
CHAPTER NINE

POP MUSIC VIDEOS IN NIGERIA: THE NEGATIVE UPSHOT ON STUDENTS ACADEMIC PURSUIT

Paschal Chibuike Ozoaghuta

Abstract

This study was designed to explore the negative effects of pop music videos on students' academic pursuit in Nigeria. The researcher adopted a survey research design. The population was one hundred and fifty (150) undergraduates, randomly selected from those three tertiary institutions chosen for this study. Questionnaire method was used in sourcing for information. It consists of five (5) items meant for the respondents to react on. It was designed with a four-point likert's scale and was analyzed using the mean. The interpretation was based on Strongly Agree (SA) = 4 points, Agree (A) = 3 points, Strongly Disagree (SD) = 2 points, Disagree (D) = 1 point. The study showed that there is a connection between pop music videos and nudity being exhibited by the students in this present time and this distracts the attention of both the students and lecturers during teaching-learning process. Based on the findings, the researcher recommends that the Nigerian musicians should be watchful of their dressing and languages because eyes are watching and ears are hearing. They should always cross-check their music lyrics and videos to ensure that images that can easily corrupt the minds are discarded.

Keywords: Pop music videos, Students' academic pursuit, Negative impact, Teaching and learning

Introduction

Many changes have taken place and more are yet to come. What existed during the time of our forefathers is no longer what we have now. This is also visible in the area of music in that the type of music our fore-fathers enjoyed during the olden days is not what thrills the youths of today. Today, the music industries in Nigeria have embraced a new genre of music called "pop music". Pop music as the name implies is a generic term used to refer to music of the city that are widely enjoyed by large number of people such as hip-pop, jazz, blues, reggae, rhythm & blues, rock & roll and highlife. However, this genre of music has seemingly become a curse to our teeming youths. It appears to have presented itself as a nuisance to most of the students. There appear to be a gross modification of certain values among the students especially on the lifestyles they exhibit both in the school and in the society which enormously deviates from the communal values and general accepted norms. This study was designed to explore the negative effects of pop music video on students' academic pursuit in Nigeria.

Purpose of the Study

The study was designed to highlight, expose and bring to full awareness some negative influences students derived from watching contemporary pop music videos and the resultant effects on their academic pursuit.

The Problem

The contemporary pop music videos in Nigeria today in one way or the other make common graphic references to sex and drugs, unlike the past where sensitive issues like respect, obedient, forgiveness for one another were skillfully discussed in a musical content. Abati (2009) asserts that “the average adolescent watches and listens to music and music videos approximately 2 to 3 hours every day (p. 70). Adolescents are so deeply affected by pop music that for them any day that passes without being seriously involved with music in one way or another is a day wasted (Storr, 1992). It is very important to state at this moment that the music genre and videos our students watch and listen to are likely to influence them as well as the choices they make in life. Findings by Pardun, C. J. L., Engle, K. L., & Brown, J. D. (2005) provide evidence to support this statement. Their analysis and survey study on “linking exposure to outcomes; early adolescents' consumption of sexual contents in six media” showed that adolescents' sexual media exposure is significantly correlated to their sexual experience and intention to become sexually active” (p.75). The resultant effects of all these is evident in their dress code especially the female. They put on skimpy clothes in the name of trendy fashion. Skimpy Clothing as we all know easily distract the opposite sex during the teaching- learning process. It could also bring about lack of concentrations in the classroom.

Secondly, many times one sees “pop musicians” smoking recklessly, indulging in all sorts of drug taking and many of the students tend to imitate them after watching the musical videos. Drug use is one of the ways that can mess up the brain wiring of the students. It can affect and alter the activity of the nerve cells in the chemical structures of their brain. This alteration can result in message going in the wrong direction and therefore, resets the way their brain should act or react. This has huge implications on their academic pursuit because it goes to affect how their brain processes, retains information and how they think, learn, remember, focus and concentrate during teaching - learning process. There is an adage that says “youths are like sponge; they soak up everything around them”; everything they see and hear, whether positive or negative, goes into their little minds. All these and more necessitated this study.

Significance of the Study

The society stands to benefit from this study because those behaviours exhibited by the youths which deviate from the societal values and generally accepted norms have been examined and solutions proffered. Also, the study places the students in a better position to adjust their level of imitation of these flashy lives of contemporary pop musicians having examined the negative consequences derived from it.

