



Satellite Cable Networks in and Television Behavior in Nigerian Homes

Micheal A. Nza-Ayang^{1*}, Olimma Benedette Ngozi², Anyaogu Paul³, Urenna Chidinma Okamgba⁴

¹Department of Mass Communication, University of Cross River State,, P.M.B 1123, Calabar, Cross River State

²Department of Mass Communication, Tansian University Umunya Anambra State

³Abia State College of Education Technical Arochukwu, Abia State

⁴Department of Mass Communication, Nnamdi Azikiwe University, Awka, Anambra State

Corresponding Author: Micheal A. Nza-Ayang Michaelnzan60@gmail.com

ARTICLE INFO

Keywords : Efficient Management, Decision Making, Ahason Investment Limited, Profitability, Business Performance

Received : 21 March

Revised : 23 April

Accepted: 23 May

©2025 Ayang, Ngozi, Paul, Okamgba: This is an open-access article distributed under the terms of the Creative Commons Atribusi 4.0

Internasional. The logo consists of two circular icons: one with 'cc' and another with a person icon, followed by the text 'BY'.

ABSTRACT

When it comes to influencing women's behavior, the media is incredibly powerful, effective, and persuasive in spreading new information. its audience due to high exposure. The advert and access of satellite cable networks in Nigerian homes has brought many challenges as majority of women are captivated with the urge of watching soap operas from other continents or countries especially the Indian channel Zee World which seem to have brought phenomenal influence on women and adversely on the Nigerian culture. From the findings of this research, it is evident that Zee world soap operas have positive effect on majority of respondents. And based on the study findings the study made recommendations amongst that in order to preserve the remains of our culture, the African media must say "No" to the massive programs import and rather promote our cultural programs

INTRODUCTION

The American press first used the term "Soap Opera" in the 1930s to describe the wildly successful serialized home radio drama genre, which by 1940 accounted for around 90% of all commercially sponsored daytime broadcast hours. Put differently, a soap opera is a slow-moving, more regressive family drama serial that emphasizes dramatization and emotions above a specific plot issue. It is no news that most Nigerian women prefer the satellite cable network "Zee World" and its captivating soap operas to other channels. The working women tend to clear-up their desks to meet-up with their favorite soap opera on Zee World, the house wife hardly has time for the home she is supposed to take care of, as she is always glued to her television set. Surprisingly, even women in the traditionally remote communities are not left out as they have access to this satellite cable networks and at times adopt their style of living, resulting to media and cultural imperialism.

A broad look at studies done in this area revealed that, one of the reasons women watch soap operas is because of the personal identification which they enjoy forming with the characters. Goka (2013) opines that based on personal experience, it is evident that viewers often use the behavior of a character in order to justify their behavior in a similar situation. The media is very effective, powerful and influential in disseminating new knowledge, useful for behavior among women, thus influencing its audience due to high exposure. This research is of immense importance because it examines the crucial influence of Zee World soap operas on the life of its audience especially the Nigerian women.

Statement of Problem

The advent and access of satellite cable networks in Nigerian homes has brought many challenges as majority of women are captivated with the urge of watching soap operas from other continents or countries especially the Indian channel Zee World which seem to have brought phenomenal influence on women and adversely on the Nigerian culture. While some scholars argue that these countries push an unimaginable amount of information to the developing countries and the content of such information are such that normally the citizen or viewers read, eat and think exactly the way these transactional corporations want them to eat and drink.

The result is a propensity for the worldwide model of popular culture that is commonly available in the media (eg globe soap operas) to subordinate or displace the lifestyle of the receiving locations. Given the controversy surrounding Zee World soap operas' impact on women, the issue statement of this study is to investigate the influence of Zee World soap operas on women in Yenagoa, Bayelsa State.

SOAP OPERA

Although soap operas are a subset of drama, they are now so common and well-liked that they are regarded as a separate genre. Baker (2000). Although daytime drama is the genre's most well-known aspect, soap operas may also be found in certain nightmarish serials. For many years, daytime soap operas have been running year-round for 30 to 60 minutes at a time. Although the locations are either urban or suburban, almost all of the action takes place indoors.

WOMEN AND SOAP OPERAS . The majority of viewers of soap operas are women, however prime-time soap operas like Dallas (U.S.) "Bade Acche lagte hain" (BALH) cater to a broader demographic; in fact, at least 30% of its viewers are men. In "Dallas," Ang (1985) claims the main interest for men was in business relations problems and the power and wealth shown, whereas women were more often interested in the family issues and love affairs. In the case of BALH, it is clear that programmes meant something different for female viewers compared with male viewers.

