

Sexual Assault of Females: The Role of Television in Shaping Sexual Behaviour of Youth

Ogochukwu Charity Ekwenchi

Department of Mass Communication,
Faculty of Social Sciences, Nnamdi Azikiwe University,
Awka, Anambra State, Nigeria
ekwenchiogo@yahoo.co.uk

Onwuagba Maryrose Ifeyinwa

Department of Mass Communication,
Faculty of Social Sciences, Nnamdi Azikiwe University,
Awka, Anambra State, Nigeria
achusimego@gmail.com

Abstract

The need to identify strategies in improving television media programming and promotion of nudity, hard drug consumption and aggressive sexual content via movies, musicals and advertisement in this Age of Yahoo Plus, Mkpurummiri and Oke Itè driven society is germane. This was as a result of increase in cases of sexual assault of female gender –Minor, adolescent, adult and elderly seen as obscene and deprecation on media practitioners in global perspective. This study has shown that sexual content prevalent in television programming and movies with drug – addicted themes have deleterious effect on viewer’s attitudes about sex, the researchers investigated: What is responsible for upsurge of rape in this age? What makes men to sexually assault the female gender? How do male gender viewing TV models addicted to Mkpurummiri behave in sexual relationship with females? Whether there is relationship between youths’ exposure to violent television sexual content and aggressive attitudes in sexual relationship within the theoretical framework of Cultivation theory. Qualitative research design via FGD of 70 respondents purposely drawn from National Association of Women Journalists (NAWOJ) Delta state was used to collect data for the study. Data analysis and interpretation was done using Rubin and Rubin thematic stance. Result shows that high consumption of hard drugs, idleness, pornographic series, prolonged strike and alcoholic beverages are major factors for upsurge of rape and males addicted to Mkpurummiri reacts violently to females in sexual relationship. The study find significant relationship between youths’ exposure to

violent television sexual themes and aggressive attitudes in sexual relationship within the theoretical framework of Cultivation theory. Respondents recommended Weekly Family Drug-Rape Preventive Dialogue (WFD-RPD) at home, School Monthly Drug-Rape Preventive Dialogue (SMD-RPD). The paper posit that descent television programming imparting morality and respect for female genders' sexuality could be used to minimize rape and drug addiction for a better, happier and safer world.

Keywords: *Sexual Assault, Female Gender, Television Media, Modeling, Youth.*

Introduction

“12-year Old Girl Raped by a Teacher in Bauchi State”.

“A Barrow Pusher Sexually Assaulted Niece in Kwara”.

“Girl Raped to Death by Suspected Yahoo Plus”

“Anambra Women and Social Welfare Ministry, NAPTIP Apprehended man for Raping Sister”

“Teacher Arrested for Raping 6yr old Pupil in School Toilet at Asaba”

“House help 12yr Old Jumps Storey Building to Escape Rape by Master”

“Anxiety as Mkpurumiri and Yahoo plus Rape Cases Escalate in Ogun State”

“Two Brothers Arrested for Killing, Raping Minor”

“Girl aged 7 Raped by Pastor in Anambra – Victim in Comma”

“Pastor lures 86yr old Woman to a Hotel: Raped her all night in Ebonyi- under the guise of conducting deliverance on her”

The fight against female sexual assault is a monster that affect significant number of families in Nigeria and many parents need to sit-up and speak against this issue which is fast becoming like a culture. Imagine if it were your daughter that was the house help who jumped down through the window of a storey building to escape rape by her master. She sustained fracture of leg bone (tibia). She was transferred from Climax Specialist hospital, Awka to Chukwuemeka Odumegwu Ojukwu University Teaching Hospital (COOUTH),

