Education through Entertainment in Contemporary African Society: An Examination of Wale Adenuga's "Super Story" in Select Divisions of Ibadan, Nigeria"

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ABSTRACT

The educational system in many contemporary African nations is faced with many challenges amongst which are the quest for effective teaching and learning methodology. This paper therefore examines the methodological value and inherent potentials within the ambits of drama/cultural performances that embraces 'edu-tainment' concepts to identifying a problem while seeking plausible means of finding solutions to the identified problems in a participatory induced order. 'Edu-tainment' in this order refers to a form of entertainment activity designed to educate, amuse or entertain and instruct by embedding lessons in form of live acts, television, computer, multimedia and video games. The suitability and preference of this educational mode especially amongst the youth is a sine-qua-non essentially because of their restless gabs and proneness to boredom. The viewership of Super Story among Ibadan South-West Local Government residents was analysed to elicit knowledge for improved educational access. Survey research method using multistage and convenient sampling techniques was used with 500 copies of questionnaire distributed. The analysis of data showed that 100% of the respondents watch soap opera series and super story while 71.4% maintained viewership due to captivating storylines. Further findings suggest that soaps can be used to preserve culture and improve educational access; carefully designed Entertainment-Education programmes are viable requiring the designing and conscious implementation of media messages with the aim of educating the target audience to fulfill the functions of information, education and entertainment.

Key words: Edutainment, Educational Resources, Soaps, Story, Technology

INTRODUCTION

Singhal and Rogers (1999, p. 5) portray Entertainment-Education as a

> methodology which purposively plans and carry out media messages, to both engage and instruct individuals, to expand the crowd's information about an instructive and other social issue with the general objective of improving and, or making positive mentalities and change unmistakable practices.

It is the combination of data with diversion, in any case alluded to as "infotainment", which looks to amplify the viability of supportive of social messages on the crowd through an intentional arrangement to engrave permanent imprints on their brains by the instrumentality of humor and other amusement structures, in this way helping the crowd review messages in a manner that can't be accomplished by a straight forward instructive methodology. The final result regularly, prompts mental re-arousing and by and large attitudinal change (Waisbord, 2001; Singhal and Rogers 1999;

Cabrera, 2008; Yankelovich, 1993; Piotrow and Fossard, 2004; Coleman and Meyer, 1990; Brown and Singhal, 1999).

Broadcast Entertainment-Education Programs have demonstrated adequacy in all aspects of human undertaking from; social, political, social, financial, wellbeing, ecological, human turn of events, simply name it. This is so in light of the fact that as Tufte (2005, p. 1) attests: individuals like amusement. They look for it and are excited by it. Moreover, Thomson and Wise (2011, p. 439) further declare that Broadcast Entertainment-Education Programs without a doubt affect each layer of society than some other type of instructive procedure since they have the ability to make permanent imprints on the personalities of the survey crowd who through amusement, get taught on different supportive of social subjects.

Broadcast software engineers therefore investigate this strong specialized device towards the accomplishment of favorable to social, instructive and positive change, which Piotrow (1994) records as the "best change which comes

from inside similarly as mentalities are established inside." Singhal and Rogers surrendered an energetic wrap of the adequacy of Broadcast Entertainment-Education Programs along these lines: we were taught by the amusement media, regardless of whether accidental by the source and unseen by the crowd." From a long history which traces all the way back to Great Britain in 1951 with the agrarian program, The Archers, the Entertainment-Education technique has kept on filling quickly in more than 75 nations, incorporating Nigeria with titles like Cockcrow at Dawn, Behind the Clouds, Super Story, Hills and Valleys, Tales by Moonlight, One Thing at a Time, Jenifa's Diary, The Burning Spear, Do Something, the rundown is various.

Specialists in the field of correspondence have anyway expressed in clear terms the explanation for the constant development. Singhal and Brown (1996, p. 17) for example, advance the accompanying reasons; right off the bat, relaxation and diversion address one of the main uber patterns in the 21st Century. It tells us "How to live, dress, talk, think and act". The impact level is caught all the more strikingly by Singhal and Rogers (1999, p. 25) "in this manner, we were "taught" by the diversion media, regardless of whether accidental by the source and undetected by the crowd". Certifying this, Singhal and Brown (1996, p. 17) confirm further that a grown-up in the United States of America goes through 40 hours on the normal watching or paying attention to Entertainment-Education programs and goes through $30 per week on same. Also, according to Bafemi (2019, p. 30), "Nigerian crowds spend an enormous level of their time day by day on Entertainment-Education programs on the transmission media". Furthermore, the diversion channels are growing around the world.

In Nigeria alone, many transmission stations have jumped up and more are as yet being set up. Formative issues flourish from one side of the planet to the other; ethnic, strict, political struggles, revolt, social issues, food emergencies, wellbeing and wellbeing related issues, natural calamities, etc. which should be communicated to individuals to keep them side by side happenings. As reported by Hussain (2020, p. 43), "the accessibility of the required assets to stop them from really developing are not promptly accessible for use" Indeed, even the political will to confront them are some of the time not accessible. The media become the existence wire through its capacity to spread formative messages particularly when such messages are stuffed in diversion bundles. Examination, likewise, shows that painstakingly planned Entertainment-Education programs are economically reasonable. Lay accentuation on the central issues in this definition; first and foremost, Entertainment-Education requires the planning and cognizant execution of media messages fully intent on instructing the main interest group through the instrumentality of amusement.