Research Question

The researcher formulated one research question to guide this research work.

1. To what extent does contemporary pop music video negatively affect the students?

Methodology

The researcher adopted a survey research design in this study. Nworgu in Esimone (2015) defined a “survey” as a research design by which group of people or item is studied by collecting and analyzing data from only few people or items considered to represent the entire population” (p.173). The areas of the study were Federal College of Education Eha-Amufu, (FCEE), Enugu State, Institute of Management and Technology (IMT), Enugu State, and Nnamdi Azikiwe University, Awka (UNIZIK) Anambra State. The researcher's preference for these tertiary institutions was based on the fact that FCEE, IMT and UNIZIK represent respectively Colleges of Education, Polytechnics and Universities which are the three giant tertiary institutions in Nigeria educational system. The target population for this study was one hundred (150) undergraduates derived from those three schools used. Simple random technique was employed by the researcher in selecting the respondents from these three institutions. The researcher significantly adopted questionnaire in sourcing for information for this study. The questionnaire was designed and packaged for the respondents and it consists of five (5) items. The research questionnaire was designed with a four-point likert's scale and was analyzed using the mean. The respondents were requested to indicate their opinions on 4-points likert-type response scale. The interpretation was based on Strongly Agree (SA) = 4 points, Agree (A) = 3points, Strongly Disagree (SD) = 2 points, Disagree (D) = 1 point. This was done by ticking the appropriate box in the questionnaire. The mean score for each questionnaire item was obtained by multiplying the frequency of each response on each categories with the appropriate nominal values assigned to them and dividing each by the total number of subjects that responded to the questionnaire item. The formula used in the analysis was arrived as shown below;

$$\bar{X} = \frac{\sum fx}{n}$$

Where \sum = Summation

x = Total points scored.

\bar{X} = Mean

f = Frequency responses.

n = Total number of response.

Decision Rule

Any mean score value that is below 2.5 for each of the questionnaire item was considered negative and was rejected, while a mean score of 2.5 or above was considered positive and accepted for confirming the position of the respondents on the issue. The benchmark of 2.5 was arrived at using the formula thus;

$$\frac{fx}{N}$$

What is pop Music?

The term "pop music" is often used interchangeably with "popular music". This is the same thing to say that "pop" is a short form of popular. It was first recorded as being used in the year 1926. Idolor (2002) remarked "that pop music started in America with the "Tin Pan Alley era" around 1880 (p. 28). Pop music is the present day music designed for entertainment and commercial purposes. "Pop music is dance-oriented and draws its core clientele from urban dwellers and finds its expression mostly in pubs and night clubs. These characteristics make pop music more popular with youths than adults" (Okafor, 2005).

Idolor (2002) maintained that;

Pop music is a genre of music encompassing several styles that is readily comprehensible to a large proportion of the population; that its appreciations require little or no knowledge of musical theory or technique. It differs in important ways from classical and folk music and from much jazz. "He went further to say that pop music pieces are usually of modest length and have a prominent melodic line, often vocal and a simple restricted harmonic language (p. 24).

Okafor (2005) observed that "pop music is music that deals with familiar themes and issues of the moment. He went further to say that it is understood and accepted by lot of people not as a final solution to their problems but as a topical reflection of their sentiment and current world view (p. 327). He goes further to say that "it takes a major share of people's musical sensibility through its rhythm, melody and song text styles and even the money it spins in the society (p.132). Pop music has the mass appeal and consumption because it is designed to please in the easiest manner. It features simple catchy tunes that are easy to remember.

Pop music lyrics and its video

Music lyrics are an important part of music. It contains messages and feeling that the singer wants to convey to the listeners. These trends may be good or bad. They may be anything from clothing styles, political ideas, new words derived from current happenings. In an attempt to be new and exciting, the music video producers constantly look for a new content and tried to incorporate them into their music videos. This spreads the trend in Nigerian and even the entire world. Most of the students get easily influenced through these videos. Idolor (2002) asserts that the earlier;

Pop music texts or messages were conservative, without much aggressive overdose of sex and love and sentimental matters, and so were essentially based on morality and other corrective matters. He went further to say that its text often mirror the society in respect to the simple pressure of pastoral life, morality, satires, praise and worship of God, political and social protests, national solidarity and economic recessions (p. 32).

