

CRITICAL APPRAISAL OF BIG BROTHER NAIJA REUNION 2021

Revisiting Shamelessness and Rehearsing Evil Past

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Abstract

We live in a society where there is a promotion of evil over good, indecency over decency, immorality over morality, and ungodliness over godliness, a world of imitation and moral decadence, that is an enthronement of corruption. Entertainment is held at a high place in Nigeria. The importance of entertainment cannot be underestimated. Entertainment brings happiness, which is the most powerful medicine that helps to keep our mental health and well-being. In the quest for entertainment in Nigeria, Big Brother Naija (BBN) was introduced as a reality show devised for entertainment purposes but opposite is the case. For years I have followed series of BBN show. This year, it is BBN...Shine your eyes. Using the method of critical analysis, the researcher discovers that BBN is nothing but enthronement of immorality and mediocrity, celebrating every form of sexual immorality and deprivations with impunity, on the National Television and dubiously extorted money from the public gullibility and frailty.

Keywords: Big Brother Naija (BBN), Moral Decadence, Entertainment

Introduction

There are different entertainment shows in Nigeria. BBN is regarded as one of the channels of entertainment but promotes evil and immorality in the country. What then is entertainment? Entertainment is a form of activity that holds the attention and interest of an audience or gives pleasure and delight. The world cannot exist without entertainment. These are activities or events that has developed over thousands of years specifically for the purpose of keeping an audience's attention and cause relaxation and happiness. Big Brother Naija here abbreviated BBN is an annual reality television programme by multi choice that is aired all over Nigeria and across Africa. Big Brother Naija, formerly known as Big Brother Nigeria, is a Nigerian reality competition television series, based on the Big Brother television franchise, in which 12 contestants live in an isolated house and compete for a large cash prize and other material prizes, at the end of the show by avoiding being evicted from the house by viewers who vote for their favourite housemates to remain in the show.

Historically, according to Chikafa and Mateveke (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 non-ending surveillance. In the novel, the dictator who watched over the citizens of Oceania was called Big Brother and his terrifying slogan was 'Big Brother is watching you'. In the Big Brother television show, contestants confined in the house compete to escape eviction in order to win the prize money. Big Brother is a television reality game show based on an originally Dutch TV series of the same name created by producer John de Mol in 1997. The series follows a diverse group of contestants, known as Housemates, who are living together in a custom-built home under constant surveillance with regard to daily life and activities amidst loss of the sense of shame. The reality TV show debuted on the continent in 2003, and has since then, with the aid of the growth of satellite television in Africa, roused African audience interest and has remained an annual event till date. Big Brother reality show has continued to thrive and at the same time wax stronger mostly among the youth; although the show over the years has been criticized for its display of obscene and vulgar scene which is considered not part of the Nigerian culture and that of Africa in general.

Big Brother originated in Europe and has since died a natural death there but this show is held on high standard by everyone, including the poor and the rich in Nigeria. Big Brother Naija BBN in the contemporary media entertainment industry is a show of deep lack of sense of human worth and degradation of human dignity, as well as a show of complete loss of sense of shame and basic human value. Big Brother Naija Show and all other media entertainment depict poor value system and gives room for all sorts of moral decadence in general.

The question is why do we copy what breeds degeneracy, exhibits low moral values rather than copy what promotes morality and decency, unity, peace and progress in the country? This should not be so!

Therefore, the promoters, organizers and the youths of this immoral show must ask themselves what they intend to make out of it? The values and morals they are projecting to the larger Nigerian society. However, every Nigerian must rise up to this fight of eradicating immorality from the Nigerian Entertainment Industry since no nation can develop, irrespective of their academic and economic giants, under the support of moral depravity.

Big Brother Naija

Big brother is a reality television show in which a group of people are brought together from a large house isolated from the outside world and made to live together while they are continuously watched on television cameras, a concept borrowed from George Orwell's fictional dystopia of Oceania, a world of never ending surveillance novel 1984 with a dictator who watches over the citizens of Oceania is Big brother whose terrifying slogan is "Big Brother is watching you. In the big brother television show, the house confined contestants compete to avoid eviction so as to win the price money.