Diversion Education technique is a cycle and accordingly, it requires precise, steady and supported work to empower it yield the ideal constructive outcome. What's more, thirdly, the Entertainment-Education procedure is equipped for accomplishing comprehensive change both at individual, bunch and without a doubt cultural levels. Singhal and

Rogers show that diversion media customs like well-known venue of music, dramatization, fables, puppetry, satire, radio, print, and TV amusement series etcetera have been used for the motivations behind guidance and training for quite a long time (Singhal and Rogers, 1999, p. 12). This compliments Adisa's submission that "various social orders have utilized diversion and customary social structures to pass down information and local area standards" (2020, p. 76).

Moreover, the capacity of the transmission maker to bundle the favorable to social message such that the change factor doesn't seem obvious by safeguarding the message in packs of diversion assists the crowd with taking it without feeling constrained to do as such. Character likeness or homophile likewise assumes a key part in crowd's capacity to get any Broadcast Entertainment-Education Program. The crowd should see an imitation of themselves in the characters for the message to bode well. At the point when these components are acknowledged, then, at that point, the crowd can unwind to the Entertainment-Education content, retain the message while partaking in the diversion components in the program just as get to contemplate over the message after the show, this might prompt conversations with peer gathering, loved ones with the resultant impact of conduct change.

Struggles of Edutainment

Diversion and instruction delivering social change isn't new. As opined by Joseph (2019, p. 83), "it goes back in mankind's set of experiences as the ageless craft of narrating. In nations wealthy in oral practice, folktales with moral messages are an indispensable piece of individuals' non-formal instruction". Society theater, dance, dramatization, tales, ethical quality plays, strict music and different types of workmanship show numerous components of instructive system (Singhal and Rogers, 1999). Piotrow (1994) concurs with Singhal by portraying edutainment as perpetual. Constantly, he implies that it was available millennia prior, it is here today and it is probably going to prosper later on. This has been around for quite a long time as theatre, books, and narrating. In any case, the rise of broad communications, like TV, web, radio and cell phones, diversion instruction has been changed. Innovative advances make it a feasible, speedy and practical way of giving data and schooling to an exceptionally enormous number of individuals – in a real sense in billions. As indicated by Singhal (1994, p. 4), more than 1.4 billion families worldwide have a TV with the figure expected to ascend by one more 150 million by 2013 which at this point (2021) would have multiplied the figure. In case of figuring the diversion schooling system, there were two unwanted patterns in broad communications programming:
1. Entertainment-debasement programs
2. Boredom schooling programs

This pattern could in any case be progressing because of the profoundly popularized nature of media on the planet and this is obvious in Nigeria. Media professionals exploit the business practicality of a program to air on radio, TV or distribute in a paper. In case of commercializing programs, amusement programs wind up acquiring early evening or space since they draw in enormous crowds. As referenced

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before, one attribute of diversion is that it is famous. Individuals across societies, all around the world like to be engaged. Giving the diversion part of a program a need as opposed to the educative message in a program brings about what Singhal calls amusement corruption.

Fatigue training programs address a sort of instructive programming, which in spite of honest goals and weighty speculation, are seen as dull and pedantic by crowds, by which most projects that advance farming, wellbeing and numerous others in many non-industrial nations frequently fall in this class. In these projects, instructive substance is obviously underscored to the point that the crowd individuals are irritated. Crowds additionally lose interest in view of the lethargic dispersed non-drawing in show style of numerous instructive projects. The two unfortunate patterns that have arisen, subsequently, lead to an inquiry, how best we can consolidate amusement and schooling to accomplish positive outcomes and cause it to turn into a best option in imparting social improvement issues, particularly among the adolescent in this review.

Lozano and Singhal (1993, p. 20) say that diversion instruction gives entertainment and departure from difficult work. Here, Mendelsohn concurs with the advocate of the hypothesis of Uses and Gratification hypothesis, in Ruggiero and Thomas (2000) that targets clarifying why and how individuals effectively search out explicit media to fulfill explicit necessities. For this situation, individuals look for media to get away from hard weariness.

The Growth of Edutainment

As per Rogers and Shefner-Rogers (1994), amusement instruction is on the ascent, particularly in created focuses as a reasonable correspondence technique for populace correspondence in recent years. Different areas, aside from the wellbeing area, see an incredible capability of edutainment whenever joined in their everyday activities. The World Bank, utilizing diversion instruction to instruct and advance sound monetary conduct is a somewhat novel thought and consequently research in the field of monetary amusement schooling is restricted.

Hence, broad proof of the adequacy of diversion training working over years in the wellbeing area gives guarantee to its viability in the monetary area also. Notwithstanding, for most approach producers in most created nations, the amusement instruction correspondence methodology is as yet a conundrum. A large number of them may not know or then again in case they will be, they are as yet not persuaded that this technique can work. Lamentably, the greater part of the examination led to date on the amusement training system, notwithstanding a couple of special cases, has had strategic disadvantages, which make cases of media-initiated social change fairly suspect. This issue might be defeated as more thorough examination plans are set up to assess the crowd impacts of edutainment programs.

