

AFRICAN ENTERTAINMENT INDUSTRY IN SEARCH OF AFRICAN VALUES AND AFRICAN ETHICS

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ABSTRACT

Formally, the entertainment industries are known for adding values and morals to the lifestyle of people, but today the entertainment industries are now a threat to the culture, ethics, and belief of the Africans because of the higher rate of corruptions which came into the society as a result of the things people read, listen or watch all the time. Unfortunately, the entertainment industry is widely followed by the youth. Using the method of critical analysis, the researcher finds out that a lot of Africans devote much interest in sponsoring the immorality that is been practice in the entertainment industry than supporting the education of the youths. Therefore, the researcher recommended that Africans should learn how to give attentions to what concerns the betterment of education rather than wasting their resources on what damages our values and ethics, and causes higher rate of immorality among Africans.

Keywords: *Africans, Entertainment industry, African culture, African Values and Ethics, Education.*

INTRODUCTION

The entertainment industry over the past years has helped in the consolidation and promotion of cultural heritage of different societies as an agent of socialization in influencing cultures. Since film is a

subtle and powerful tool in passing information across to people as well as creating an image both domestically and internationally, government had often used it to communicate to their audience. With home video, modern technology recorded one of its most exciting inventions. Hardly will you see a home without home video in this era. Sadly, most people are carried away by the pleasure of television without cross-examining the negative influences of television on our lives, with particular reference to the youth. People waste their time in watching home, all in the name of having rest or relaxing.

Without sentiment, the entertainment industry weighs the power of influencing the attitude, character, lifestyle and culture of individuals either negatively or positively. Today, the nature of most African movies have grown or evolved from bad to worse, with regards to portraying sex, pornography and vulgarity. This is woefully malevolent because a great majority of the audience of African movies are mostly children. The media, especially television, on the other hand, is as well capable of influencing children's behavior. The negative effects of these videos will always indirectly affect the society. Research has shown that viewers are very likely to emulate models of dressing, acts and posture they see from the media and exhibit such gratification seen towards another person. Different studies have also continually given the understanding that it has the capacity to influence the behavioral pattern of the audience, when they expose themselves to it consciously or unconsciously.

There are a lot of children movies in the internet that are waiting for children to watch that might include: Nickolodia, Tom and Jerry, Sophia the first, Bible study movies etc., and music like Destiny kids, Super kids etc., but how many of these children's movies do Africans produced in order to educate their children based on the African customs and tradition? The Nigerian Nollywood never put interest in that. Worse still, people these days spends a lot in giving support to the entertainment industries, like Big Brother Naija, than supporting

the youths in education. Some people would prefer spending on home videos than on their children's education.

So therefore, people should start giving scholarship to the youth whom are willing to study, and stop wasting their money in sponsoring the entertainment industry. It is also very necessary to the African to be very conscious of the type of movies which they allow their children to watch in order to checkmate and reduce the immoral acts the children and the youths are learning from the entertainment industry.

THE ENTERTAINMENT INDUSTRY IN AFRICAN

Entertainment industry is any business that generates values by providing people with something interesting to do or to watch. These industries are associated with vibrant and thrilling experiences that are packaged for mass consumption (Spacey 2019). The industry includes:

Films industry: They are those industries which are responsible for recording a motion picture on photographic film. The film recording studio includes: Hollywood, Nollywood, Bollywood etc. All their films are shown in the African magic.

Music industry: They are known for production and performance of music and related media such as music video. Afro music, for example, constitutes a station where the Africans display their music.

Media industry: This involves the communication of information and entertainment which includes film, music, television, radio, and social media. It is important to note that not all media is for entertainment. It is dependent on the content.

Sports industry: This industry involved any activity that uses physical exertion or skills competitively under set or rules that is not based on aesthetic.

Attraction industry: It includes theme parks, amusement parks and zoos.

Museums: Cultural attractions such as art, history, and science museums.

Cultural Events: it involves festivals, parades and cosplay conventions.

Performance Art: Performance such as theatre, concerts, dance performances, circuses, comedies and magic shows.

Video Games Industry: These are responsible for the development, marketing and delivery of video games and other digital experiences.