The level of immorality being celebrated by the Big Brother reality show is adjudged short of programmes intended for education (Laitto, 2015). Yet, African audience especially the youth have continued to imbibe the damaging style of this programme and the actors have turned to celebrities. This has led to several calls demanding for its ban and censorship. For instance in 2007, The Nigerian House of Representatives issued a directive on the Nigerian Broadcasting Commission to discontinue the airing of any clip or debate on the Big Brother Naija. Despite these cries for its ill effects on society, the reality show has neither improved in moral tone nor its viewers reduced. If care is not taken, the reality show will have a lasting impact on the youths.

Understanding Entertainment

Entertainment is so important in our life. It brings human beings together and also a superb way for the entire family and friends to tie in. Without entertainment, we do not have any refreshments and spice in our life. Entertainment is the activities which enable people to have joyful time particularly in their free times, helps them relax and forget especially the current situation. These are shows, films, television or other performances or activities that entertain people or a performance. It is further defined as the business of making films, television, programmes and shows etc. that entertain people. These activities are done in their leisure time except for working. Entertainment attracts attention by being funny, exciting, pleasurable, enjoyable, or entertaining. It gives amusement or enjoyment. The experience of being entertained has come to be strongly associated with amusement, so that one common understanding of the idea is fun and laughter, although many entertainments have a serious purpose.

The importance of entertainment is felt at every sphere of one's life. Good entertainment helps guests have fun. When guests have fun, they engage better with others and learn more. The energy of the event increases and the mood becomes a very positive one. Entertainment brings happiness, which is the most powerful medicine that helps to keep our mental health and well-being. Entertainment can also be defined as watching movies, listening to songs or reading books or other materials that make you happy or talk generally about issues surrounding society around us. When we're satisfied, we have the entirety. Happiness can lessen our strain and tension in our daily life. Entertainment for kids can take various forms inclusive of movies, drama, storytelling, drama, dance, sports, and traditional performances. Usually, movies, music, and TV series can all create joy in our lives.

Positive influence of Entertainment

Entertainment has great influence on the society. The power of entertainment cannot be under expressed. It easily influences people especially the youth either negative or positive. Entertainment has a great role and positive influence of entertainment in education, health, and quality of life in our society. It has come to stay and it holds a very high place in our lives and in the society. Because of its potential to affect our well-being, entertainment can be seen as a source of relaxation or arousal and

can induce the range of human emotions that enrich daily life. The emotional and social satisfactions provided by entertainment are supplemented by their impact on executive functioning and health.

Entertainment is an avenue of visualising the events of the society. It depicts the happenings around us. It exposes one to different culture and traditions of different races. It is also one of the easiest ladders to fame; for example, producing celebrities. It is also a source of income. Entertainment also increases our depth of awareness. There are certain educational channels on television. A person or student can acquire balanced and up-to-date knowledge on numerous topics.

Among the cognitive benefits of entertainment media are the maintenance or improvement of problem solving and enhanced perceptual skills. Listening to music or watching television can produce positive cognitive effects. Music, in addition to its mood management function, also affects brain development, language, and cognitive development.

One undeniable feature of play is fun. Positive emotions, including humour, contribute to a sense of well-being and health.

Other positive influences that entertainment has on people include;

Relives Stress

If you get stress, one of the best treatments is to get rid of this stress are entertainment. Entertainment is one of the best scatterings you can get. When you get a good quality of entertainment, your mind thinks about other things and releases endorphins, hormones that are responsible for feeling good. This is a good way to deal with stress, as it gives your mind some time to rest and prepare for recovery.

Mental Health

Watching movies, listening to music, and reading books or articles are help mental health and general well-being. Laughter is analgesic, helping to raise the pain threshold while lowering blood pressure (Stuber et al. 2007).Entertainment can help you to relax and avoid anxieties as you escape from the concerns and worries of day-to-day activities. You can free your everyday worries by watching your favourite movies or listening to soothing tracks or reading your favourite books. It can keep your mental health well.

It Gives You an Aspiration

Many people have great had influence from entertainment. You can search for new goals and acquire them. It has the power of providing you a new horizon and makes excellent use of it. You can follow your role models, and iconic figures pass their messages to you. Now a day, the internet is the biggest source of bringing entertainment for kids. It gives you a wide and open world.