Rogers and Shefner-Rogers (1994), submit further that, this is one of the significant reasons that legitimize the review, to learn its latent capacity and discover the most ideal ways imaginable to tap this potential and accomplish

different additions like social change and advancement in the public eye and benefits, particularly for media specialists.

Qualities of Edutainment

Amusement media is characterized as the most common way of placing instructive substance in diversion media messages to expand information about an issue, make ideal perspectives and change obvious point (Singhal, 1996). Phillips (2000), places that edutainment is a technique to resolve the issues of advancement and social change. Barsam, (2004) according to his point of view characterizes edutainment as a field that utilizes famous diversion configurations to handle major issues in a striking and engaging manner.

Okigbo and Eribo (2004, p. 34) describe edutainment as the course of purposely arranging and completing a media message to both draw in and educate, to fabricate swarm people's data about an enlightening issue, make ideal viewpoints and change obvious direct. The bigger motivation behind amusement schooling technique is to add to the course of direct friendly change which can occur at the level of an individual, local area or society overall.

Among the numerous attributes of edutainment, Piotrow (1994) lands is the fame of edutainment. A diversion component makes edutainment well known, where individuals across the way of life like to be engaged. Further, edutainment is enticing, which means, the characters and messages urge crowds to take on favorable to social perspectives and practices like sound ways of life.

This load of contentions have a shared factor; social change for advancement. This plainly shows that both concur that any edutainment program, be it through broadcast or print, is constantly intended towards change for ideal practices and perspectives which will thus bring about advancement in the public eye. Okigbo and Eribo (2004) close by Singhal, Arvind and William J likewise concur, from their definitions that in edutainment, there is a component of mainstream society. This permits these projects that arrive at masses of crowds. Well known diversion gets individuals talking and thinking. It points to contact huge crowds as well as to have an effect to the nature of their lives just as friendly change for improvement.

Social Learning Theory

This examination work is moored on the Social Learning Theory propounded by Bandura and Walters, (1963). The hypothesis centers around Behavior Modeling through which an individual notices the conduct of others and structures new conduct dependent on the noticed conduct basically, the hypothesis clarifies that social change depends on an individual's perception of others' conduct and the results thereof.

This could be found in the impersonation of the conduct of, a companion instructor or assessment pioneer inside a gathering of individuals. Displaying may include a living model (an individual showing specific conduct) or an emblematic model (a portrayal of conduct inside the media like TV, video or PC games). An individual's current

circumstance regularly upholds or debilitate conduct change through help and discipline demonstrating (Bandura, 1979). Social change is impacted by the help or analysis that those in an individual's immediate climate can lead an individual towards the conduct change.

Ecological impacts of help and discipline by implication influence conduct change and could never be the main source for conduct change (Bandura, 1997). Bandura (1997) clarifies that first and foremost, should the good example (individual whose conduct is being imitated) uphold and energize the social change; this would uphold and reinforce the new conduct. This angle can be seen with regards to socialization and companion pressure, as individuals will more often than not follow the conduct of others attribuTable to affiliation or the longing to 'fit in'. Also, onlookers or outsiders, like educators or guardians, could supplement and upgrade the conduct by supporting it. This perspective tends to people groups' requirement for affirmation and backing as far as conduct.

Bandura (1997) gives four conditions that should be met before an individual would copy a good example's conduct:

i. Attention: An individual will just model conduct once the person knows about the distinction in conduct and the apparent advantages thereof.

ii. Retention: The spectator should have the option to recollect the exhibited conduct to follow it. In case there is tedious openness to specific conduct, all things considered, the conduct would be imitated.

iii. Motoric proliferation: Should the model's conduct be too mind boggling to even consider rehashing, conduct change could be debilitating.

iv. Motivation: An individual's longing or readiness towards specific conduct or the results thereof affects whether the person will be available to changing their conduct.

Along these lines, it is essential to resolve the issues of mindfulness, openness, comprehension and ability to change conduct of a main interest group to viably influence social change. The pertinence of this hypothesis to the review is vigorously subject to its standards and principles which exhibited the conduct change through viewership. This bears witness to that the media might attempt to epitomize specific favored practices as far as advancement program, and even location issues, for example, the consolation and formation of a climate strong of conduct change, however Social Learning Theory exhibits that the decision of conduct change is close to home and more complicated than just guiding or showing individuals.

Procedure (Research Design)

Study research technique was the strategy used to complete this review. Study is a technique seen as legitimate by individuals overall and is both relatively simple to disclose and to comprehend. Babbie (1975) referred to in Okoro (2001, p. 37), believes that review research is an exceptionally indispensable strategy organized for gathering information to depict a populace too huge to possibly be noticed straightforwardly, through a cautious inspecting and great

development of a normalized survey. The number of inhabitants in this review contains individuals of Ibadan South West neighborhood government, explicitly Apata, Dugbe, Molete, Oke Ado and Ring Road, involving a populace of around 95,900, as indicated by the National Population Commission (2021).

