respondents in two separate occasions but still on the same questions. There was a strong positive correlation between respondents' first answers and the second, which was statistically significant ($r = 0.6$, $n = 20$, $p = 0.05$). In analyzing the data collected using the questionnaire; the researcher used the simple percentage method.

Data Presentation and Analysis

The researchers distributed 396 copies of the questionnaire to the selected levels of the departments in each of the faculties. From the numbers distributed, 396 (100%) copies were retrieved and found valid. **Analysis of Psychographic Data**

Research Question One: What is the level of viewership of BBNaija reality TV show among undergraduate students of Imp State University?

Responses	Yes	No	Can't say	Total
Response of Respondents on Watching BBNaija Reality TV Show	396 (100%)	- (-)	- (-)	396 (100)
	Daily	Every two days	Weekends	
Response of Respondents on how often they watch BBNaija	194 (49.9%)	67 (16.0%)	135 (34.1%)	396 (100)
	Morning	Afternoon	Evening	
Response of respondents on the time frame the day they watch BBNaija	23 (5.8%)	61 (15.4%)	312 (78.8%)	396 (100)

Source: Field survey, 2019

From the above table, the analysis confirmed that 100% of the respondents watch BBNaija reality TV show. The implication is that, all the respondents were aware of BBNaija reality TV show and they watch it. Analysis indicated that 49.9% of the respondents watch BBNaija reality TV show daily. This implied that the respondents watch the show every day after academic activities. Further analysis showed that 78.8% respondents watch BBNaija in the evening. This means that the students watched the show in the evenings after school activities in order not to compromise with their academic schedules.

Research Question Two: What gratification do students derive from the show?

Responses	Yes	No	Can' t say	Total
Response of respondents on whether BNaija provide a means of relaxation as a result of watching it	358 (90.4%)	18 (4.5%)	20 (5.1%)	396 (100)
	Yes	No	Can' t say	
Response of Respondents on whether BNaija reality TV show provide an escape to some academic stress	341 (86.1%)	29 (7.3%)	26 (6.6%)	396 (100)

	Yes	No	Can't say	
Response of whether BNaija respondents on show promote or enhance peaceful coexistence	77 (19.5%)	56 (14.1%)	263 (66.4%)	396 (100)
	Yes	No	Can't say	
Respondents response on whether BBNaija show provide an avenue for relationship/dating tips	201 (50.8%)	80 (20.2%)	115 (29%)	396 (100)
	Yes	No	Can't say	
Response to respondents on whether the show broaden your intellectual horizon as a student through their game puzzle	193 (48.7%)	156 (39.4%)	47 (11.9%)	396 (100)
	Yes	No	Can't say	
Respondents response on whether BBNaija show enlightens through the debate competition organized for housemate	347 (87.6%)	39 (9.9%)	10 (2.5%)	396 (100)
	Yes	No	Can't say	
Respondents response on whether BBNaija Saturday parties appeal to their social life as a student	199 (50.3%)	152 (38.4%)	45 (11.3%)	396 (100)
	Yes	No	Can't say	
Respondents response on whether BBNaija promote cultural integration through their exhibition of cultural attires by the housemates	341 (86.1%)	7 (1.8%)	48 (12.1%)	396 (100)

Source: Field survey, 2019

Analysis revealed that BBNaija provides a means of relaxation to 90.4% respondents and that 86.1% of the respondents said BBNaija reality TV show provides an escape to some academic stress. There were indications that 66.4% of the respondents can't say whether BBNaija promote or enhance peaceful coexistence. To 50.8% of the respondents it can be clearly deduced that BBNaija provides an avenue for relationship/dating tips. Further analysis revealed that 48.7% of the respondents agreed that BBNaija show broadened their intellectual horizon through their game puzzle. It is evident from analysis that 87.6% of the respondents are enlightened by BBNaija through the debate competition organized for housemates. 50.3% of the respondents confirmed that BBNaija Saturday parties appealed to the social life of the students. Analysis also showed that 86.1% of the respondents enjoyed cultural exhibition by the housemates in BBNaija reality TV show.

Research Question Three: What is the influence of the viewership of BBNaija reality TV show on the social life of students?

Responses	Yes	No	Can't say	Total
Respondents responses on whether they admired the personalities or lifestyles portrayed by the BBNaija housemates	183 (46.2%)	34 (8.6%)	179 (45.2%)	396 (100)
	Yes	No	Can't say	

Response of respondents on what they emulate from the admired housemates	101 (25.5%)	82 (20.7%)	213 (53.8%)	396 (100)
	Yes	No	Can't say	
Respondents response on whether they can control your sexual urge within a certain period of months as a result of watching BBNaija	371 (93.7%)	18 (4.5%)	7 (1.8%)	396 (100)
	Yes	No	Can't say	
Response of respondents on whether BBNaija has influenced them positively in the area of living peacefully with their roommates, neighbours and hostel mates	203 (51.3%)	104 (26.2%)	89 (22.5%)	396 (100)
	Yes	No	Can't say	
Respondents response on whether they now dress indecently as a result of watching BBNaija	10 (2.5%)	373 (94.2%)	13 (3.3%)	396 (100)
	Yes	No	Can' t say	
Response of respondents on whether their relationship and interaction with people changed positively as a result of their exposure to BBNaija	186 (47%)	20 (5%)	190 (48%)	396 (100)