Amaku. Day after day in Nigeria, different version of news on sexually assaulted female gender kept emerging from both the social, print and mainstream media. The Sun news online dated 13th June, 2022 in screaming headline captioned “Girl Raped to Death by Suspected Yahoo Plus”, reported that a teenager, Ifeanyi Osuji from Agbaghara, Nsu in Ehime Local Government Area of Imo State alleged to indulge in fetish internet advance free fraud known as Yahoo plus has raped a 17 year old girl - Amarachi Iwunze also from same

locality to death. The incident according to the paper, has thrown the entire community in a sober mood while security agents are searching for the suspect who ran away to come and face his crime. Sexual attacks on women have sparked widespread reactions and street protests championed by women and civil society organizations. This scourge of rapes against the female gender have destabilized gender balance in Nigeria with female gender being the greatest victim. Nigerian women, infants, adolescents adult and the aged often encounter different forms of sexual assaults before their demise. This is scary, dehumanizing and a brutal behavior in a descent society. Hence, the need to highlight this absurdity which is fast becoming like a culture in Nigerian society. The campaign against female sexual assault is a monster that affect significant number of families in Nigeria and many parents and school managers need to speak against this issue. Imagine when ones daughter or sibling was the house help who jumped down through the window of a storey building to escape rape by her master. The girl sustained fracture of leg bone (tibia) and was transferred from Climax Specialist hospital, Awka to Chukwuemeka Odumegwu Ojukwu University Teaching Hospital (COOUTH), Amaku. A statutory definition of rape, defines sexual assault as “sexual intercourse without consent, by force, intimidation, trickery and others. (Penal Code, 2014). This non-

consensual sexual intercourse by using force, threat or trickery had serious consequences for the female gender physically and psychologically with high numbers of rapists escaped criminal liability. (Yeater, 2019)

This act is perceived as oddity when projected on television by film producers and television program directors via different television stations. Media scholars has described it as obscene. Unfortunately, the anomaly has continued dominating media headlines recklessly in African society, especially in Nigeria since post COVID-19. Nwodu, *et al* (2013) opine that Children and teens spent a large proportion of their time outside classroom activities watching television programs like cartoon, movies and documentaries, with significant number imitating the models and behaving like them thereafter. The researchers observes that if the role models continue acting as rapist, hard drug addicts, armed robbery, banditry, kidnappers, civil disobedience, murderers, and other violent crimes, that it can degrade the dignity of women and influence the youth negatively to sexually abuse the female gender. Can we really afford not to be interested or participate in the fight against female sexual molestation in the society? This is a problem that demand urgent attention to preserve respect of women seen globally as procreation asset of the society meant to be cherished, nourished and not violated. (Okunna, 2002). This is the justification for this study because

television media are the most important form of communication and a veritable source of modeling for youths which grants them a considerable influence over citizens' perception, opinions and behavior. (Akpunonu, 2010). Television media according to Allan, (2018) play a critical social-conditioning role by providing audio – visual information, extra cues on events and analysis for complex issues to a lay man's understanding. Significantly, these roles distinguishes TV media from the way other news organizations packages and disseminate information. Moreover, Asemah, *et al* (2017), posit that beyond agenda setting roles, entertainment roles, education and socialization roles, that television media frame stories with pictures on a daily basis in certain ways to influence viewers understanding of salient issues being covered. Therefore, in this age of media plularity, Yahoo Plus, Mkpurummiri and Oke Itẹ prevalence society when rape cases kept increasing daily in Nigeria, there is need to identify strategies in improving television media programming and film makers sexual themes for sustainable human dignity. Therefore, African television programming should shun bandwagon of western countries in producing films that are not in consonance with African culture. This is the goal of the study poised to highlight escalating cases of sexual assault of females provoked via bad television programming, as well as re-enforce

parent- children rape dialogue at home, for parental bonding towards recovery of human values via good modeling which scholars opine is diminishing daily from TV series. Recommendations would help television media managers, parents and school management reinforce communication on how to tackle the anomaly. The main objective of the study is : To ascertain if television programming can be used to shape youths sexual behavior in this age of Yahoo Plus, Mkpurummiri and Oke Itẹ driven society. Other specific aim of the study are to:

- To examine what is responsible for the upsurge of rape in this age of Yahoo Plus?
- To know what makes men to sexually assault the female gender?
- To investigate how male gender viewing Mkpurummiri TV models behave in sexual relationship with females?
- To ascertain if there any relationship between youths' exposure to violent television sexual content and aggressive attitudes in sexual relationship within the theoretical framework of Cultivation theory?