To show up at the example for this review, the analyst got a rundown of significant divisions in Ibadan South West Local government from the nearby government Secretariat, Oluyole Estate, Ibadan. They are, Agbeni, Ago Tailor, Anfaani Layout, Apata, Beere, Borne – Photo, Challenge, Dugbe, Elewura, Idi Arere, Isale Osi, Molete, Odo Ona, Ogunpa, Oja Oba, Oke Ado, Oke Bola, Orita challenge, Orita Merin and Ring Road. Consequently, making a sum of 20 significant divisions in Ibadan South West nearby government.

The specialist took on deliberate inspecting by organizing the divisions in sequential request and numbering them from 001 as far as possible to get the example stretch. In view of this, 20 (complete number of divisions in Ibadan South West neighborhood government space of Ibadan) was separated by 04 (all out number of tests to be picked) which gave five (5), to empower peer portrayal of the divisions; the names of the divisions were organized in order and were named 001 (from the primary name on the rundown) to 020 (the keep going name on the rundown) making up the example outline for the review.

Subsequently, every fourth division on the rundown was picked for the review to make 5 divisions (Apata, Dugbe, Molete, Oke Ado and Ring Road) in the neighborhood government explored in the review. In advancement of this example size of the review, the specialist again took on accommodation test under non likelihood test, on the grounds that the rundown of houses accessible in these (5) divisions were not accessible to the analyst. Thus, 100 people (respondents) that are accessible to the analyst at the hour of doing this review in every one of the divisions were regulated survey adding up to 500, in order to hear the point of view of individuals on examination of viewership demeanor and impression of Wale Adenuga's Super Story.

To viably do this exploration for a particularly wanted outcome, the instrument to be utilized in the assortment of information is survey. The poll has two segments. Segment of the poll managed the segment information of respondents while area B of the survey entirely focused on reactions given by the respondents. A sum of 500 surveys were managed to respondents in Ibadan South-West to assemble essential information for the examination work.

Technique for Data Analysis

Information gathered from the poll were examined utilizing the straightforward rate technique for information investigation Quantitative information gathered was altered, coded, arranged and classified concerning the sort and source. During the altering system, the specialist painstakingly investigated the gathered crude information from every one of the respondents with a vital target of guaranteeing it was precisely, consistently and totally entered.

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The information was altered by the exploration subjects. The information was then dissected with the guide of the Statistical Package for Social Sciences (SPSS). The examination involved calculation of engaging measurements (frequencies and rates). Tables, just as proportions of focal propensity (mean, and standard deviations) were utilized as fitting to introduce the information gathered for quantitative factors for simplicity of comprehension and examination.

Information Presentation and Analysis

Segment A: Questionnaire

Just 468 respondents partook of the absolute 500 of copies survey regulated in Ibadan South-West Local Government Area. Notwithstanding, out of 468 duplicates returned, 420 making 84% copies were found usable and 48 copies unusable. Table I shows the return pace of the poll.

The copies returned and found usable were considered adequate to represent the target population. The presentation and analysis of data the questionnaire is therefore based on the collected data from 420 respondents.

Table 1. Gender distributions

Location	Gender		Total
	Female	**Male**	
Apata	52	32	84
Dugbe	68	18	84
Molete	52	32	84
Oke- Ado	64	20	84
Ring-road	44	40	84
Total	280	140	420

Source: Field survey, 2021

This result shows that super story viewers in Ibadan South West local government were majorly females.

Table 2 above shows cross tabulation of age distribution and figures from each location. The age distribution is from 15 to 40 and above. The respondents of ages of 15-20 and 36-40 have highest frequency.

Table 3 above shows cross tabulation of marital status distribution. From the data in the Table, married respondents total 220 (52.4%). Both Apata and Oke-Ado have 52 (12.3%) each.

Table 4 The data above shows cross tabulation of academic qualification distribution. It shows that 16 (3.8%) were primary school leavers, 80 (19.0%) were secondary students, undergraduates were 64 (15.2%), the total of 196 (46.7%) were BSc./HND respondents, MSc. respondents were 52 (12.4%) while PhD respondents were 12 (2.9%). This shows that BSc./HND responded more to the topic of discourse.

Table 5 shows the location of study and the number of respondents. It therefore revealed that 84 (20.0%) respondents responded in each of the areas of study.

Section B

Table 6 shows that all respondents watch television series like Super Story.

Table 7 indicates that all respondents said yes to whether they enjoying watching super story.

The above shows the cross tabulation of response to how often a respondent watch super story. The Table 8 also shows number of respondents from each of the 5 areas. The total of 348 (82.9%) watch super story weekly. That's summits that more than average of the respondents watch the soap weekly.

Table 9 shows that 225 (53.6%) and 155 (36.9%) strongly agreed and agreed respectively to viewing of super story

Table 2. Age distributions

Age	f	%	C%	Location	Age					
					15-20	21-25	26-30	31-35	36-40	40 and above
15 – 20	88	21.0	21.0							
21 – 25	72	17.1	38.1	Apata	16	16	12	12	12	16
26 – 30	56	13.3	51.4	Dugbe	8	16	16	12	12	20
31 – 35	40	9.5	61.0	Molete	28	8	4	4	24	16
36 – 40	88	21.0	81.9	Oke-Ado	12	8	20	12	12	20
40 and above	76	18.1	100	Ring-Road	24	24	4	0	28	4
Total	420	100		Total	88	72	56	40	88	76

