



Influence of Television Programme in Curbing Indecent Dressing in Imo State

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Abstract

The study was on influence television programmes have in curbing indecent dressing in Imo State. The objectives of the study among others were to: ascertain the extent of exposure to television programmes on indecent dressing; determine how residents of Imo state perceive television programmes on indecent dressing; and ascertain the influence of television programme on indecent dressing among residents of Imo State. The study was anchored on cultivation theory. Survey research design was adopted for this study. A sample size of 387 was drawn from the population of 5,459,300 through the Wimmer and Dominick online sample size calculator. The instrument for data collection is questionnaire. Multistage sampling technique was adopted by the researcher. Findings revealed that residents of Imo state are to a high extent exposed to programmes on indecent dressing. Also, it was divulged that television programmes on indecent dressing are perceived positively by residents of Imo state. Furthermore, it revealed that people are influenced by television programmes on indecent dressing. Thus, this study recommends that; television programmes on indecent dressing should be extended to other mass medium like the radio; there should be more television programmes on indecent dressing and broadcasted at an appropriate time; and the pattern of dressing of presenters or host should be appropriate for hosting a programme most especially when such programme deals on indecent dressing.

Keywords: Television, Television programme, Indecent dressing, Influence

Introduction

Television has remained the most influential medium of communication among the mass media since it came into existence in the year, 1927. Information disseminated from the television are most times considered credible and accurate, due to its audio visual characteristics which makes the television a realism medium to the audience. According to Oberiri and Kwase (2017), television carries the audiences along through drama, film, documentaries and other beautiful presentation and shows, thereby, entertaining, educating and informing them.

The propagation of television and its attendant's consequence on social behaviour of people has created lot of concerns in recent times. The message television portrays have influence on its audience, most especially their mode of dressing (Oberiri & Kwase, 2017). Baran (2009) and Daramola (2007) stated that studies show that television contributes to the socialization and the transmission of culture. Thus, the television is a powerful instrument which can build or destroy people's culture due to its conversational nature. Furthermore, Aldana (2004) expressed that television plays a vital role in the lives

of men and women daily, just in the way they perceive and conceived themselves and most especially conduct their own lives.

In relation to dressing, television has influenced people, in essence pushing them to believe in a way of dressing. These cloths are used in advertisements, music, movies and programmes. “Television are some of the factors that today affects the way teenagers dress, talk, walk and even influence the type of music or food they want” (Mangwere, Inadesango & Kuerba, 2013). According to Boone and Lomore (2001), a side being influenced by characters on television, people are prone to be influenced by the presenter(s) of the programmes. This implies that movies contents are absorbed by people without restraint or second thought.

According to Olorunda (2022), indecent dressing has come to characterize the dress pattern of many individuals in the society. One can say that there is hardly any city in the country that is not faced with this menace. Females were seen to be the worst gender among whom indecent dressing is found (Anadi, Egboka & Aniorobi, 2011; Igbinoia, 2005).

Furthermore, it has infiltrated the dress sense of many individuals in various societies and country at large. Kwanuba, Sababa and Filgona (2020) as cited by Chuddy (2021) stated that “the menace is spreading faster than covid-19 virus pandemic with no end in sight but management and control of it been the order of the day”. According to Chuddy (2021), indecent dressing trends are fast spreading across various individuals and this is threatening the values of the Nigerian society. Dressing is an essential part of people’s culture which identifies their tribe or ethnic group. Also, a side cultural identification, they are also used for aesthetic and ornamental purposes and protection of body against harsh weather (Omedi, 2011 as cited by Chuddy, 2021).

Statement of Problem

As each year passes, the dressing pattern of people has gone from bad to worse (Olorunda, 2022). It is an undeniable fact that the television has greater influence in the mind of the people most especially in their choice of dressing.

According to Apuke (2016), the ways in which people dress leave many to wonder where they get the clothes from. He further stated that they tend to copy different television programme presenters and actors’/actresses costumes which are projected on the television screen but are mostly contrary to our traditional norms and culture.

In spite of the various campaigns against indecent dressing, it is now common for people to dress indecently in a bid to flow with the fashion trends (Ifeoma, 2017). Thus, it is necessary to find out if television programmes have an influence on indecent dressing among people.

Research Question

This study is guided by the following research question below:

- To what extent are residents of Imo state exposed to television programmes on indecent dressing?
- How do residents of Imo state perceive television programmes on indecent dressing?
- What is the level of influence of television programme on indecent dressing among residents of Imo state?