Source: Field survey, 2019

Analysis revealed that 46.2% of the respondents admired the personalities and lifestyles of the BBNaija housemates. Also, 53.8% of the respondents did not emulate anything from the BBNaija housemates despite admiration of the personalities and lifestyles portrayed by some of the housemates. From analysis 93.7% of the respondents agreed that they can control their sexual urge within a specific period of time. Further analysis showed that 51.3% of the respondents agreed that BBNaija has influenced them positively in the area of living peacefully with their roommates, neighbours and hostel mates as a result of their exposure to BBNaija. And also, 94.2% of the respondent disagreed that they now dress indecently as a result of their heavy exposure to BBNaija reality TV show. 48% of the respondents could not say whether their relationship with people changed positively as a result of their exposure to BBNaija.

Discussion of Findings

Findings revealed that BBNaija reality TV show has a wide viewership among undergraduate students of Imo State University at an average of 76.2% as they watched the show daily but in the evenings after school activities. This is in line with Ugwanga (2013), his findings revealed that majority of youths spend most of the time watching TV and most of them watch popular reality TV programmes such as American idols, survivor's, Big Brother Africa, etc. Also, it is in line with the findings of Nwafor and Ezike (2015) which revealed that Big Brother Africa has wide viewership among Ebonyi State University students and it influences their perception and attitude towards decency and morality. In view of the cultivation theory exposure to media, overtime, subtly "cultivates" viewers' perceptions of reality.

The study found out that 90,4% of the respondents feel relaxed watching BBNaija, 86.1% of the students watched the show to escape the stress associated with busy academic calendar, 50.8% of them learned new relationship/dating tips from the show, 48.7% of the students were gratified through broadened intellectual horizon from the game puzzle in which they picked new tricks, at 87.6%, BBNaija enlightened the students through the debate competition among the housemates, meanwhile, the Saturday parties appealed to the social life of the students at 50.3% while 86.1% of the students enjoyed the cultural exhibition of different attires by the housemates which to them,(students) promotes cultural integration. This is in close affiliation with the findings of Lundy, et al. (2008) which revealed that College students watch reality TV because of the perceived escapism and social affiliation provided. In a similar relativity also, Papacharissi, and Mendelson, .(2007) findings revealed that the most salient motives for watching reality TV were habitually to pass time and reality entertainment. From theoretical perspective an extended exposure to the several episodes therefore could lead to instances where the students will try to cultivate what they see on television. This implies that undergraduate students of Imo State University watch BBNaija show to gratify their needs such as relaxation and an escape from academic stress.

Findings of the study showed that BBNaija reality TV show has positively influenced the students of Imo State University at an average of 72.5% in the area of living peacefully with their roommates, neighbours and hostel mates and also in controlling their sexual urge for a certain period of time due to their exposure to the show. However, it also revealed that the show did not influence the students negatively. This implies that the students are still very much conscious with good morals and values as they maintain and uphold them in high esteem without being negatively influenced by what they watch on TV. This finding negates that of Wilfred et al. (2019), their findings revealed that reality TV programmes have serious influence on audience members as they desire to be like the people they watch in the programme. The findings is also contrary to the findings of Yemolayeva and Calvert (2009), their findings showed that reality TV could potentially shape the financial behaviours of college students if behaviours on reality TV in general is untied in real life and perceived to be without consequence. Also, the findings are not in line with that of Osman (2010), which reveals that content of TV programme does have a significant impact on the mindset and attitudes of the respondents. This underscores the analysis of cultivation theory that heavy television watchers are likely to exhibit characters or traits like those they watch on television.

Conclusion

Findings from the study apparently indicates that the students watch Big Brother Naij a reality TV show in order to ease themselves of some academic stress as the show also provides a means of relaxation to them. It is also evident that the show broadens their intellectual horizon as students through the show's game puzzle. It showed that Big Brother Naija reality TV show promotes cultural integration through the exhibition of cultural attires by the house mates.

Therefore, it is safe to conclude that the students are not negatively influenced by Big Brother Naija reality TV show despite their heavy followership/viewership. Even though they are heavily exposed to television, they do not dress indecently and are not influenced negatively by what they watch on the reality TV show. This invariably implies that the students are still very much conscious of moral values as they uphold and maintain them in high esteem.

Recommendations

Given the findings and conclusions reached, the following recommendations are put forward by the researchers;

1. Since reality TV shows (BBNaija), has large viewership among undergraduate students, television regulators should ensure that reality TV programmes aired on Nigerian television stations are those capable of impacting knowledge, positive skills and life styles of Nigerian youths.
2. It is recommended that the show reflect more educational content, Nigerian indigenous cultures and serve as a channel for transporting Nigerian and African cultures in its entirety to the outside world.
3. The researchers recommend that scriptwriters and film producers should develop the habit of writing films that can add values to the cultures of the viewers; they should see reality TV show as medium for cultural exchange where messages should be reasonable and positive to impact and influence the watchers positively.

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