Conceptual Clarifications

Sexual assault is dehumanizing act which inflicts different types of physical and emotional wounds on female gender. (Laserman, 2015 defines sexual assault, rape, sexual abuse, sexual molestation or sexual

violation used interchangeably in this study to mean a forceful penetration of the birth canal or vagina of a woman and a forceful penetration of her anal region or both with male's sex organ for sexual gratification without the consent of the victim. Three months old baby girl was rushed to a hospital having been raped by a youth. The baby was bleeding profusely in her private part, the hospital rejected treating the baby, because they alleged the death of the baby was certain. What could have possessed a young man- aged 24 into raping a three months old baby?

Anambra Women And Social Welfare Ministry, NAPTIP (2022) apprehended man for raping sister. The National Agency for Prohibition of Trafficking in Persons with the help of Ministry of Women and Social Welfare and Violence Against Persons tracked and captured the offender, Eziuzo Chinedu said to involved in drugs and rape activities. Speaking on the issue, the Commissioner for Women Affairs and Social Welfare, Ify Obinabor cautioned parents against abetting the crime of rape, while frowning on the evil meted to the innocent victim : Two biological brothers whose names were; Chima Nnamani and Michael Nnamani, from Akpawfu community in Nkanu East Local Government of Enugu State was involved in the case of alleged defilement of a nine-year-old Joy Ezeilo. Enugu State Police PRO, confirmed the incident, saying that, "case-file and suspects have all been

transferred to State Criminal Investigation Department (CID), Enugu, for conclusive investigation and also called for the immediate prosecution of the two suspects arrested for allegedly defiling the minor in Enugu. The accused persons had been arrested for serially violating a nine-year-old relative living with them. While reacting to the incidence, Executive Director and founder, Women Aid Collective (WACOL, confirmed receiving a case of defilement of a nine-year-old girl by two brothers from the same biological parents, Chima Nnamani and Michael Nnamani, from Akpawfu community. While narrating her ordeal in the hands of these perpetrators, the victim stated that she often bled profusely afterwards, yet no one offered her any help or treatment. The victim added that she had complained to her aunt, Mrs Theresa Nnamani severally who happened to be the biological mother of the victim, but she remained adamant because the perpetrators were her sons. The sexual assaulted victim was brought to WACOL by a good Samaritan who disclosed that the child complained of severe pains, and when they probed further, she confided in them about her ordeal in her aunt's house which led to the arrest of Michael Nnamani and his brother, Chima Nnamani, - students of University of Uyo.

Female Gender

A female gender called baby girl at birth belongs to the gender that

conceive, carry pregnancy and gave birth to new babies at maturity for continuation of life on earth, (Sur, 2017). She is emotionally vulnerable and weak. They get carried away by what they watch via television and sweet words, hence the tendency to fall for flatteries while men are stronger and aren't too emotional, only get carried away by what they drink, smoke and see. (Thalinger, 2019). From infancy they go to school, do some household chores and play multiple roles in the family like cooking, washing of clothes, fetching of water, etc. Okunna (2011) observes that by assigning household tasks in such a definitive way, the female gender link certain types of work to themselves later in life. However, Nwodu, *et al* (2013) argues that specific roles makes children to link certain types of work with gender, positing further that assigning cooking, washing and cleaning roles to both girls and boys help to discourage gender inequality phenomenon in the society. Playing multiple roles in every sphere of life plays key roles in providing early childhood gender status quo. Female gender are humanities future mothers, hence their lives should be protected for humanity socio-economic sustainability. Therefore, the rights of female children should be protected, which include non-discrimination; the rights to survival, and development of potential, rights of protection from family violence, and other environmental hazards, rights to be

shielded from bad influences, abuses, exploitation as well as full participation in family, cultural and social life. (UNICEF, 2016). YOUTH: The concept of youth varies from one group or society to another. According to Hornby, (2000) "Youth is the period of life when a person is young, especially the time before a child becomes an adult (p.1383). Persons between the ages of childhood, in most societies 13-18, and adult 18-55 belongs to the cadre of youth. Etiologically, the period of life when somebody is young, and Ideologically the period of life between childhood and maturity,

Whoever is young in mind and body, whoever is dynamic.

Whoever is active and with the vitality qualities of action, Passion, drive, inspiration and motivation belongs to the Youthcategory. (Ndubuisi, 2005).

