**CHAPTER ONE: INTRODUCTION**

* 1. **Background to the Study**

Television is an essential medium for communication, entertainment, and education, playing a significant role in shaping culture and society. The influence of television in promoting culture has been a subject of scholarly interest for decades. Scholars have explored how television programming can influence cultural practices, attitudes, and beliefs.

In Nigeria, a country with over 250 ethnic groups, television programming plays a critical role in promoting cultural diversity, preserving cultural heritage, and promoting cross-cultural understanding (Akinfeleye, 2018). With the diversity of cultures in Nigeria, television programming serves as a means of promoting intercultural communication, which is essential in promoting national unity and harmony (Udegbe & Nwosu, 2017). It also serves as a tool for preserving cultural heritage and preventing cultural erosion (Akinfeleye, 2018). By showcasing diverse cultures through television programs, people can learn about different cultural practices and beliefs, which can promote tolerance and understanding among different ethnic groups (Oso & Onabajo, 2019). Thus, television programming has the potential to play a significant role in promoting cultural diversity and understanding in Nigeria.

Nigeria is known for its rich cultural heritage, and annually, numerous cultural festivals and events are celebrated across the country, such as the Durbar Festival in Kano, the Calabar Carnival, the Osun Osogbo Festival, and the Eyo Festival in Lagos Okon, (2018). These festivals attract not only local but also international tourists, making them significant events for the promotion of cultural understanding and awareness. Television programming can play a vital role in promoting these festivals by showcasing their unique attributes to a wider audience, thereby creating awareness and understanding of other cultures Ojo et al., (2021). For instance, the Calabar Carnival, which is one of the most significant cultural festivals in Nigeria, has been widely covered on television, attracting a global audience and promoting cross-cultural understanding (Ojo et al., 2021). Also, the annual Carnival festival in Rio de Janeiro, Brazil, has gained global recognition through television coverage, promoting Brazilian culture and attracting tourists Ribeiro & Gomes, (2013).

Cultural festivals and events are essential parts of cultural heritage, providing opportunities for cultural exchange and community building. Television programming can be used to promote cultural festivals and events to a wider audience, raising awareness of cultural practices and promoting cross-cultural understanding. According to Chalip et al (2018), cultural events can contribute to community identity and social capital, providing opportunities for cultural exchange and community building. Television programming can be used to promote cultural festivals and events to a wider audience, thereby creating opportunities for cross-cultural interaction and understanding.

Indigenous languages are an essential aspect of cultural diversity and heritage, representing the diversity and uniqueness of different cultural groups. According to UNESCO (2019), over 43% of the world's languages are endangered, with many of them being indigenous languages. In Nigeria, there are over 500 languages spoken, with many of them being endangered. Television programming can play a critical role in promoting indigenous languages, preserving cultural heritage, promoting cultural diversity, increasing their visibility and promoting cross-cultural understanding. It can also provide a platform for the promotion of Indigenous languages through the creation of programming in these languages. This can help to preserve these languages, which are often endangered due to globalization and the dominance of dominant languages (Pennycook, 2012). For example, the creation of programming in the Indigenous Efik language in Nigeria has helped to promote the language and preserve cultural heritage Oden, (2018).

Television programming has been used in promoting indigenous languages by incorporating them into programming, such as news broadcasts, talk shows, and documentaries. For instance, the Nigerian Television Authority (NTA) has a program called "Gari ya waye," which is broadcasted in Hausa, one of Nigeria's indigenous languages. The program features news, current affairs, and cultural events, promoting cross-cultural understanding and preserving indigenous languages.

However, the promotion of Indigenous languages through television programming can also have a negative impact. It can lead to the marginalization of these languages, as they are often relegated to niche programming with limited viewership Mabweazara, (2012). Additionally, the promotion of Indigenous languages through television programming can be costly, limiting the availability of programming in these languages Kuokkanen, (2007).

Local music and dance performances are essential aspects of cultural heritage, representing the diversity and uniqueness of different cultural groups, and have been used to preserve cultural heritage, promote cultural diversity, and provide entertainment. Television programming can play a significant role in promoting local music and dance performances, increasing their visibility and promoting cross-cultural understanding. It can provide coverage of local music and dance performances, showcasing the diverse range of cultural traditions and practices. This can help to preserve cultural heritage and promote cross-cultural understanding. For example, the promotion of African music and dance performances through television programming has helped to promote African culture and increase its visibility globally (Olaniyan, 2004).