Significance of Study

The study focuses on television programme influence in curbing indecent dressing in Imo state. This study is of great essence to the society. In relation to academic, it stands as a material for further studies in a bid to expand and explore academic viewpoints in relation to people in the country at large.

This study shades more lights on the level of moral decadency amongst individuals and how television programmes play key roles in encouraging or discouraging indecent dressing in the society.

Furthermore, in relation to theory, it serves as a core point that translates theories that are socially related together with the media effects theories in a bid to enable that these theorise, models and principles are vital in converting the form assumptions to practices.

Review of Related Literature

Conceptual Review

Television Programmes and Indecent Dressing

In relation to fashion, the television programmes have great influence on people. According to Chuddy (2021), television is one of the factors that today affect the way people dress, talk, walk and even influence their choice of music and food. This means that the kind of cloths used in acting, stage music, and advertisement is broadcasted to the society as the best dress to portray one in a good way in the society. "Attractiveness of the television character associated with the rating of female character with their wistful identification could lead to modelling effect in term of the appearance of women (Hoffner & Buchanana, 2005). Thus, individuals are likely knowingly model their own appearance after their model character. This in turn gives an emphasis on the unique correction between the audience and the media figures (Oberiri & Kwase, 2017).

According to Mohd (2006), the television programmes has a wide influence on it audience. Thus, affect not only the knowledge of the audience but also the attitudes in such a way that it creates preference for a particular brand or product. He further explained that it buttresses social codes as to attract readers stay glue while convincing the right way to think and act. Domick (2005) in Apuke (2016) affirm the above by stating that "throughout history, television has been collectors, producers and distributors of social knowledge". He further emphasized that the television being the medium that attract the most specialized audience; it can have powerful impact on its audience.

Indecent Dressing

Indecent dressing is not accepted as normality but yet it is gaining ascendancy (Olorunda, 2022). The practice of indecent dressing especially amongst the female ones who dress seductively leaves much to be desired. What these females call skirts is just "one inch" longer than their pants. When they put on such dresses, they struggle to sit down, find difficulty in climbing machines, cross gutters as well as pick anything from the ground. Apart from the skimpy and tight fitting nature of these dresses, they are again transparent; revealing certain parts of the bodies that under normal dressing patterns ought to be hidden away from the glare of people. In the case of males, their pattern of dress is different. It makes them to look so dirty and very unattractive with unkempt hairs and dirty jeans having pockets of holes deliberately created around the knees and the lower part of the trousers allowed to flow on the ground because they go through their heels into their legs as socks (Confidence, 2019).

According to Aminah (2019), “indecent dressing is the major cause of the various assault and sexual harassment recorded in the society, over time”. Although, indecent dressing is becoming a norm in the society, Chiamaka, Ngozi and Nana-Aisha (2019) expressed that most religious-based institutions have succeeded in inculcating moderation among people through regulatory bodies such as disciplinary committees, panels, etc.

Empirical Studies

In a study carried out by Olorunda (2022) which focused on indecent dressing pattern that is common among youth in South-West Nigeria. The ethnography research design was used in this study, the population for this study consisted of all youth in southwest Nigeria. The sample of this study consisted of 20 selected youth in southwest Nigeria. Multistage sampling procedure was adopted by the researcher. The findings revealed that various forms which include the use of the internet, fading values, and peer influence. The consequence includes rape, prostitution, HIV/AIDs and other venereal diseases/infections, cases of armed robbery, lying, poor school grades, and dropout others. Further research findings revealed that the absence of a dress code has created a high rate of indecent dressing which has also manifested in several forms such as distraction, lack of academic focus, sexual harassment, cultism, loss of integrity, etc.

Also, Oberiri and Kwase (2017) did a study which examined the influence of television programmes on the dressing patterns of youth in Taraba State University, Jalingo. The researcher through the use of Taro Yamane sample size formula arrived at a sample size of 100 and used focus group discussion and quantitative survey for data collection. Findings revealed that television influence young people’s behaviour. Also, entertainment/musical programmes are the most preferred and watched programmes by youths. Furthermore, it revealed that youths imitates the hip-hop, makeup and hair styles shown on television programmes than any other form of dressing which makes them most appear indecent. Furthermore, Saodah and Mohd (n.d) conducted a study which determined the impact of television and magazine on fashion and dressing of Malaysian women of various ages. 639 urban Malaysian women were used for data collection. Data gathered were analyzed using SPSS. Descriptive and inferential statistics were employed for the study. Findings revealed that television has an impact on urban Malaysian women’s fashion and dressing. Also, magazine use is associated with young adult’s fashion and dressing while magazine influence is associated with adolescent’s fashion and dressing.