Source: Field survey, 2021

Table 3. Marital status (MS)

MS	f	%	Location	D	M	S	W	Widower	Total
D	4	1.0	Apata	0	44	28	8	4	84
M	220	52.4	Dugbe	0	52	32	0	0	84
S	180	42.9	Molete	4	40	36	0	4	84
W	8	1.9	Oke-Ado	0	52	32	0	0	84
Widower	8	1.9	Ring-Road	0	32	52	0	0	84
Total	420	100.0	Total	4	220	180	8	8	420

Source: Field survey, 2021

Table 4. Academic qualification distribution

	A	D	O	RR	Location	Pry	Sec	UG	B.Sc/HND	MSc.	Ph.D
B.Sc./B.A/HND	196	46.7	46.7	46.7							
MSc.	52	12.4	12.4	59.0	Apata	0	16	12	44	8	4
Ph.D.	12	2.9	2.9	61.9	Dugbe	4	12	12	48	8	0
Pry	16	3.8	3.8	65.7	Molete	12	24	12	24	8	4
Sec	80	19.0	19.0	84.8	Oke-Ado	0	20	12	28	20	4
UG	64	15.2	15.2	100	Ring-Road	0	8	16	52	8	0
Total	420	100	100		Total	16	80	64	196	52	12

Source: Field survey, 2021

Table 5. Location distribution

Location	f	%	Cumulative Percentage
Apata	84	20.0	20.0
Dugbe	84	20.0	40.0
Molete	84	20.0	60.0
Oke-Ado	84	20.0	80.0
Ring-Road	84	20.0	100.0
Total	420	100.0	

Source: Field survey, 2021

Table 6. Item 6. Do you watch television soap series like Super Story?

	f	%
Yes	420	100.0
No	-	-

Source: Field survey, 2021

Table 7. Do you enjoy watching Super Story.

	f	%	Cumulative Percentage
Yes	420	100.0	100.0
No	-	-	-

Source: Field survey, 2021

Table 8. (Cross Tabulation): How often do you watch super story?

Location	Everyweek	Once in a month	Once in 2 weeks	Total
Apata	72	4	8	84
Dugbe	72	12	0	84
Molete	72	12	0	84
Oke-Ado	68	8	8	84
Ring-Road	64	12	8	84
Total	348	48	24	420

Source: Field survey, 2021

Table 9. Viewing of super story has the tendencies to affect viewer's attitude

Option	f	%	Cumulative Percentage
Strongly Disagree	0	0.0	0.0
Disagree	16	3.8	40.7
Neutral	24	5.7	46.4
Agree	155	36.9	36.9
Strongly Agree	225	53.6	100.0
Total	420	100.0	

Source: Field survey, 2021.

Table 10. Super story has positive effect on viewers' attitude

Option	f	%
Strongly Disagree	8	1.9
Disagree	0	0.0
Neutral	4	1.0
Agree	272	64.8
Strongly Agree	136	32.4
Total	420	100.0

Source: Field survey, 2021

Table 11. (Cross Tabulation): Super story has negative effect on viewers' attitude

Option	f	%	C %	Option	f	%
Agree	8	1.9	1.9	Strongly Disagree	208	49.5
Disagree	164	39.0	41	Disagree	164	39.0
Neutral	28	6.7	47.6	Neutral	28	6.7
Strongly Agree	12	2.9	50.5	Agree	8	1.9
Strongly Disagree	208	49.5	100	Strongly Agree	12	2.9
Total	420	100		Total	420	100

Source: Field survey, 2021

has having tendencies to affect viewer's attitude. 16 (3.8%) disagreed while 24 (5.7%) were neutral.

This Table 10 shows respondents data on the point that super story having positive effect on viewers' attitude.

136 (32.4%) and 272 (64.8%0 strongly agreed and agreed respectively. 4 (1.0%) were neutral while 8 (1.9%) disagreed.

Table 11 shows the cross tabulation of respondents whether super story has negative effect on viewers' attitude. Total

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number of 208 (49.5%) and 164 (39.0%) respondents strongly disagreed and disagreed respectively. Total of 28 (6.7%) were neutral, while 12 (2.9%) and 8 (1.9%) strongly agreed and agreed respectively.

Table 12 presents the cross tabulation of data in response to whether super story shapes viewers' reasoning faculty. A total of 124 (65.7%) and 276 (65.7%) respondents agreed and strongly agreed respectively. 20 (4.8%) respondents were neutral, no respondent disagreed in any form.

Table 13 presents cross tabulation on whether super story explains the need to disdain bad attitude and embrace good ethics expected in the society. A total of 120 (28.6%) and 280 (66.7%) respondents strongly agreed and agreed respectively. 8 (1.9%) respondents were neutral while 12 (2.9%) strongly disagreed.

This Table 14 shows the cross tabulation of responses on whether culture can be preserved by placing premium on its participation by individuals in communal life in soaps. A total of 140 (33.3%) and 268 (63.8%) respondents strongly agreed and agreed respectively. A total of 12 (2.9%) respondents were neutral and there was no form of disagreement.

Table 15 above shows cross tabulation of data determining if moral and cultural sustainability can be achieved through the usage of African words for ethics in super story. Responses were positive as there were 136 (32.4%) and 276 (65.7%) respondents who respectively strongly agreed

and agreed to the point of discourse. No form of disagreement but 8 (1.9%) were neutral.