The audience for soaps does include men sometimes but some theorists argue that gender of the viewer is inscribed in the programmes, so the soaps address women in particular. Soaps appeal to those who respect the home and personal sphere. Unlike most prime-time television, soap operas, according to certain feminist theorists, have a feminine aesthetic. In soap operas, women are stereotyped, yet the modern woman is no longer portrayed as a submissive, timid housewife; rather, she has developed into a powerful individual. She is a skilled housewife in addition to being an excellent professional. The soap operas that air on television do not depict this shift in part, if not in its entirety Zee World channel.

Family issues and interpersonal relationships rule the universe created by soap operas, particularly ZeeWorld soap operas. The female audience has been greatly impacted by this, becoming more romantic, aware of family issues, and seeking solutions. Additionally, there isn't much crime or physical violence. Because of the constant sorting and re-sorting of connections, the soap opera industry appears to be emotionally dangerous. (Singhal and Rogers, 2001).

LITERATURE RIVIEW

Television and Soap Operas

Television has become the most potent and ubiquitous force in the globe in recent years. It has the ability to transmit information with lightning speed and impact and to subtly and interceptibly infuse viewers with pictures and ideals. Because of its very nature, television not only reflects but also shapes our society's ideals. Research findings indicate that television has significantly influenced viewers' own reality structures. (Seiter, Kreutzner, Warth, and Borchers, 2000). Television shows raise viewers' awareness and offer them with information that piques their interest. In addition to being crucial to the maintenance of social order, communication may also be a powerful tool for developmental change, to put it more optimistically. The reality that television is a significant power in our culture cannot be denied.

In Nigeria today, television has taken on new dimensions, gained popularity, and expanded its reach significantly. The multi-lateral, multi-lingual, multi-channel television system that runs on a complex schedule is mostly the result of the satellite invasion of Nigeria. Television's dynamic visuals attract viewers' attention and ultimately shape their attitudes and actions. Since its introduction, television has become an indispensable aspect of our everyday life. The extraordinary expansion of Nigerian television in recent years has influenced

people in two ways. First, those living in remote areas have been pulled and merged into the national mainstream.

Secondly television has contributed to an unprecedented explosion of information in our times (Gopal 2006). An awareness of the socio-economic developmental plans can be ascribed to the wide-reach of television. The breaking down of social-barriers can reasonably be attributed to the pressure of television in

Satellite Tv, Zeeworld and Nigerian Culture

Most people have access to satellite channels, and channel surfing has grown to be a popular pastime. The commercialization tendency has influenced culture in addition to the audience. As advertisements on satellite channels have evolved from being marketing tools to becoming sources of pleasure for viewers, consumers are no longer able to defend themselves. The majority of people's attraction to foreign nations is presented in a highly seductive and dazzling way.

Portrayal in Soap Operas

Both men and women are portrayed on television in a mainly conventional and stereotyped manner, but not as aggressively as in previous years. As a result, gender roles become more polarized. Prudence, conformity, cooperation, business sense, and femininity. As reason, masculinity is typically linked to qualities like efficiency, competitiveness, individuation, and nihilism. "Married Again" has demonstrated how "bad" women are portrayed on television as rebellious, independent, and self-centered, while "good" women are portrayed as meek, sensitive, and domesticated. The stereotypical "dream girl" is kind, modest, sensitive, obedient, non-competitive, affectionate, and reliant. The male hero tends to be physically strong, aggressive and assertive, take the initiative is independent, competitive and ambitious. tv and film heroes represent goodness, power, control confidence, competence and success. They are geared in other words to succeed in a competitive economic system. There is no shortage of aggressive male role – models in westerns war film and in contemporary Indian soap operas (Kiran 2001).

According to Pingree and Cantor (1983), soap operas lack a beginning, middle, and end. They don't lead to a conclusion or closure of significance. A soap opera's audience can join at any time. There are built-in tools to review plot points. There isn't just one storyline. The plots of soap operas are not linear in this regard. Over time, narrative strands get interwoven. Soaps have a complicated framework that encompasses many viewpoints and lacks agreement. The genre is characterized by inconsistencies and ambivalence. As a result, soaps are especially susceptible to personal interpretation.

A variety of both positive and bad role models are available on television. These models are useful to a lot of individuals. Viewers should not have to accept gender stereotypes on television without question but many popular commentators tend to assume that they are more discriminating than ordinary mortals. Not all women children or even men are passive victims of patriarchal stereotyping. Though there is little doubt that television presents largely traditional gender images, there is mixed evidence about the impact of such images on gender, attitude and behavior this difficult to isolate the role of television since people are influenced by their whole environment although there

is fairly widespread agreement that over time television seems likely to influence people's ideas about gender roles and what they see.