In Nigeria, there are several local musicians and dancers who are not well-known outside their communities. Television programming can be used to showcase their talent, thereby promoting cultural diversity and preserving cultural heritage. For instance, the Nigerian Breweries sponsored a program called "Star Quest," which was a talent show for local musicians. The program was broadcasted on national television, promoting local music and dance performances and providing opportunities for cross-cultural interaction.

One of the cultures that have been widely promoted through television programming is the Efik culture. The Efik people are an ethnic group located in the southeastern part of Nigeria, particularly in Cross River State. The Efik culture is known for its unique and vibrant festivals, traditional attire, cuisine, and language. For instance, the Calabar Carnival, a festival celebrated in Cross River State, has been widely covered on television, thereby promoting the Efik culture to a global audience. Additionally, the Efik language has been promoted through television programming, with some channels airing programs entirely in the Efik language. The Cross River Broadcasting Corporation (CRBC) has several programs that promote the Efik culture and language, such as "Efik Today," which highlights various aspects of the Efik culture and lifestyle, and "Edikang Ikong," a cooking show that teaches how to prepare traditional Efik dishes. Similarly, the Nigerian Television Authority (NTA) has produced several programs that showcase the rich cultural heritage of the Efik people.

Agyeman-Duah (2017) argues that African television programmes can help to dispel negative stereotypes about the continent and showcase its rich cultural heritage. Similarly, Kasoma (2018) recognized that television can play a significant role in promoting and preserving indigenous languages, which are often threatened by the dominance of English and other European languages. He suggests that through the use of television programmes, indigenous languages can be taught to a wider audience, which can help to preserve them for future generations. Moreso, Baack and Fogliasso (2018) noted that television programmes that showcase local cultural festivals and events can help to attract tourists to a region, which can have economic benefits for the local community. Similarly, Lerner and Papacharissi (2018) discovered that television programmes that showcase diverse cultural perspectives can help to promote understanding and tolerance among different cultural groups.

However, the promotion of local music and dance performances through television programming can also have a negative impact. It can lead to the commercialization of cultural practices, diluting their authenticity and cultural significance (Szmigin & Carrigan, 2015). Also, It can be costly, limiting the availability of programming in these areas. For example, the commercialization of the Chinese New Year festival in China has led to a loss of traditional practices and the promotion of consumerism Zhao & Xie, (2014).

This study seeks to Assess the Influence of Television Programming in Promoting Culture in Calabar, Cross River State, Nigeria.

* 1. **Statement of the Problem**

The role of television in promoting culture has been a subject of much debate in the field of communication studies. While some scholars argue that television has the potential to promote cultural diversity, others have expressed concern about the impact of television on local cultures and the homogenization of global culture. Furthermore, the rise of digital media and the internet, and the loss of cultural heritage and identity due to globalization and modernization has significantly altered the landscape of media consumption, leading to a shift in cultural practices and values. Most television programming in Nigeria is dominated by western culture, with little emphasis on promoting local cultural values. This trend has contributed to a decline in the appreciation and promotion of local cultural heritage. With the advent of modern technology, traditional forms of communication and expression have been marginalized, leading to a decline in cultural practices and identity. Therefore, there is a need for a comprehensive assessment of the influence of television in promoting culture, particularly in a Nigerian context where there is a rich diversity of cultures. This study aims to address this gap by exploring the ways in which television programming promotes cultural festivals and events, promotes indigenous languages, and promotes local music and dance performances in Nigeria. Through this assessment, the study seeks to provide insights into the role of television in promoting cultural diversity and cross-cultural understanding, as well as the potential challenges associated with the use of television as a medium for cultural promotion.