Table 16 presents the cross tabulation information on whether moral and cultural values can be preserved through the avoidance of cultural imperialism. Responding to the discourse, 124 (29.5%) and 232 (55.2%) respondents strongly agreed and agreed respectively. A total of 36 (8.6%) respondents were neutral while 24 (5.7%) and 4 (1.0%) respondents disagreed and strongly disagreed respectively.

Table 17 presents the cross tabulation of data on whether the sustenance of super story viewership has been achieved because proper corrective measures to crimes are exemplified and maintained. A total of a 156 (37.1%) and 244 (58.1%) respondents strongly agreed and agreed respectively while 20 (4.8%) respondents were neutral. No respondents disagreed in anyway.

Table 18 shows the cross tabulation of data gathered on whether super story gained popularity because it fulfill the three major functions of information, education and entertainment of broadcasting. Strongly agreed and agreed respondents were 164 (39.0%) and 248 (59.0%) respectively. A total of 4 (1.0%) respondents were neutral while only 4 (1.0%) strongly disagreed.

Table 19 presents the cross tabulation of data gathered as to whether super story has sustained viewership due to its captivating storylines, 172 (41.0%) respondents strongly

Table 12. (Cross Tabulation): Super story shapes viewers' reasoning faculty

Option	f	%	Option	f	%	C%
Strongly Disagree	0	0.0	Agree	276	65.7	65.7
Disagree	0	0.0	Neutral	20	4.8	70.5
Neutral	20	4.8	Strongly Agree	124	29.5	100
Agree	276	65.7	Total	420	100	
Strongly Agree	124	29.5				
Total	420	100				

Source: Field survey, 2021

Table 13. (Cross Tabulation): Super story explains the need to disdain bad attitude and embrace good ethics expected in the society

Option	f	%	Option	f	%	C%
Strongly Disagree	12	2.9	Agree	280	66.7	66.7
Disagree	0	0.0	Neutral	8	1.9	68.6
Neutral	8	1.9	Strongly Agree	120	28.6	97.1
Agree	280	66.7	Strongly Disagree	12	2.9	100.0
Strongly Agree	120	28.6	Total	420	100.0	
Total	420	100				

Source: Field survey, 2021

Table 14. (Cross Tabulation): Culture can be preserved by placing premium on its participation by individuals in communal life in soaps

Option	f	%	Option	f	%	C %
Strongly Disagree	0	0.0	Agree	268	63.8	63.8
Disagree	0	0.0	Neutral	12	2.9	66.7
Neutral	12	2.9	Strongly Agree	140	33.3	100.0
Agree	268	63.8	Total	420	100.0	
Strongly Agree	140	33.3				
Total	420	100				

Source: Field survey, 2021

Table 15. (Cross Tabulation) Moral and Cultural sustainability can be achieved through the usage of African words for ethics in super story

Option	f	%	Option	f	%	C %
Strongly Disagree	0	0.0	Agree	276	65.7	65.7
Disagree	0	0.0	Neutral	8	1.9	67.6
Neutral	8	1.9	Strongly Agree	136	32.4	100
Agree	276	65.7	Total	420	100	
Strongly Agree	136	32.4				
Total	420	100.0				

Source: Field survey, 2021

agreed, 240 (57.1 %) respondents agreed, 4 (1.0%) respondents were neutral and 4 (1.0%) strongly disagreed.

Table 20 shows the cross tabulation of the data garnered from respondents on whether super story has lost viewership due to its less captivating storylines, 4 (1.0%) and 20 (4.8%) respondents agreed and strongly agreed respectively while 12 (2.9%) were neutral. A total of 84 (20.0%0) and 300 (71.4%) respondents disagreed and strongly disagreed respectively.

Table 16. (Cross Tabulation): Moral and cultural values can be preserved through the avoidance of cultural imperialism

Option	f	%	Option	f	%	C %
Strongly Disagree	4	1.0	Agree	232	55.2	55.2
Disagree	24	5.7	Disagree	24	5.7	61.0
Neutral	36	8.6	Neutral	36	8.6	69.5
Agree	232	55.2	Strongly Agree	124	29.5	99.0
Strongly Agree	124	29.5	Strongly Disagree	4	1.0	100.0
Total	420	100.0	Total	420	100.0	

Source: Field survey, 2021

Table 17. (Cross Tabulation): Sustenance of super story viewership has been achieved because proper corrective measures to crimes are exemplified and maintained

Option	f	%	Option	f	%	C %
Strongly Disagree	0	0	Agree	244	58.1	58.1
Disagree	0	0	Neutral	20	4.8	62.9
Neutral	20	4.8	Strongly Agree	156	37.1	100.0
Agree	244	58.1	Total	420	100.0	
Strongly Agree	156	37.1				
Total	420	100				

Source: Field survey, 2021

Table 18. (Cross Tabulation): Super story gained popularity because it fulfill the three major functions of information, education and entertainment of broadcasting

Option	f	%	Option	f	%	C %
Strongly Disagree	4	1.0	Agree	248	59.0	59.0
Disagree	0	0.0	Neutral	4	1.0	60.0
Neutral	4	1.0	Strongly Agree	164	39.0	99.0
Agree	248	59.0	Strongly Disagree	4	1.0	100.0
Strongly Agree	164	39.0	Total	420	100.0	
Total	420	100				