United Nations, (2015), describes youth as any person, irrespective of age who believes he can contribute to the progress of the group he belongs - Meaning a youth is recognized by his qualities rather than the age limitations. Hence, youth is a period of time that begins when puberty sets in, and continues longer in some cultures than others. Other terms used interchangeably for youth in this study

are: ‘teens’ ‘teenagers’, ‘adolescents’. According to Sur, (2019),

“socio – moral values of the youth in contemporary Nigerian society are greatly influenced by globalization which comes through global communication networks like the internet, cable television, and significant number has access to pornographic and erotic sites”. “Today, sexual activities can be watched on the internet, on television movies, on films, including: Sexually explicit material intended to cause sexual arousal like, magazines, photographs, blue films. Hence, what used to be sacred is no longer sacred”.

This is in the thinking of Ogugua. (2010), who posit that “youths morality has degenerated because of exposure to foreign movies ranging from pornographic films in televisions, internet and foreign media magazines”. (p.289).

Television Media and its Influence in the Society

Television media is audio - visual technology fleeting medium that acted on the schedule of the institutions that broadcast the television signal or operated the cable. (Reeds, 2019). Fans of regular shows planned their schedules so that they could be available to watch their shows at their time of broadcast. The term television was coined by marketers to describe viewership's dependence on schedule

lessened with the invention of programmable video recorders, such as the videocassette recorder and the digital video recorder. Television consumers could watch TV programs on their own schedule once they were broadcast and recorded and, also offer video on demand, with a set of programs that can be watched at any time. The public depends on television news organizations to give them vital information and to stay connected to the world at large. Three key functions of television media are: surveillance, interpretation and socialization or modeling.

Surveillance: News media keeps a close watch on events within society to bring awareness and provide facts to inform the public on a variety of local, national and international events. Television news documentary also provides a platform for experts to deliver a summary of details about subjects that the average person may have little knowledge about. *Interpretation:* Television media decide which pieces of news, advert, campaign to promote. In doing so, journalists report more than just fact, they also analyze that information to provide context and meaning for the general public.

Television Modeling Role: Social psychologists defines modeling as socialization function and as the process by which people learn new habits ranging from cultural, political, religious, and different way of life of other people considered as models including social interactions via

relationship which may be good or have bad influence on imitators as acceptable behavior. Modeling is a role acted within television entertainment, advert and musical programs which often misled viewers in the society who copied them verbatim as a reality show. Television media plays this critical role in presenting and reinforcing ideas and social behaviors that prompt attention and imitation. Modeling is the act of learning a new behavior, attitudes and skill by copying other people's lifestyle and imitating foreign cultures as projected by actors and actresses on television programs. Below is an example of powerful influence of television on viewers.

"I have observed the physical symptoms or the influence of television-viewing on children as well as on adults and the society - The expressions of laughter as in comedy, the expression of fear as in horror movies, the shedding of tears as in sympathetic rape ,theft and death of victims. Sometimes, the mouth grows slack and the lips hang open; the eyes take on a hypnotized or doped look; the nose runs rather more than usual; the backbone turns to water and the fingers slowly and methodically pick the designs out of brocade furniture. Frigidity viewers of erotic films sexually get aroused to the point of "pant-wetting". Such is the appearance of

semi-consciousness that one wonders how much of the 'message' of television is getting through to the brain." Hence, television media is a force to attitudinal change" (Reeds, 2019).

Empirical Review

Many young people begin to explore the world of the opposite sex during adolescence. Researchers have examined many of the factors that influence young people's behaviors during their adolescent years. A study by Yahaya, (2012), found that female students whose male friends had alcoholic beverages were more likely to have aggressive anal and vaginal sex with them than those who do not engaged in alcohol. Another study by Sur, (2017) found that teens may be more likely to participate in oral sex than in sexual intercourse after viewing pornographic movies and they may be doing it to imitate popular television models acting such character. In movies, several factors have been found to influence adolescent and young adult sexual attitudes and sexual activity. Research by Thalinger, (2021) has shown that viewing violent sexual movies on television for a long time negatively influence the youth and have impact on their sexual attitudes. Furthermore, adolescent addiction on drug and alcohol use is related to modeling behavior of celebrities who engages in greater amounts of sexual behavior while acting roles. Large surveys of teens ages 14 to 17 by UNICEF,

(2013) shows that adolescents who smoked marijuana, drank, or smoked cigarettes or who had friends who engaged in these activities were more likely to participate in sexually risky behaviors. A qualitative study of college students' "hookup" experiences, exploring 187 college students indicated that drugs are present in 58% of the "hookups" students reported. The researcher, Yeater, (2019) defined "hookup" as a casual sexual encounter, which include kissing, and reported that 41% of the students interviewed said they expected a "hookup" to involve sexual intercourse, and that 70% of those interviewed said they had engaged in at least one "hookup" themselves after being exposed to alcohol.