Okeoma (2012) also did a study on home movies influence on pattern of dressing on students of tertiary institutions in Abia state. Survey method was adopted for this study with a sample size of 400. Findings revealed that home movies celebrate African values in their dress patterns. This is in contrast with the obvious practice in Western and foreign movies where the contemporary trend is in the swap of roles between the male and the female gender as manifested in the swap of dress culture. Also, Sufyan, Muhsin and Saodah (2007) did a study which focused on finding out how different television programs influence family communication among Malaysian urban women. Survey was used to collect data from 639 urban Malaysian women from the Klang Valley. The data was analyzed using T-test and ONEWAY ANOVA in order to find out the specific program that influenced family communication more than others. Findings revealed that Malays, young adults and single women were influenced more by entertainment programs compared to Chinese, Indians, married women and adults. Contemporary television programs’ influence is higher than entertainment programs among the Malays. Indians were found to be influenced more by informative programs than Malays and Chinese. However, all respondents were influenced more by informative programs than entertainment and contemporary programs. Television programs’ influence on family communication among Malaysian urban women in the present context will actually depend on age, race and marital status.

ProjectClue (n.d) did a similar study which focuses on the influence of foreign television programmes on the behavioural patterns of students in Abia State University. Survey method was adopted for the study with questionnaire as instrument for data collection. A sample size of 110 was arrived at with 100 valid responses used for the analysis. Findings revealed that foreign television programmes influenced the style of dressing of Nigerian youths, dancing styles, fashion and dress patterns and sexual orientation. Also, high exposure to Nigerian youths to foreign television programmes in an unrestricted and unsupervised manner can be linked to the popularity and availability of cable television in almost every home today.

A similar study conducted by Anorue, Obayi, Onyebuchi, Alaekwe, and Etumnu (2022) which examined influence of Big Brother Naija 2019 (Pepper Dem) reality TV show on the social life of undergraduate students of Imo State University, Owerri. The study was anchored on cultivation theory. The researchers adopted survey research design using questionnaire as instrument of data collection. The total population of the study was 20,000 students. The Taro Yamane's formula was used to arrive at a sample size of 396. A total of 396 copies of questionnaire were distributed to the selected departments in the eleven (11) faculties of the University. The study used the multistage sampling technique in selecting respondents for the study. The findings of this study revealed that BBNaija reality TV show has wide viewership among undergraduate students of Imo State University as 76.2% of the students watch the show in the evenings on daily bases. It also revealed that the students are not negatively influenced by what they watch on the reality show but have been positively influenced, as 72.5% of the students noted that they have been influenced in the areas of living peacefully with their roommates, neighbours and hostel mates. The researchers concluded that undergraduate students of Imo State University are not negatively influenced by BBNaija reality TV show despite their heavy viewership.

Theoretical Framework

Cultivation Theory

Cultivation theory was introduced by George Gerbner in the 1960s which was part of his Cultural Indicators Project in a bid to examine the influence television has on viewers (Ayesh, 2021). He further explained that this theory assumes that long-term exposure to television shapes how the consumers of media perceive the world and conduct themselves. According to Don (2015), cultivation theory examines the long-term effects of television viewing on viewers' conceptions of social reality. The hypothesis of this theory states that the more people watch television, the more they are likely to hold a view of reality that is closer to television depiction of reality.

According to Vinney (2019), the cultivation theory assumes that exposure to media repeatedly influences the perceptions of social reality by its audience. This theory is mostly applied to television viewing. Television is one of the factors that contribute in shaping people's thoughts or formation of social reality.

Cultivation theory is relevant to this study as there is every possibility that indecent dressing was influenced due to exposure to television programmes. This is due to the fact that they tend to emulate what they see through the television.

Methodology

The researcher employed survey research design for this study. The residents of Imo state is the population for this study. According to the 2022 projected population by National Population Commission (web) and National Bureau of Statistics (web), the population of Imo state is 5,459,300.

The sample size of 387 was arrived at through the use of Wimmer and Dominick online sample size calculator. The instrument for data collection is questionnaire which was divided into two sections (A and B). Multistage sampling technique was adopted by the researcher.