Night Economy: Activities that celebrate the night, predominantly, night clubs etc.

All these entertainment industries above are used to entertain people, either in a good way or in a bad way. Basically, all of them are medium of African entertainment.

CONCEPT OF AFRICAN ENTERTAINMENT

African entertainment industries are those industries designed to give pleasure or relaxation to an audience, whether the audience participates passively as in watching opera or a movie, or actively as games. Most firms are familiar and associable to Africans environment. They may include storytelling, music, drama, dance and different types of performance which exist in all culture. The modern entertainment industry records, manufactures, and sells entertainment to people. It means that the modern entertainment industry gives employment to Africans and also make them to be engaged in a particular kind of commercial enterprise.

HOW AFRICAN ENTERTAINMENT INDUSTRY AFFECTS THE VALUES AND ETHICS IN AFRICA

Entertainment industry in this present era has been associated with all forms of misconduct which are occasioned as a result of corruption. The conventional media practice in this period lacks in values which has caused loss of trust on both the medium itself and the practitioners. The relevant indigenous ethical and cultural values like integrity, truthfulness and courage, with the essence of beauty, love, are no longer found in today's media.

Hornby (2000) contends that some immoral/violent materials in movies include: sex scenes, nudity, obscenity, vulgar language, curses, indecent dresses, killings, murder, rape, beating up women, cultism, smoking, molestation and harassment affect the youths etc. It is obvious that Nollywood to a very large extent contributes to violence in African. A worrisome aspect of these films is that none of the film-makers actively canvasses for the discouragement of the negative tendencies acted out on the screen. And the failure by movie producers to make any strong comment against social ills is a short coming of the films that use violence in their messages. The implication is that such films rather than ameliorating immoral acts in our children tend to aggravate them (Folarin, 1999). These add no value to the African culture nor to the people, but hamper their existing life pattern and the good morals that ought to be transmitted to their children. Many African parents nowadays no longer pay attention to their children's behaviour because they spent much of their time in watching home video that has no values to add in their lives.

The entertainment industry also affects youth education because youths no more have time to read their books, but have the whole time to watch home video. Youths of today no longer value the African culture and belief due to the bad influence formed on movies. Many youth dress half-nakedly, some smoke, many are rapist, married man beats their wife, some women treating their husband badly, all because of the bad influence of the home video. Thus, African values and ethics are badly affected because of entertainment industry.

THE IMPACT OF AFRICAN ENTERTAINMENT ON CHILDREN

Home video impact positive and negative values and morals in the life of children, depending on the individual child and the kind of entertainment programmes they are exposed to. It impacts in them on how to interact with their peers and other social institution. There are a lot of movies where there are sexual encounters. These tends to imprint on the minds of young girls and boys that sexual interaction is the only way to prove to a person that you really care for them without taking notes of age appropriateness and protective measures (Mtandika 2013). Hence, many children fall victims of underage pregnancy, leading to school dropouts, shattered dreams and future.

Home videos appear to have become today children's close companion and caregivers of some kind. They can go to any video shop to rent or buy any video of their choice, including pornographic ones, without restriction. Upon arrival at home from school, many children automatically go straight to the television set and sit for hours watching films. Many of these entertainment products (films) are morally and ethically questionable, just as they represent children improperly. This is because a considerable number of their themes vividly portray gratuitous violence, obscenities, and exaggerated cultism which are very distasteful to Africans (Omoera and etal, 2017).

Evidence shows that the negative impact of entertainment industry is far more than its positive impact in the life of the children. Unfortunately, children no longer have interest in watching the programmes that are meant for them, rather they have interest in watching adult movies. This inflames moral decadence that we see today in the life of children.

INFLUENCE OF AFRICAN ENTERTAINMENT INDUSTRY ON EDUCATION

Entertainment education would involve “the process of purposely designing and implementing a media message to both entertain and educate, in order to increase audience’s knowledge about an educational issue, create favorable attitudes, shift social norms, and change over behavior” (Singhal & Rogers 2004, 5). Education, on the other hand, generally includes informal, non-formal, formal forms of education (Igboabuchi and Stems). The entertainment industry has its informal and formal way of educating Africans, and its negative and positive impact in people's life.