This was prove of influence of television on developing attitudes and behaviors of young people. Reeds, (2019) began to examine the amount of sex in television during the mid-1970s. At that time the three major networks were feeling pressure from their audiences to show more family appropriate programming. Television programs aired between 8-11 pm the week of October 11, 2017, were coded for 13 categories of physical intimacy. The behaviors coded included kissing, embracing, heterosexual intercourse, homosexual behavior, rape and other sex crimes, touching-aggressive, touching-non-aggressive, flirting and seductiveness, innuendo, and partner seeking. Researcher found there was a considerable amount of sexual content, about 97.2 behaviors per hour, in

programming aired during prime time. The researcher also found that different types of programs, such as comedies, adventure programs, contained different amounts of sexual content. Other research by Thalinger, (2021) has examined the effects of watching music videos on networks such as MTV, MTV2, and VH1. Music videos often contain large amounts of sexual content, either through song lyrics, or the images depicted in the videos. While much of this content is not explicit, it still seems to have an impact on viewers. Truth Project, (2021) conducted a content analysis to determine the themes that are constant in many of the videos on MTV. The themes they found were parental influence, premarital sex, violence, drug use, and the influence of MTV on teens. Researchers then showed the subjects video clips, chosen either for specific thematic content or randomly, to seventh- and tenth-grade students. The researchers found that 47% of MTV programming contained sexual references. They also found increased approval of premarital sex and increased conformity of attitudes among peer groups exposed to MTV

Theoretical Review

Cultivation Theory propounded by Gerbner in 1970 has long been used to explain the relationship between viewing violent media and engaging in violent behavior. This theory proposes that the consistent messages in television programming become

ingrained into the viewer's pictures of the world. As viewing increases so does the number of images encountered. The increased exposure eventually leads to a change in the viewers' perceptions about the real world, and this could possibly lead to a change in attitude. Relating this theory to this study, the researchers propose that if the media would shun sexual assault and drug laden themes in programming that the issue of rape would be minimized *as viewers perception* tend to change with time. Cultivation theory was developed by Gerbner in 1970 while working on the Cultural Indicators Project, as an explanation for the effects that media seem to have on the population. The Cultural Indicators Project was an examination of the themes common in the media to determine which ones were being adopted by the public. The prevalence of a theme in the media, such as violence, sex, or gender roles, was examined. It is thought that the more prevalent a theme, the more likely it is that a large portion of the viewing public will imitate the models. Content analyses by Yahaya, (2012) shown that if television media consistently display movies to the society in which rape and drugs would be portrayed as a criminal offense and the perpetrators received capital punishment that the tendency of viewers to replicate such behavior would be rare.. These findings are relevant given the large amounts of sexual themes and drug addiction themes contained in most Nollywood

moves. Nwamuo, *et al* (2015) found that increased exposure to Zee World has significant influence in society's dressing pattern, lifestyle and Nollywood themes. The fusion could be seen across many Nigerians adoption of the Indian culture like dressing pattern, songs and dancing as portrayed in many Nollywood films. This study examined if television programming can be used to shape youths sexual behavior in this age of Yahoo Plus, Mkpurummiri and Oke Itẹ prevalence society and therefore, argue that goal oriented programming would more likely provoke change in a society that hinges their psyche on nudity, yahoo plus and drugs. Therefore, this study supported the idea that there is a significant relationship between youths' exposure to violent television sexual content and aggressive attitudes in sexual relationship within the theoretical framework of Cultivation theory. Cultivation theory is relevant in this investigation: The theory proposes that the consistent messages in television programming would become ingrained after a long time both into the viewer's pictures of the world and behavior.