In the first stage, the researcher selected the three senatorial zones in Imo state which are Okigwe, Orlu and Owerri. For the second stage, the researcher selected 3 local governments from each senatorial zone, thus; Okigwe (Onuimo, Okigwe, Isiala-Mbano); Orlu (Orlu, Oru East, Ohaji/Egbema) and Owerri (Ikeduru, Owerri North and Owerri West). In the third stage, the researcher distributed the questionnaires to the selected local governments. Hence, the researcher divided the sample size (387) by the total number of the selected local government (9) which equals 23. Each local government will have 43 questionnaires each. Data gathered were presented in frequency and percentage table format.

Data Presentation and Analysis

From the 387 questionnaires distributed, 379 were returned but 373 was found complete and valid for this study.

Table 1: Demographic Data of Respondents

Gender of the Respondents		
Gender	Frequency	Percentage
Male	169	45
Female	204	55
Total	373	100
Age Bracket of the Respondents		
Age Bracket	Frequency	Percentage
16-26	128	34.3
27-37	135	36.2
38-48	63	16.9
49-Above	47	12.6
Total	373	100
Occupation of the Respondents		

Occupation	Frequency	Percentage
Students	144	38.6
Civil Servants	103	27.6
Self Employed	126	33.8
Total	373	100

Source: Field Survey, 2022

Data from table 1 revealed that majority of the respondents are female constituting 55% (204) of the respondents. Furthermore, most of the respondents were within the age bracket of 27-37 which constitute about 36.2% (135) of the respondents. Also, majority of the respondents were students which constitute about 38.6% (144) of the respondents of the study.

Research Question 1: To what extent are residents of Imo state exposed to programmes on indecent dressing?

Table 2: Respondents’ Responses on Extent of Exposure to Programmes on Indecent Dressing

Options	SA	A	D	SD	N	Mean	Remark
There are programmes on indecent dressing among television stations in Imo state	144	198	31	-	373	3.3	Accepted
The programmes on indecent dressing reflect mostly on the female gender	97	155	9	112	373	2.6	Accepted
The content from these programmes covers areas of importance on the issue	205	101	61	6	373	3.3	Accepted
Average mean						3.0	Accepted

Source: Field Survey, 2022

Variables Key: SA (Strongly Agree) = 4; A (Agree) = 3; D (Disagree) = 2 and SD (Strongly Disagree) = 1

Decision Rule: If the average mean score is lower than 2.5 (1 – 2.4), the researcher decides that respondents are to a low extent exposed to programmes on indecent dressing. But if the average mean score is higher than 2.5 (2.5 – 5.0), the researcher decides that respondents are to a high extent exposed to programmes on indecent dressing.

Table 2 revealed that with an average mean of 3.0 (N=373), respondents are to a high extent exposed to programmes on indecent dressing. This implies that residents of Imo State are highly exposed to television programmes on indecent dressing in the state.

Research Question 2: How do residents of Imo state perceive television programmes on indecent dressing?

Table 3: Respondents Responses on How They Perceive Television Programmes on Indecent Dressing

Options	SA	A	D	SD	N	Mean	Remark
The rate at which residents perceive these programmes are high	92	193	72	16	373	2.9	Accepted
The programmes on indecent dressing are morally beneficial	194	106	54	19	373	3.3	Accepted
The programmes are aired during a convenient time frame	114	181	32	46	373	2.9	Accepted
Average mean						3.0	Accepted

Source: Field Survey, 2022

Variables Key: SA (Strongly Agree) = 4; A (Agree) = 3; D (Disagree) = 2 and SD (Strongly Disagree) = 1

Decision Rule: If the average mean score is lower than 2.5 (1 – 2.4), the researcher decides that respondents perceive television programmes on indecent dressing negatively. But if the average mean score is higher than 2.5 (2.5 – 5.0), the researcher decides that respondents perceive television programmes on indecent dressing positively.

Table 3 revealed that with an average mean of 3.0 (N=373), respondents perceive television programmes on indecent dressing positively. This simply means that Imo State residents perceive positively those television programmes on indecent dressing in the state.

Research Question 3: What is the level of influence of television programme on indecent dressing among residents of Imo state?

