**CHRISLAND UNIVERSITY**

**EFFECT OF NOLLYWOOD MOVIES ON THE DRESS PATTERN OF YOUTHS IN ABEOKUTA**

**(AKANDE BISOLA AGNES)**

**ABSTRACT**

Nollywood movies have proven to be a viable tool of public communication, which cut across national and cultural boundaries with wide distributing networks globally. Nollywood movies are seen as a source of entertainment and education, as well as promoting Nigerian culture. Therefore, the objectives of this study were; to determine the nature of the influence Nollywood movies has on the dress pattern of youths in Abeokuta. The study adopted The Cultivation Theory and The Social Learning Theory. This study made use of Survey method, with the aid of online administered questionnaire to get the data required for the study. Convenience Sampling Technique was used to select 400 youths in Abeokuta. The result of this study reveals that 77% of the respondents believe that Nollywood portrays more of African dressing, 73.8% of the respondents believe that the foreign media haves influence on Nollywood movies, 75.5% are of the opinion that the dress patterns in Nollywood movies are indecent and 46.8% believe ignorance is responsible for indecent dress patterns in Nollywood movies. It is recommended that the Nigerian films censors commission should make serious efforts in scrutinizing films before they are approved for viewing by the larger audience while script writers and directors should always have at the back of their minds the fact that Nigeria cultural heritage and national unity should be foremost in their minds when they are writing any script. This study concluded that most of the youths in Abeokuta expose themselves to Nollywood movies at a higher percentage, thereby making them more prone to noticing the dress patterns on these films., and some films however, as the study showed, Some films do not reflect the good values of Nigeria and African Culture.