Methodology

The method utilized in this study is qualitative research – A form of inquiry that analyzes information conveyed through language and behavior in natural setting. It was done via Focus Group Discussion (FGD) to capture expressive information that is not conveyed in

quantitative data about beliefs, values, feelings and motivations that motivates behaviors. Nwodu, (2018), notes that the most effective way to reveal experiences and emotions of respondents on salient issues is to provide opportunities for individuals to discuss them. To answer the researchers main research questions, it was necessary to explore the experiences and opinions of Nigeria Association of Women Journalists (NAWOJ) solicited via FGD in this study as well as their recommendations as Ukwueze, (2021) opine: “If we want to know how people feel, what they experience, their candid opinion, what their suggestion are like, and reasons for acting as they do - why not ask them?” FGD was considered appropriate for the study because it is frequently used as a qualitative approach to gain behavioral insights and an in-dept understanding of social issues. The researchers aimed to obtain data from a purposely selected NAWOJANS - A group of individuals rather than a statistically representative sample of a broader population. This method would help researchers to have face-to-face interactions to retrieve valid information and clarify issues not understood from research questions. A focus group discussion is a discussion which is carefully planned in which a purposefully set of participants are gathered to obtain perceptions on defined areas of interest in a permissive, non-threatening environment led by a skilled

moderator via two-way dialogue. (Nwodu. 2018). Having chosen FGD as the data collection method, 70 respondents are purposively selected from Nigeria Association of Women Journalists (NAWOJ) Delta state chapter because researchers considered them the right group to provide data needed for the study. 10 out of the 70 respondents were coordinators of Women Youths and Children Advancement Program (WOYCAP) and Association Against Child Sexual and Gender-Based Violence - A human right justice system, who have experience on television programming, legal process of rape: as well as the perpetrators and drug- victims of rape crime. Therefore, their inclusion is a strategy to obtain most reliable data from these scholarly media experts. Rape victims are not included in the study because their role was largely assumed by their defendants- Learned media scholars and Barristers. The outcome of the FGD were analyzed using Rubin and Rubin thematic stance to identify common opinion patterns of the respondents and analyze them descriptively to achieve research objectives.

Pre-Sensitization

Respondents-Moderator Focus Group Discussion (FGD) was used in this study as primary research tool to gather data needed for the study. This method influences new information outside the researcher’s question guide as it provokes both verbal and non-verbal cues thereby increasing the

chances of varied and more honest responses. Respondents are sensitized with researchers questionnaire: on what is responsible for the upsurge of rape in this age of Yahoo Plus, Mkpurumiri and Oke Ite prevalence society: what makes men to sexually assault the female gender: how male gender viewing Mkpurumiri TV models behave in sexual relationship with females and to ascertain if there is any relationship between youths' exposure to violent television sexual content and aggressive attitudes in sexual relationship within the theoretical framework of Cultivation theory.

Age: The women's age were noted and categorized from 27years-57years.

Religion: The women were asked to state their faith background. Christianity and Islamic religions were listed and non Christians and non Moslems were not available. The variable were not considered important by researchers, but the researcher noted their responses in data analysis and findings.

Educational level: All the women received tertiary education.

Marital status, All the respondents are married and exposed to television programming.

Participation

Out of 135 registered NAWOJ, Delta state chapter, only 70 was used as sample because they met the criteria of selection which researchers wanted. The inclusion was based on being a television media practitioner, having

knowledge of sexual assault cases and willing to participate in the FGD because it was done on the occasion of recent NAWOJ Congress held on 23rd JUNE, 2022 and not every respondents consent to participate. Permission was sought by researchers before sensitization to ensure that respondents clearly understood the topic of discussion before grouping them into seven different groups of ten participants each.

Research questions 1: What is responsible for the upsurge of rape in this age of Yahoo Plus, Mkpurumiri and Oke-Ite prevalence society? Have you been exposed to television program with sexual assault and drug addicts themes? The respondents answered what they know about them, their level of exposure, the type of programs and familiarity with words like: Yahoo-plus, Mkpurumiri and Oke-Ite.

Research questions 2: What makes men to sexually assault the female gender? Variables taken into consideration are: High drug consumption, pornography, idleness, prolonged strike, alcoholic beverages, skimpy wears, love. Respondents indicated. High drug consumption, pornography, idleness, prolonged strike, alcoholic beverages.

Research questions 3: How male gender viewing Mkpurumiri TV models behave in sexual relationship with females? Variables taken into

consideration are: Aggressiveness, sympathetic, lovely, gentle, hateful, kind: Program selection: entertainment, hip hop musicals, Christian vibes, news, movies, advertisement. Majority of respondents chose aggressive via hip-hop and movies as their views.