Table 4: Respondents Responses on the Influence of Television Programmes on Indecent Dressing among Residents of Imo State

Options	SA	A	D	SD	N	Mean	Remark
Television programmes on indecent dressing have	107	213	44	9	373	3.1	Accepted

strong influence among viewers							
These programmes only concentrate on outfits for social events	91	109	128	35	373	2.6	Accepted
I am usually excited to listen to new topics on this issue	114	32	109	118	373	2.3	Rejected
Average mean						2.6	Accepted

Source: Field Survey, 2022

Variables Key: SA (Strongly Agree) = 4; A (Agree) = 3; D (Disagree) = 2 and SD (Strongly Disagree) = 1

Decision Rule: If the average mean score is lower than 2.5 (1 – 2.4), the researcher decides that respondents are not influenced by television programmes on indecent dressing. But if the average mean score is higher than 2.5 (2.5 – 5.0), the researcher decides that respondents are influenced by television programmes on indecent dressing.

Data from Table 4 revealed that with an average mean of 2.6 (N=373), respondents are influenced by television programmes on indecent dressing. This entails that residents of Imo State are influenced by television programmes on indecent dressing.

Discussion of Finding

Respondents’ Responses on Extent of Exposure to Programmes on Indecent Dressing

Finding revealed that with an average mean of 3.0 (N=373), residents of Imo state are to a high extent exposed to programmes on indecent dressing. This entails that Imo State residents are highly exposed to television programmes on indecent dressing. This finding concurred with that of Oberiri and Kwase (2017) which revealed that television influence young people’s behaviour. In essence, for television programmes to influence young people behaviour, these young people are exposed to these television programmes. Also, the finding of Saodah and Mohd (n.d) coincided which revealed that television impact women’s dress fashion. Thus, for the television to have impact on people, they were exposed to these television programmes. Finding of Anorue, Obayi, Onyebuchi, Alaekwe and Etumnu (2022) revealed that television programme (BBNaija) has wide viewership, this finding is in line with the above finding of this study.

Respondents Responses on How They Perceive Television Programmes on Indecent Dressing

Finding revealed that with an average mean of 3.0 (N=373), television programmes on indecent dressing are perceived positively by residents of Imo state. This implies that television programmes on indecent dressing broadcasted in Imo State are perceived positively by the residents of the state. The findings of Oberiri and Kwase (2017) concur to this finding when they revealed in a study that people imitates what are shown on television programmes, although it might be positive or negative. Also, study by Sufyan,

Muhsin and Saodah (2007) revealed that people perceive informative and contemporary television programmes to be more influential than any other programme.

Respondents Responses on the Influence of Television Programmes on Indecent Dressing among Residents of Imo State

From the data gathered, findings revealed that with an average mean of 2.6 (N=373), respondents are influenced by television programmes on indecent dressing. This entails that residents of Imo State are influenced by television programmes on indecent dressing. The finding of Oberiri and Kwase (2017) concurs to this finding when it was revealed in one of their findings that television programmes influence people's behaviour with people imitating styles shown on these television programmes. Also, Saodah and Mohd (n.d) revealed in one of their findings that television has an impact in fashion and dressing. Furthermore, the finding of this study concurred with that Anorue, Obayi, Onyebuchi, Alaekwe and Etumnu (2022) which revealed that the students are influenced by what they watch on the television programme (BBNaija). The finding of ProjectClue (n.d) revealed that foreign television programmes influenced the style of dressing of Nigerian youths, dancing styles, fashion and dress patterns and sexual orientation, also, the finding of Sufyan, Muhsin and Saodah (2007) revealed that Malays, young adults and single women were influenced more by television programmes (Entertainment programmes), these findings are in line with the finding of this study.

Conclusion

This study surveyed the influence radio programmes have in curbing indecent dressing among residents in Imo state. Television programmes on indecent dressing has it influence in curbing indecent dressing in the society. Although, people are likely to emulate the dress sense of specific or various actors or actresses but this doesn't stop these television programmes from revealing the dangers of indecent dressing to it audience.

From the above findings of the study with explicit evidence, residents of Imo state are highly exposed to television programmes on indecent dressing and these television programmes are perceived positively. Furthermore, findings revealed that Imo state residents are influenced by television programmes on indecent dressing. Thus, it is crystal clear that television programmes on indecent dressing have great influence on people.

Recommendations

This study recommends the following:

- Television programmes on indecent dressing should be extended to other mass medium like the radio
- There should be more television programmes on indecent dressing and these programmes should be broadcasted at an appropriate time.
- Since television programmes influences people, the pattern of dressing of presenters or host should be appropriate for hosting a programme most especially when such programme deals on indecent dressing.

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