

**NOLLYWOOD AND THE NIGERIAN IMAGE: AN
ASSESSMENT OF SOME SELECTED NOLLYWOOD
MOVIES**

BY

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**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT
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OF A MASTERS OF SCIENCE DEGREE IN MASS COMMUNICATION.**

MAY 2017

CERTIFICATION

This is to verify that this study was carried out by AFOLABI, Oluwafolafunmi of the Department of Mass Communication, Covenant University, Ota, under our supervision and that the thesis has not been submitted for the award of any degree in this or any other University.

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DECLARATION

I declare that this project is based on a study undertaken by Afolabi Oluwafolafunmi O., in the Department of Mass Communication, College of Development Studies, Covenant University under the supervision of Dr. Olusola Oyero. This project report has not been submitted elsewhere for the award of a degree. All ideas and views of the research project are products of the researcher and where the ideas and views of other researchers have been expressed, they have been duly acknowledged.

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DEDICATION

This piece of work is dedicated to GOD ALMIGHTY, the source of my life and strength. This work is also dedicated to my family- Mr. and Mrs. Afolabi and Afifoluwa Afolabi for their endless love, understanding and support. You shall reap the fruits of your labour in due season in Jesus name, amen.

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ABSTRACT

Previous studies have shown that contents of Nollywood films are not geared towards positivity. As a result of the contents of Nollywood films, Nigerians are facing the encumbrances of a negative perception globally. This research seeks to find out if this trend has changed with the recent Nollywood productions (from 2010-2016). Content Analysis and interview were adopted for this study. Five Nollywood films were purposively selected for this study using registration and approval by NFVCB, superb production quality to fit the big screens and premiered both in Nigeria and internationally as the criteria for selection. Findings from the analysis of the interview conducted indicate that most Filmmakers are focused on contents that will appeal to their audiences and maximize profit. Based on the results from the content analysis, it was indicated that, the positive theme with highest portrayal was love with the negative theme with the highest portrayal was deceit, both with 10.6% while education, community, tolerance, hope, faith, loyalty, truth and immorality were all at the lowest with 2.1%. The percentage of infidelity was also high with 6.4%. Redemption, justice, family, honesty, friendship, theft/greed, poverty, revenge, fear, disloyalty, drama, pride and hatred were all 4.3%. However, polygamy was 0%, which means that it was not portrayed in the 5 selected movies at all. The Nigerian image is at stake because the more negative themes are present in Nollywood movies, the more Nigeria is selling its negativity to the world. It has been shown that most of the themes in Nollywood films are negative, therefore the world is perceiving negativity and these has affected the image of Nigeria negatively. For characterization, there are both good and bad characters, will does not portray a bad Nigerian image. It is more like a balance between the good and the bad. Overall the content of Nigerian do not portray a good or bad image of Nigeria. There is a healthy balance between the two. This is because that is exactly how life and every society is- a combination of the good and the bad. These stereotypes reflect the true nature of the Nigerian people, especially when showing what is peculiar to the diverse and different tribes. It shows the distinctiveness of each tribe but these characteristics can portray Nigeria negatively. Based on findings, the study recommends that, all Nollywood films must be checked by NFVCB, to meet the criteria of positive portrayal, before it can be shown internationally. Secondly, the government should collaborate with filmmakers to produce films that promote Nigerian cultural identity to the global community.

Keywords: Nollywood, Nigeria, Image, Nollywood Movies