Research questions 4: Is there any relationship between youths' exposure to violent television sexual content and aggressive attitudes in sexual relationship within the theoretical framework of Cultivation theory? Variables taken into consideration are: Disagree, agree, strongly disagree and strongly agree. Majority of respondents opted for strongly agree.

Credibility was assured by a follow-up questions to confirm that respondents feedback was consistent with their previous answers on the issue of discussion. Nwodu (2018) posit that follow-up questions is a major criteria for establishing trustworthiness in a Focus Group Discussion (FGD).

Result and Discussions

What is responsible for the upsurge of rape in this age of Yahoo Plus, Mkpurumiri and Oke -Ite driven society? Respondents opine that television program with sexual assault and drug themes was responsible for the upsurge of rape in this age of Yahoo Plus, Mkpurumiri and Oke -Ite driven society. Their choice of words like: "Yeah, nudity in films, sex in movies, nudity in adverts, nudity in

music, it's scary o! This was a Proof that respondents had high knowledge of the concepts under study and were highly exposed to TV programs. Few participants demonstrated adequate knowledge of many cases of sexual assault provoked by the variables under study: Below is their responses:

"I am the director of WANEPS, so I have many sexually molested victims receiving treatment in different hospitals. Majority injured up to their cervix".

Majority of the participants were of the view that what the society, watch on television, phone and internet greatly influenced youths behaviors in this age.

Majority of the participants showed willingness to reflect this issue in their various telecast programs because, according to them" it is a painful topic".

What makes men to sexually assault the female gender? Evidence gathered from the FGD data revealed that significant number of the participants posit that high drug consumption, pornography, idleness, prolonged strike, alcoholic beverages motivated this oddity: Citing example of two students who died during the recent prolonged ASUU strike out of idleness and high drug consumption as the victims died after many rounds of marathon sex. One of the respondent said: "Hmm, in my view, I will say that strike is not advisable because students' will be idle and watching all sorts of movies to keep themselves busy. Yahoo plus is sickness that

needs diagnosis first before curing therapy". The responses validates Ogugua. (2010) who posits that youths morality has degenerated because of exposure to foreign movies ranging from pornographic films in televisions, internet and foreign media magazines.(p.289). How Male Gender viewing Mkpurumiri TV models behave in Sexual relationship with Females? The findings of the study revealed that, the respondents unequivocally assert that Mkpurumiri TV models behave aggressively in Sexual relationship with Females provoked by outcome of viewing and imitating TV models, and strongly agree that hip hop music and movies ranked first in order of preference. The findings is in consonance with a similar study conducted by Yahaya, (2012) whose study found that female students whose male friends had alcoholic beverages were more likely to have aggressive anal and vaginal sex with them than those who do not engaged in alcohol. Is there any Relationship between Youths' exposure to Violent television Sexual content and Aggressive attitudes in sexual Relationship within the theoretical framework of Cultivation theory? Majority of respondents strongly agree there is significant relationship between youths' exposure to violent television sexual content and aggressive attitudes in sexual relationship within the theoretical framework of Cultivation theory? Respondents reported that, being

exposed to lovely television themes like Zee World would affect viewers perception of platonic love in relationship with females. This is in tandem with study conducted by Nwammuo, *et al* (2015) who found that increased exposure to Zee World has significant influence in Nigerian society's dressing pattern, lifestyle and highly influenced Nollywood themes. The fusion could be seen across many Nigerians adoption of the Indian dressing pattern, songs and dance as portrayed in many Nollywood films. Hence the need for awareness campaign on this issue especially in this age of Yahoo Plus, Mkpurumiri and Oke -Ite driven society when majority of Nigerian society imitate television models.