Different Aspects of Soap Operas Influence on Women

Soap Operas Negative Effect on Women

There have been very few studies assessing the influence of Zee World soap operas on women's conduct. According to the few, women who watch these soap operas on a daily basis value themselves mostly based on their physical looks and tolerate and expect a larger degree of drama, aggressiveness, and bullying in their own lives. The study's overall conclusion was that television shows like Zee World soap operas encourage negative behavior in women. For example, 78 percent of regular viewers believe that gossiping is a normal part of a relationship between women, and 68 percent believe that being catty and competitive with one another is a natural trait of women.

Compared to 24% of non-viewers, over 40% of frequent viewers think that "you have to lie to get ahead."

Over 70% of frequent viewers report spending a lot of time on their appearance, and 38% of them think a woman's worth is determined by her beauty (compared to 28% of non-viewers). Compared to 18% of non-viewers, over 30% of frequent viewers would prefer to be praised for their outward attractiveness rather than their inner beauty.

"woman today are bombarded with media –TV serials and otherwise—that more frequently portrays women in competition with one another rather than in support or collaboration. This perpetuates a 'mean-woman' stereotype and normalizes this behavior among women" states Andrea Bastaini Archibald, PhD. According to the survey, women who watch TV serials are more likely than those who don't to be self-assured. They believe they are more mature, intelligent, humorous, and gregarious than non-viewers, and they are more likely to want to be a leader (46 percent vs. 27 percent) and believe they are already viewed as one (75 percent vs. 63 percent). Furthermore, they are more likely (75 percent vs. 61 percent) to view themselves as role models for other women. Even while these figures are positive, they hardly offset the far more detrimental effects, such as condoning lying, gossiping, promoting many marriages, and basing one's personal values on one's beauty.

Positive Effect of Zee World Soaps on Women

Individuals suffering from social isolation can employ television to create what is termed a parasocial or false relationship with characters from their favourite soaps as a way of deflecting feelings of loneliness and social deprivation just as an individual would spend time with a real person sharing opinions and thoughts, pseudo-relationships are formed with TV characters by becoming personally invested in their lives as if they were a close friend so that the individual can satiate the human desire to form meaningful relationships and establish themselves in society. This is to say that women who are lonely tend to watch these soaps to purge them of the loneliness, become happy and feel more alive as they see television characters as their friends.

Social Aspects of Watching Zee World Soaps. Psychological Effect

According to a research by Herbert Krugman, people who watch television experience hypnosis because their right side of the brain is twice as active as their left. (Hypnosis is a sleep-like condition where you can hear and react to suggestions or queries.). Little wonder women who are addicted to zee world soaps are often lost, they tend to be in a trance of these serials with very little attention to their environment.

Early television viewing has been shown to have a significant impact on children's development. These consequences include learning impairments, language delays, and obesity. In most homes, especially in Africa and Nigeria in particular there is no restriction to what children watch. Mothers allow their children to watch whatever they watch and soon enough, the little ones get addicted to these soap operas isolating themselves from what they are supposed to watch or learn which in turn affect their learning pattern, language and physical growth (Donald and Christine 1991).

Alleged Dangers

Since the majority of these zee world soap operas include violence between women who are battling for a guy or attempting to obtain one, lawmakers, scientists, and parents are discussing the impact of television violence on viewers, especially young people. Some academics have argued that there is unmistakable evidence linking media violence to societal violence, despite fifty years of research on the effects of television on children's emotional and social development.

Health Effect on Women

The amount of time spent watching television has been linked to obesity in both adult and kid studies. According to a research, children's resting metabolic rates are lowered while they watch television.

Author Steinbeck (2000) Describes Television Watchers Saying:

"have observed the physical symptoms of television looking on children as well as on adults. The mouth grows slack and the lips hang open; the eyes take on a hypnotized or doped look; the nose runs rather more than usual: the backbone turns to water and the fingers slowly and methodically pick the designs out of brocade furniture such is the appearance of semi-consciousness that one wonders how much of the messages of television is getting through to the brain".

1. The socio-cultural and religious thinking of the poor men was under the influence of foreign cultural values.
2. Satellite channels have an impact on viewers' social behavior, language, fashion sense, and architecture.
3. Satellite channels have an effect on the way of life of Lahore's female residents.

Satellite programming had an impact on Pakistani public media.

An worldwide culture was being formed as a result of satellite channels blending eastern and western cultures.