In her research, Rangiah (2012) "established that adolescent girls who were more exposed to sexuality in the media were also more likely to engage in sexual activities" (p.13).

Obviously, it is observed that pop musicians of this present generation have laid much emphasis on sexual related clips on their musical video which is not good for the growing child and the society at large. Consider songs that have nothing to do with sex, the first thing one sees in the music videos are women with indecent dressing.

Presentation and Analysis of data

Research Question One

To what extent does contemporary pop music video negatively affect the students?

Questionnaires related to research question one.

Table 1: Respondents response on the extent of negative effects of contemporary pop music videos on the students

S/N	Description Of Questionnaire Item	Responses				Interpretations			
		SA	A	SD	D	No. of Resp.	X	x	Decision
1	Nudity among the students is direct imitation of hip-pop artistes and their stage dancers.	60	70	24	8	150	482	3.2	Accepted
2	Strong desire for sex among the students leading to teenage pregnancy is due to gullible images of pop music videos.	45	89	11	5	150	474	3.1	Accepted
3	Clubbing and partying associated with this genre of music reduce student's commitment to their studies.	61	55	30	4	150	473	3.1	Accepted
4	There is a huge connection between pop music videos and students' drug addictions.	73	44	27	4	150	482	3.2	Accepted
5	Persistent use of earphones has altered the study habits of most students.	69	39	25	17	150	460	3.0	Accepted

Nudity (1)

In table 1 above, on item number 1, sixty (60) out of one hundred and fifty respondents (150) strongly agreed that nudity among the students is direct imitation of hip-pop artistes and their stage dancers. Seventy (70) also agreed with the statement, twenty four (24) strongly disagreed while eight (8) disagreed, with a mean score of 3.2. This analysis shown above indicated that greater percentage of the respondents were of the view that the current indecent dressings in our campuses today are as a result of students imitations of hip-pop artistes and their stage dancers.

Strong Desire for Sex (2)

On item number 2, forty five respondents (45) out of one hundred and fifty respondents (150) strongly agreed that strong desire for sex among the students, leading to teenage pregnancy are due to gullible images of pop music videos. Eighty nine (89) also agreed with the statement, eleven (11) strongly disagreed while five (5) disagreed. The mean score was 3.1. The analysis above indicated that most of the respondents believed that there are correlation between pop music videos and strong desire for sex among the students.

Clubbing and Partying (3)

On item number 3 above, sixty one respondents (61) out of one hundred and fifty respondents (150) strongly agreed that clubbing and partying associated with this genre of music reduces students' commitment to their studies. Fifty five (55) agreed with the statement, thirty (30) strongly disagreed while four (4) disagreed. The mean score was 3.1. This analysis reveals that majority of the respondents were of the view that clubbing and partying associated with this genre of music reduces students' commitment to their studies.

Drug Addictions (4)

On item number 4, seventy three respondents (73) out of one hundred and fifty respondents (150) strongly agreed that there is a huge connection between pop music videos and students' drug addictions. Forty four (44) also agreed with the statement. Twenty seven (27) strongly disagreed, while four (4) disagreed with a mean score of 3.2. The analysis reveals that greater respondents believed that there is a correlation between pop music videos and students' drug addictions.

Persistent Use of Earphones (5)

On item number 5, sixty nine respondents (69) out of one hundred and fifty respondents (150) strongly agreed that persistent use of earphones has altered the study habits of most the students. Thirty nine (39) also agreed with the statement, twenty five (25) strongly disagreed while seventeen (17) disagreed. The mean score was 3.0. The analysis showed that there are connections between pop music videos and incessant use of earphones by the students.