Summary, Conclusion and Recommendations

Adolescents and young adults interact with a variety of media each day. There seems to be a relationship between the content of the media they viewed and the sexual attitudes they adopt. Sexual assault has several extremely negative consequences for the victim, as she is more likely to blame herself for the assault, which then has an important impact on her recovery. Trauma-related guilt has been highly positively correlated with post traumatic stress disorder, depression, negative self-esteem, shame, social anxiety, and suicidal thoughts The main aim of the study was to examine: If television programming can be used to shape youths sexual behavior in this

age of Yahoo Plus, Mkpurumiri and Oke Ite prevalence society. The exposure of youths to nudity television programs, entertainment and sexual explicit movies for a long time has shown to appeal to their psyche and was revealed by respondent to lead to widespread sexual assault of the female gender in Nigerian society. It is the responsibility of television program managers and film, script writers and film directors to disseminate morality via their production to shape the values of members of the society and enhance morality in youths' behavior since most of them are young adults who imitate television models for direction. It is also the responsibility of agents of education to promote sexual education in schools. Parents should monitor the type of television stations their children tune in and watch for proper guidance as well as a chat – chat on drug-rape issues in the family. The investigation has successfully provided answers to the four research questions derived from the objectives of the study; The findings shows that that television program with sexual assault and drug addicts themes could influence youths behavior in this age of Yahoo Plus, Mkpurumiri and Oke - Ite driven society. The study find significant relationship between youths' exposure to violent television sexual themes and aggressive attitudes in sexual relationship within the theoretical framework of *Cultivation*. This finding validates Cultivation theory adopted in this study which

proposes that consistent messages in television programming become ingrained into the viewer's pictures of the world and increased exposure leads to a change in the viewers perceptions about the real world could possibly lead to a change in attitude. The study proposes that if the media would shun nudity in advertising, sexual abuse content and drug laden themes in programming that the issue of rape would be minimized *as viewers perception* tend to change with time. Cultivation theory was developed by Gerbner in 1970

The researchers used the religious background of respondents to make inference that Christians were ready to act any script given to them by movie directors while Moslems shun acting nudity be it in movies, musicals and advertising even with adequate remuneration based on their cultural background. This is a good ethics to emulate by actors and actresses for a better and descent society. The research therefore has achieved the objectives of the study by proof of respondents diverse opinion on issue under study. It is evident from this study that it has achieved the objectives set out to achieve but, the researchers expresses surprise that despite the high level of sexual molestation of female gender in Nigerian society that television programmers and film directors expose viewers to movies, advertisement and musicals with lots of erotic themes via prime time. The study therefore, recommends restructuring of television

programming that tend to promote rascality and nudity especially via advertisement, movies and hip-hop musical entertainment

Limitations of the Study

The major limitation of this study is the number of respondents who participated in the FGD. Hence suggestion for further studies is imperative.

Implications of the Study

From the findings of the study, it could be observed that there existed a wide gap- in- knowledge between television programmers, school management, parents and guardians. This is the reason for constant sexual and drug abuses at home, in school and society. Therefore, the need for Weekly Family Drug-Rape Preventive Dialogue (WFD-RPD) at home, School Monthly Drug-Rape Preventive Dialogue (SMD-RPD) as recommended by respondents. The exposure of youths to nudity television programs, entertainment and sexual explicit movies for a long time has shown to appeal to their psyche and was revealed by respondent to have led to widespread sexual assault of the female gender in Nigerian society. It is the responsibility of television program managers and film, script writers and film directors to disseminate morality via their production to shape the values of members of the society and enhance morality in youths' behavior since most of them are young adults who

imitate television models for direction. It is also the responsibility of agents of education to promote sexual education in schools. Parents should monitor the type of television stations their children tune in and watch for proper guidance as well as a chat – chat on drug-rape issues in the family.

“It may be timely that we strategize on discussions of sexual war on women in this age as many people's resistance to this call widen the anomaly and slows the conversation to stop all types of violence against women...However, if we continue to essentialise masculinity and femininity and avoid the complexity of sexual relations and sexual violence, we leave little hope for primary prevention which is highly embedded in media, families, schools and government. It is therefore a fight which should be devoid of sexist bias for greater efficacy: A fight which is indeed attainable and a reality, not a dream.”

Sexual assault can be prevented, but there is urgent need for a paradigm shift from the culture of non rape-drug dialogue to drug rape family and schools weekly and monthly conversation respectively. It also involves recognizing that although some men relatively few in number are clearly part of the problem, others who are majority in number are part of the solution, but a greater number of men and women fall somewhere in the middle, who are benefiting from the crime and hence, identifying them is germane for lasting solution. The

question is: “Who are these middlemen and women?”

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