The informal way of entertainment industry has the habits of educating the Africans on their culture, belief, customs and their religious. The Africans easily gets such knowledge through engaging themselves in storytelling, music, dance, drama and others. Children, youths and women, learn their place and positions through such educational process. Children and youths learn good morals such as being obedient, wearing decent dress, respectful, etc. The entertainment industry here educates on how to avoid immorality. There is no school for this kind of education.

The formal entertainment education accumulated in this modern time serves to influence both negative and positive morals in the lifestyle of people, most especially the youths. Today entertainment movies engage the children and youth on online teaching, Cowbell competition, Debates, spelling Bee and others, which serves as a tools for child’s learning. Educational games are designed to teach people about certain subjects, expand concepts, reinforce development, understand an historical event or culture, or assist them in learning a skill as they play. Children learn how to use English words and other languages from entertainment TVs. However, on the negative hand, some entertainment movies educate the youths on immoral behaviour which might include: sex, nudity, obscenity, vulgar language, curses, indecent dresses, cultism, killings, murder, rape beating up women,

smoking, molestation and harassment etc. These to a very large extent contribute to violence and moral misconduct in the African society.

Informal entertainment education, thus, proves more preferable than today's entertainment industry. This is primarily because Africans learn more good morals and behaviour which add values to the African culture through it, whereas the formal entertainment industry increases more the rate of corruptions in the African society.

INFLUENCE OF AFRICAN ENTERTAINMENT INDUSTRY ON THE SOCIAL LIFE OF STUDENTS

Some of the influences of the African entertainment industry on the social life of students include:

Physical inactivity: Socially these students are rendered physical inactive. While watching TV, a student does not move but mainly sits or lies. This affects the development of his muscles. Besides, movement plays a significant role in brain development.

Impaired eye accommodation: The human eye has the ability to adapt to the environment by refracting the retina and changing the size of the pupil. When watching TV and movies, the eye passively perceives an image that is reflected on the retina. This causes the eye to atrophy and loses its ability to see well.

Affects the brain: Rapidly changing scenes do not leave an opportunity to think about what is happening, therefore the brain passively perceives information without processing it. The brain becomes a mere receptor rather than creating the scenes like in the case of reading.

The Release of cortisol: When scenes are constantly changing, the person perceives this as a danger, which leads to the release of this hormone. The accumulation of cortisol poisons the body at the level of the psyche because the person is constantly in a state of stress.

Reception/Adoption of aggressive behavior: On television, there are a lot of scenes of violence, murder and humiliation, even from the main good characters. This means that the student takes such a model of behavior for granted and adopts it to life.

Affects the student's performance: Students with dependence on television read less, have less developed imaginative thinking and mathematical abilities. This leads to poor grades in the educational institution and the lack of any desire for studies. And since watching TV and movies consumes a chunk of his/her time, there is then not enough time, subsequently, to study at all. Despite all the negative impacts of television on students, some researchers argue that it can have a positive effect. For example, television programs are often used for educational purposes. Tutors use fragments of television programs in order to diversify the content of pairs and make them accessible to students with different perceptual characteristics. In addition, information programs are a source of knowledge for young people about different cultures and political situations.

All of the above only confirms that watching TVs and movies is not always positive. Though everyone has to decide how much time to spend watching TV, it is unlikely that a person who cares about a healthy human person will ignore its negative impacts. (Wikipedia 2021).

CONCLUSION

Corruptions and crimes that are increasing every day came greatly as a result of the kind of movies our youths are continuously watching and assimilating. Entertainment industry previously took pride in educating the Africans on their culture, customs, and tradition as well as inculcating good. But today the reverse is majorly the case. People learn many immoral acts like rapping, violence, kidnapping, cultism, indecent dressing etc. The worst is that some wealthy people among the Africans go on to even sponsor some moral questionable entertainment programmes like the popular Big Brother Naija. Yet

these are seriously influencing and distracting the youths. Therefore, the researcher recommends that Africans should direct attention to concerns on betterment of education rather than wasting their resources on what increments immorality rate among Africans, and damages our academic, cultural and social values.

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