Discussion

- 1. Nudity:** Due to student's constant exposure to contemporary pop music and its videos, it is now common scenes to see great number of students go almost nude in the name of fashion. The negative repercussions of this ranges from rape, prostitutions to transmission of HIV/AIDS. As regards to teaching and learning, it distracts the attention of both the students and the lecturers during teaching-learning process. It brings about lack of concentrations in the classroom. There is hardly any higher institution in this country that is not faced with this disgusting problem. The worst part of it is that they spend so much money buying such dresses instead of spending it on any academic related activities like research or group projects. It is not over statement to say that indecent dressing is an obstruction to quality education.
- 2. Teenage pregnancy:** There is a great connection between contemporary pop music videos and student's desire for sex. It is disheartened to say that most of what they portray in contemporary pop music videos are things that negatively affect the mind. The students having been exposed to all sorts of pop music videos including the ones that emphasized gullible sex images tend to imitate what they have seen in real life situation. Collins, R., Elliot, .M., Berry, S., Kanouse, D., Kunkel, D., & Hunter, S. (2004) supported this finding when they found that teens who watched large quantities of television containing sexual content were two times as likely to begin having sex within

the next year as teens who did not view such programming” (p. 114). Our society is now such that there is no contemporary pop music video that does not brazenly display nude images. In other words, Nigerian contemporary pop music videos of today are videos of sexual orientation. The worst part of it is that there are the ones that interest the students most. This accounts for why there is tremendous increase of unwanted pregnancy among the Nigerian youths.

- 3. Clubbing and Partying:** Clubbing and partying associated with this contemporary pop music has affected the majority of students in a great way. Though, parties are fun, there is a time line between having fun and getting out of control. Parties constitute integral part of student's culture and serves as primary settings where students engage in heavy drinking often leading to negative outcomes. It has reduced their commitments to studies. For a student to get enough rest on a regular basis is a difficult task not to talk of when clubbing is added. And when they fail to get the rest or sound sleep needed to stay mentally alert, they must experience learning difficulties. Some students may even skip classes to recover from their late nights out. A student is meant to be regular during the teaching - learning process. Where a student skips classes, it has gross implication on their performance in the school.
- 4. Drug Addictions:** Some pop music videos mostly contain images where pop stars and artistes smoke anyhow and abuse drugs. In other words, multiple musical albums have been found to revolve around drug abuse. This has direct consequences on the students as they try to emulate the artiste not minding the resultant effects. Drug addiction is one of the largest problems in Nigerian society today as students have been found on many occasions smoking recklessly and abusing drugs. Our society now is drug taking society. Many young people today get addicted to drugs. The chemical structures in the drugs can imitate and fool them, lock onto them and alter the activity of the nerve cells. This “alteration” can result in messages going in the wrong direction and therefore, reset the way their brain should act or react. Ultimately, this affects the way their brain processes and retains information and how they think, learn, remember, focus and concentrate during the teaching-learning process.
- 5. Persistent Use of Earphones:** The incessant use of earphones is also one of the direct consequences of contemporary pop music videos on the students especially in an age where every student has iPods or iTunes capabilities. The integration of earphones in the classroom has grown amazingly among the students that all they do are just listening to music with little or no time for their studies. When we use earphones, the sound produced from our audio devices will directly hit our ear drums. Once the sound level begins to exceed the limit, damage is gradually being done to our ears. In other words, persistent use of earphones could damage students' ear drums rendering them ineffective during teaching/learning process. This is the same thing as hearing loss which may not be recognized in them for many years, so treatment and intervention may be difficult when it is detected. Earphones notwithstanding, have enabled the youths and even the adults to

listen to music wherever they desire but persistent use of earphones or listening to music while studying creates a huge distractions.

Conclusion

The study had succeeded in pointing out the negative influences derived from contemporary pop music videos and how they affect the students in their academic pursuit. It is assumed that the recommendations of this study if properly implemented would minimize the distractions encountered in the classroom due to negative influences of contemporary pop music videos. The findings of this research makes it clear that the continued exposure to pop music videos will greatly endanger the health and academic wholeness of our students. Nigerian educators should tap from this finding as it affects their teaching, curriculum planning and search for formidable methods of improving the academic lots of the students due to influence of pop music videos.

Recommendations

The researcher recommends the followings;

1. The Nigerian musicians should be watchful of their dressing and languages because eyes are watching and ears are hearing. They should always cross-check their music lyrics and videos to ensure that images that can easily corrupt the minds are discarded
2. Nigerian parents should as matter of necessity support the efforts made by National Music Censorship Board by restricting their children from watching any under aged video clips since the Board is not there to monitor what happens at home.

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