

Indigenous Movies and Moral Development in Nigeria

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Abstract One of the major functions of the mass media as a delivery channel is the transmission of culture from generation to generation. The mass media are believed to produce certain effect on the people. This directly or indirectly can affect the way people view or respond to certain issues in the society and in the long run how members of a particular society perceive things as moral or immoral. Cultural values are laced with issues that have bearing on morality since every culture will want to be seen as being modern than the others. It is against this background that this paper takes a look at the role of Nigerian indigenous movie in the development of moral values in Nigeria. The paper which is anchored on the Social Responsibility Media theory discusses the evolution of films in Nigeria, the concepts of morality, development and the place of communication in development. The paper equally takes a look at a critique of Nigerian movie industry.

Keywords: Mass media, Cultural values, Indigenous movies, Media theory, Nigerian movie

Introduction

On the 22nd of November, 2010 the Cable Network News (CNN) carried a report stating that the Nigerian film industry known as Nollywood is the second largest in the world, next to Bollywood of India and ahead of Hollywood of the United States of America based on movie production volume. Still in the month of November, 2010, President Goodluck Jonathan made a declaration during the 30th anniversary of the Silver