

THEORY OF PLANNED BEHAVIOUR: MEASURING ADOLESCENTS MEDIA LITERACY AND ALCOHOL DRINKING EXPECTANCIES

BY

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ABSTRACT

Alcohol advertising appeals to young people through humor, animation, bright colors and music; it tends to reinforce the link between drinking and socialization and being accepted by peers, which are important concerns for adolescents. Nonetheless, studies suggest that even a single media literacy intervention can help children and adolescents understand the persuasive appeals of tobacco and alcohol advertising messages and make a difference in their intention to use tobacco and alcohol, at least in the short-term. However, despite the accumulating research on impacts of alcohol advertising content on youth and the several studies that have explored media literacy intervention in different contexts, with numerous findings focusing on the influence of media literacy on decision making towards extant behaviors among adolescents, there was a need to quantitatively model within a Nigerian context if media literacy significantly alters adolescents drinking expectancies and which component of media literacy significantly alters these drinking expectancies. Hence, this study employing a Solomon-four experimental research design within the context of the theory of planned behavior and the media literacy framework examined the alcohol expectancies of media literate and illiterate adolescents. Using a sample size of 860 adolescents in Lagos State, the researcher hypothesized that there is no significant difference between alcohol expectancies of media literate and illiterate adolescents towards alcohol and alcohol consumption. Secondly, that there is no significant difference in the level of alteration caused by the various components of media literacy among media literates of same and different ages. The findings of the study revealed the component of media literacy framework that significantly alters adolescents' drinking expectancies as well as the strength and direction of each media literacy component as they relate with adolescents drinking expectancies. Implications of the findings are discussed.