Source: Field survey, 2021

DISCUSSION

Folarin (2000, pp. 36-37) characterizes radio and TV broadcasting as the utilization of electromagnetic waves to send data, instruction and amusement in type of sound transmissions (for radio) and simultaneously in solid and pictures (for TV) for concurrent gathering by enormous heterogeneous and dissipated crowd either separately or in gatherings, utilizing proper getting mechanical assembly, little did we connect a particular significance to its utilization of "suiTable getting device". The exploration question, expressing the sorts of impacts Super Story TV Program has on its watchers was asked so as to decide whether individuals truly have an expectation of acquiring resources from watching the drama, super story. For example, Tables 6, 7, and 8 have information that demonstrated that respondents watch dramas and are truly observing super story. Table 6 shows that all respondents (420, 100%) watch cleanser series like super story. This implies that the title isn't new. Table 7 shows that all respondents (420,100%) appreciate watching the cleanser. This means that the title is a commonly recognized name and the trademark of the cleanser "we are pencil in the hand of the maker" is a perceived motto. Table 8 especially shows how frequently respondents watch the cleanser. The Table shows that out of the 420 respondents, 348 (82.9%) observe super story week by week, 24 (5.7%) respondents watch it once in two weeks while 48 (11.4%) respondents watch it once in a month. Table 9 shows that the watchers

Table 19. (Cross Tabulation): Super story has sustained viewership due to its captivating storylines

Option	f	%	Option	f	%	C %
Strongly Disagree	4	1.0	Agree	240	57.1	57.1
Disagree	0	0	Neutral	4	1.0	58.1
Neutral	4	1.0	Strongly Agree	172	41	99.0
Agree	240	57.1	Strongly Disagree	4	1.0	100.0
Strongly Agree	172	41.0	Total	420	100	
Total	420	100				

Source: Field survey, 2021

Table 20. (Cross Tabulation): Super story has lost viewership due to its less captivating storylines

Option	f	%	C %	Option	f	%
Agree	20	4.8	4.8	Strongly Disagree	300	71.4
Disagree	84	20.0	24.8	Disagree	84	20.0
Neutral	12	2.9	27.6	Neutral	12	2.9
Strongly Agree	4	1.0	28.6	Agree	20	4.8
Strongly Disagree	300	71.4	100.0	Strongly Agree	4	1.0
Total	420	100.0		Total	420	100

Source: Field survey, 2021

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have solid view on the survey of the cleanser as it tends to influence watchers' mentality. Information in this Table presents the pace of help to the attestation as 225 (53.6%) and 155 (39.9%) respondents firmly concurred and concurred separately. Fundamentally Tables 10 and 11 shows that the cleanser could have both negative and constructive outcome on it watchers. Notwithstanding, Table 12 culminations that the thinking workforce could be hone. The capacity of a watcher to see and hear from the TV catches and holds watcher's consideration. All things considered, super story as a general rule, come to as method for diversion, data and training.

The virtues the watchers of Super Story TV Program get from watching the program were uncovered through different reactions of the respondents. Table 13 shows that Super Story carries replies to the need to scorn mentalities thought about terrible and embrace anticipated great morals in the general public. Out of the 420 (100%) respondents, while 280 (66.7%) concurred, the individuals who firmly concurs rate 120 (28.6) to the above point. Table 14 presents information on the conservation of culture. Out of the 420 (100%) respondents, 268 (63.8%) concurred, 140 (33.3%) unequivocally consented to the force of this program to protect culture when individual partake in common life. This implies illustration for day-day life is being depicted. This is the perception of Bandura that propounded the social learning hypothesis. This spotlights on conduct displaying by which an individual notices the conduct of others and structures new conduct dependent on the noticed conduct. Information from this exploration discoveries have shown that watchers become familiar with a ton by observing Super Story.

Table 15 uncovers explicitly the investigations that moral and social supportability through African moral word use is conceivable. Greater part of the respondents concurred 276 (65.7%) and 136 (32.4%) unequivocally consented to its chance. On Table 16, result shows that social government can be stayed away from. Greater part of the respondents unequivocally concurred (124, 29.5%) and 232 (55.2%) consented to this perspective,

Out of the 420 (100%) respondents, just 32 (8.6%) of the respondents were nonpartisan. A sum of 4 (1.0%) and 24 (5.7%) firmly differ and differ individually. At the end of the day, the outcomes demonstrate that public life, African morals and evasion of social colonialism are instances of virtues safeguarded by observing super story.

The satisfactions watchers get from observing Super Story TV program shows from discoveries that people have control over their media use, instead of situating themselves as aloof purchasers of media. This hypothesis investigates how people intentionally search out media to satisfy specific requirements or objectives like amusement, unwinding, or mingling. Discoveries show that exploration question three, Tables 17, 18, 19 and 20 contain the crucial insights for it clearness.