* 1. **OBJECTIVE OF STUDY**

The General objective of the study seeks to assess the Influence of Television in Promoting Culture. The specific objectives include the following:

* to examine the influence of television on cultural festivals and events of the Efik People of Calabar;
* to assess the influence of television on the indigenous Efik Language;
* to ascertain the level of influence of television on the Promotion of Local music and dance performances in the Efik People of Calabar.
  1. **Research Questions**
* How does Television programme influence the Promotion of Cultural festivals and events?
* How does Television programme impact on the Indigenous Efik language?
* What is the relationship between Television programme and Promotion of Local music and dance performances?
  1. **Significance of the Study**

The study “Assessment of the influence of television in promoting culture” will be significant in several ways. Firstly, it will help to shed light on the role of television in promoting cultural diversity and preserving cultural heritage, especially in countries with diverse ethnic groups like Nigeria. Secondly, the study will contribute to the body of knowledge in the field of mass communication by providing insights into the relationship between television and culture.

Additionally, the study's findings will be valuable to media practitioners and policymakers in the media industry. The study will provide media practitioners with insights into how television can be used to promote cultural festivals and events, indigenous languages, and local music and dance performances. By understanding the influence of television on culture, media practitioners will be better equipped to produce content that promotes cultural diversity and promotes cross-cultural understanding.

Moreover, the study will be useful to policymakers in the media industry. Policymakers can use the findings of the study to develop policies that promote the production and dissemination of cultural content on television. By creating an enabling environment for the production and dissemination of cultural content, policymakers can promote cultural diversity and preserve cultural heritage.

Furthermore, the study's findings will be valuable to the academic community. The study will contribute to the existing literature on the relationship between television and culture. It will provide insights into the ways in which television can be used to promote culture and the effects of such promotion on society. The study's findings can also form the basis for further research in the field of mass communication.

Inclusively, the study's significance lies in its potential to contribute to the promotion of cultural diversity, the preservation of cultural heritage, and the promotion of cross-cultural understanding. The study's findings can be used to develop policies and strategies that promote cultural diversity and preserve cultural heritage. By doing so, the study can contribute to the promotion of a more tolerant and culturally rich society.

* 1. **Delimitation of the Study**

The scope of this study on "An Assessment of the Influence of Television in Promoting Culture" is delimited to the Efik people of Calabar, Cross River State, Nigeria. The study focuses on the impact of television programming on promoting cultural festivals and events, indigenous languages, local music and dance performances of the Efik people. The study covers the period between 2015 and 2022, as it examines the recent trends and developments in the Nigerian television industry.

Moreso, the study is confined to the use of qualitative research methodology, specifically content analysis of selected television programmes, interviews with television producers, and focus group discussions with audiences. The study does not employ quantitative research methods, such as surveys and experiments, due to time and resource constraints.

Also, the study is delimited to the assessment of television programming's influence on promoting culture, without considering other forms of media, such as radio, print, and online platforms. The study is also delimited to the perspectives of television producers and audiences, without considering the views of cultural policymakers, scholars, and other stakeholders. The study does not examine the economic impact of cultural promotion through television programming, such as the revenue generated from tourism and cultural industries. The study solely focuses on the cultural significance of television programming in promoting culture.

* 1. **Limitation of the Study**

The study may generally be limited by insufficient funding, Time constraint and a limited sample size due to the difficulty in obtaining a large and representative sample of the population. Additionally, Technological limitations, particularly in areas with poor internet connectivity and limited access to modern media technologies, which could affect the accuracy and reliability of the data collected is considered. The study may also be limited by the subjectivity of the participants' responses, particularly in the case of assessing the impact of television in promoting cultural festivals and events. The responses may be influenced by individual biases, leading to inaccurate or incomplete information.

* 1. **Operational Definition of Key Concepts**

**Television programming:** In this study, television programming refers to any audio-visual content produced and aired by television stations, including but not limited to, news programs, documentaries, dramas, talk shows, and reality shows.

**Culture:** For the purpose of this study, culture is defined as the shared beliefs, values, customs, behaviors, and artifacts that characterize a group or society. This includes both tangible elements such as food, clothing, and architecture, as well as intangible elements such as language, music, and traditions.

**Promotion:** In this study, promotion refers to any effort to raise awareness or increase the visibility of cultural festivals, events, language, music, or dance performances using television programming.

**Influence:** In this study, influence refers to the ability of television programming to affect or shape the attitudes, behaviors, and perceptions of viewers regarding cultural festivals, events, language, music, or dance performances.

**Assessment:** The assessment in this study refers to the process of evaluating the effectiveness of television programming in promoting culture by analyzing viewer feedback, ratings, and other relevant data.

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