It Generating Money

Entertainment can also see best as a business. The entertainment industry provides so many opportunities for business-minded people. People sell entertaining materials, such as CDs and magazines and make lots of money. Being an artist, an entertainer earns you money, and it could be your business.

Employment Opportunity

The entertainment industry provides one of the largest employment opportunities. From the street magician to the celebrities, we see them on TV, they are all earning a living because of it. It also plays a great role in maintaining the economy in that a lot of tax is collected from the industry. It is the most significant importance of entertainment as it directly contributes the economy.

Any Positive influence of BBN as an entertainment

Big brother has provided the participants a platform and I must admit a very big platform for every housemate to showcase what they have to offer. In BBN every housemate is a winner whether you go with the prize cash or not once you can sell your talent you are made and a channel for producing Celebrities. Big brother naija has a lot of negative sides more than its positive side. It has exposed and still exposing our teenagers to indecent and immoral way of life. You see housemates walking around the house without their bras especially the female folks, housemates sucking their breasts and dicks all in the name of entertainment. Currently, barely two months of this years' BBN season 3 housemates have been caught on camera making love in the toilet and having sex in a live show. And the worst is that our youths are celebrating the immoral show. Bloggers carry the news the most, it trends on major social media sites in Nigeria, our celebrities too are not left out of this madness. Where do we go from here and we the youths have hope of taking the leadership of this country from the elders? Therefore, we need shows that promote youthful business, not BBN Naija that promotes youthful sex! What impact does it render to the Nigerian society and Youths? What is its place in the entertainment industry? We need shows that make the youth think of money, not shows that make them horny!

Our youths waste their time in discussing about housemates, keeping malice against one another and investing their money and time on the unnecessary things. The TV reality show now displays uninhibited sexual frolics on open cameras, accusations of STDs being passed around, shameless smooching by hormonal charged housemates and ear-tingling swear words and vagarious words are the predominant values being shown which lamely try to project positive African cultures and traditions.

Place of BBN in Entertainment

BBN: Evil Show

Entertainment is what adds value, relaxation and depicts moral lessons. Entertainment do not only relate to shows on television sets it encompasses games and other recreational activities which teaches and at the same time is enjoyed. For instance, games have taught reading, vocabulary, and math to elementary school pupils and health care and safe sexual practices to adolescents (Kato 2010). Johnson (2005) argues that video games and television dramas confer valuable cognitive skills on players and viewers. BBN is regarded as an entertainment in Nigeria but the question is, is it really an entertainment? Some people say that it entertains and it's fun to watch. The negative influence of BBN is more of its positive influence.

In their desperate quest to smile home with the ultimate price of N45million and a brand new SUV, the housemates seem to forget that virtues such as morality, dignity, self-respect, posterity and

maturity exist; they all have their eyes fixed on the prize, throwing caution to the wind as they display all manner of immaturity, immorality, envy, jealousy, violence, etc, with reckless abandon.

Kissing was like a regular thing among the housemates, even among those who were not dating officially. Housemates dating and having sex at will on live TV and Masturbation. The endless quarrels and having secret tasks like enmity, strife, envy and jealousy in their minds against each other. Yet these morons in BBN will earn millions for coming to suck breasts, speak thrash, display indecency, and get under the sheets on International TVs. Soon, they are celebrities, winning international modelling contracts.

Finally, It has bad influence on our children and it exposes the youth to immorality. Moral decadence is a cankerworm that is eating deep into the fabrics of this nation called Nigeria. There is no gain saying the fact that the rate of moral decadence in Nigeria is disturbingly alarming and this has affected the pace of development in the country.

It paints negative picture of Nigeria and its values and should not be generally regarded as entertainment.

Conclusion

BBN show is neither a Talent show nor Life Enhancing Show but young people with moral weakness, are kept in one place, celebrating every form of sexual immorality in a country where every religion is built on basic moral principles. It's a show full of frivolities, Slander, Malice, cover-ups and celebration of vices than virtue and morals. It has nothing positive to contribute but issues relating to sex, nudity, violence, cheating, voting unfairness and washing their dirty clothes in the public. This is an example of moral decadence in the society. Therefore, this should be corrected on time to avoid having a lasting impact on the youths. This necessitated the need for the assessment and adjustment of big brother Nigeria.

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