Table 17 looked to discover the delight appreciated by watchers. The discoveries uncover that 156 respondents addressing (37.1%) said the delight brings supports viewership and this is on the grounds that appropriate remedial measures

to wrongdoings are exemplified and kept up with. An aggregate of other 244 (58.1%) agreed while 20 (4.8%) respondents were uninterested. Information on Table 18 uncovers that watchers get satisfaction from the three significant capacities: data, schooling and diversion of broadcasting. This implies watchers get educated, instructed just as engaged.

To demonstrate this, an aggregate of 248 (59.0%) and 164(39.0%) respondents concurred and firmly and furthermore concurred individually to this point. In consonance to the reality above, watchers accept that Super story has supported viewership because of its enamoring storylines as this was found out the information from respondents on Table 19. On Table 20, out of the 420 respondents 300 (71.4%0 and 84 (20.0%) respondents emphatically differ and differ separately that Super story has lost viewership because of its less dazzling storylines. TV as a broad communications vehicle has demonstrated that with sound and visuals, simple to work capacities and with a picture of 'hotspot for family seeing', it offers significantly beyond what one can envision and can make ponders, whenever utilized admirably. Taking a gander at the specific openness process under the utilizations and satisfaction hypothesis, it holds that it is just normal for individuals to look for data that provides food for their own advantages, affirms their convictions and over the long haul lifts their own inner self while staying away from others.

Following a persevering day, it becomes significant for each individual to partake in certain snapshots of unwinding by choosing anything one might want to unwind with. Youngsters likewise are not left out on the grounds that after hard investigations either go for any kind of game, read, paint and watch or enjoy anything to help them reenergize or invigorate for better examinations as all work without play makes Jack a dull kid. That is the place where TV has been assuming a remarkable part in everybody's lives. Baran and Davis (2003) see that Harold Mendelsohn in his book Mass Entertainment, (1966) did a talk on the requirement for amusement in the general public by means of the broad communications. He proposed the Mass Entertainment Theory which expresses that TV and other expansive correspondences play out a fundamental social limit since they loosen up or regardless draw in the typical people in the overall population.

Baran and Davis (2003, p. 174) support further that "television redirection didn't upset or ruin high culture; it just gives ordinary people a seriously engaging choice as opposed to dramatizations or symphony shows. It didn't redirect people from critical activities like religion, legislative issues, or day to day existence; rather, it helped them with relaxing up that they could later participate in these activities with re-energized interest and energy." Nevertheless, he surrendered that couple of the redirection group might suffer because they became subject to TV delight, regardless, these comparable people would no doubt have become subject to something else on the off chance that TV was not available. Edutainment and infotainment are procedures ended up being helpful device for the advancement of instructive issues due to its exceptional capacity to draw in watchers in manners that news and public undertakings

programs can't. These projects have conveyed messages about instructive issues as well as have demonstrated powerful in changing practices straight over concerned issues (Singhal and Rogers, 1999). To help the above declaration, many broad communications channels foster projects for both edutainment and infotainment, for example, dramas like Super Story.

CONCLUSION

This study is gradually brought to the conclusion based on the findings arising from the presentation and analysis of data gathered and collated. The following conclusions are therefore drawn:

Respondents watch the soap series, super story which mean it's not strange to them. The implication is that viewers do watch soap operas before and were aware of super story and have choice of choosing which one to watch. But from the findings, all the respondents watch super story, all the viewers enjoy watching super story, viewers supported super story having tendencies to affect viewers' attitude, viewers agreed that super story has positive effect on viewers' attitude, although others summit that it also has negative effect on viewers' attitude but majority believe that viewing super story helps in shaping viewers' reasoning faculty.

The moral values super story portray explains the need to disdain bad attitude and embrace good ethics expected in the society, the implication is that if played out well by placing premium on individual's participation in communal life, soaps can be used to preserve culture. Viewers also agreed to the fact that moral and cultural sustainability can be achieved through the usage of African words for ethics in super story and that moral and cultural values can be preserved through the avoidance of cultural imperialism.

It was also discovered that super story viewership has been achieved because proper corrective measures to crimes were exemplified and maintained and that it gained popularity because it fulfilled the three major functions of information, education and entertainment of broadcasting. The implication is that Super story has not lost viewership due to storylines because the viewers have strong belief that the soap still have captivating storylines.

RECOMMENDATIONS

The recommendations of this study emanated from the findings, conclusions drawn and the empirical evidence on viewership. Based on the discovery from the selected areas of study, it has become necessary to make the recommendations with a view to making super story gain more viewership for better impact.

1. Period for previous review should be reduced as stipulated on general comments of respondents. Viewers submitted that this consumes most of the viewing period which eventual bore aged viewers.
2. Another point raised on the general comments is that the programme doesn't last its scheduled one hour because of adverts and preview, therefore, as vital as adverts is to the survival of the viewing of super story, the researcher suggest reschedule so as to get better feedback from viewers.
3. Direct storylines that will give clue to what the end would be should be avoided as viewers know the end from the beginning. Interesting suspense should be created so that viewers can always look forward to the continuation and the enthusiasm to see the end of the soap would be well created.
4. Respondents compared foreign soap operas and felt it will soon overtake soaps like super story because of it suspense power and interesting storylines. Therefore, producer should sample to see what foreign soap operas are on show and look into how super story can surpass such.
5. Super story storylines should from time to time cut across all age groups as some respondents see super story as a soap with only high school students in mind as viewers

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