Finding have revealed from literature reviewed that the Indian soap operas have significant influence on women on other place. This includes, how they dress, their food, social life and cultural values. Hence, the present research

seeks to evaluate the influence of zee world soap operas on Nigerian women and its value system as a state.

Theoretical Framework

The Study Will be Anchored on Cultivation Media Theory.

Cultivation media theory is a social theory propounded by Gerbner, Gross, Morgan and Signorielli 1980 (Ezeh 2014) which examines the long – term effect of television. The theory states that the more time people spend in the television world, the more likely they are to believe social reality portrayed on television (Cohen and Weinmann 2000). It assumes that the mass media gradually cultivates messages into audience mind and consciousness and steady viewing will make the audience act out what is portrayed on television.

Applied to this study, the theory suggests that constant or regular viewership of zee world soap operas could gradually build mental images and increase psychological arousals that make women want to behave in the manner acted by the soap opera actors. The theory assumes that zee world soap operas have subtle effect on Yenagoa women who unknowingly absorb dominant symbols and messages from zee world soap operas.

METHODOLOGY

Data Analysis

Simple percentage analysis was used to examine the data in this study, and tables were used to illustrate the results. The researcher employed the basic percentage analysis since it allowed them to thoroughly examine and explain the data collected from the questionnaire.

The formula for the simple percentage is shown below.

$$\text{Percentage} = \frac{\text{Actual Response}}{\text{Total sample size}} \times \frac{100}{1}$$

Where actual response = number of respondents

The sample size = total number of respondents

The frequency and percentage distribution of the various variable categories that are shown in the table in Chapter 4 were used to measure the data.

RESULT AND DISCUSSION

Data Analysis

To generate data, 100 copies of questionnaire were issued out to the sample size (respondents) who served as the representative in Yenagoa, Bayelsa State and 95 copies were retrieved afterwards which 5 were invalid as it was not filled appropriately so the remaining 90 forms the basis of the data analysis and presentation. But the findings of this study is analyzed and then presented first according to the demographic variables of the respondents.

section a: demographic distribution

Table 1. Gender Distribution Respondents Sex

Response	Frequency	Percentage
Male	-	-
Female	90	100
Total	90	100

Source: Field Survey, 2012

From the table above, it can be observed that 90 (100%) of the respondents were female. And there is a clear indication that all respondent that watched Zee World soap operas were females.

Table 2. Age Distribution Responses on Age Distribution Responses on Age of Respondents

Response	Frequency	Percentage
20 – 25 years	30	33.3
26 – 30 years	28	31.1
31 – 35 years	15	17
36 – 40 years	10	11.1
41 and above	7	7.8
Total	90	100

Source: Field Survey, 2012

Table 2 shows that the age group of 20 – 25 years living in Yenagoa had the highest percentage 33.3% of those who watch zee world soap operas. It is followed by the age group of 26 – 30 years with the percentage of 31.1% while other groups had different frequencies which are lesser.

Table 3. Educational Qualification Respondents Educational Qualification

Response	Frequency	Percentage
WAEC/OND	26	28.8
Undergraduate	28	31.1
B.Sc	21	23.3
M.Sc and above	15	17
Total	90	100

Source: Field Survey, 2012

It was discovered from table 3, that undergraduate married women in Yenagoa has the highest percentage respondents who watch zee world soap operas, followed by WAEC/OND holders with 28.8%. We also have those with B.Sc 23.3 and those with M.Sc and higher qualification are 17% from the table it can be deduced that although women with higher educational qualification watch zee world soap operas, they are the least.

Table 4. Occupational Distribution Respondent's Occupation

Response	Frequency	Percentage
Employed	27	30
Unemployed	21	23.3
Business	22	24.5
Others	20	22.2
Total	90	100

Source: Field Survey, 2012

From the analysis above it was discovered employed married women with 30% are the highest people who watch zee world soap operas in Yenagoa. Unemployed women with 23.3% business women and others holds 24.5% and 22.2% respectively. This implies that employed women who are supposed to eat and take a nap after work, still find time after their stressful day to watch these soaps.

Section B

Research question 1: Why do Yenagoa women watch zee world soap operas?

The above question was concerned mainly with finding out why respondents watch zee world soap operas.

To provide answer to the above research question, items number 5, 6 and 7 in the questionnaire will be analyzed.

Table 5. How Often do You Watch Zee World Soap Operas? Respondent's Reaction on how Frequent they Watch Zee World Soap Operas

Response	Frequency	Percentage
Rarely	4	4.4
Often	18	20
Regularly	68	75.5
Total	90	100

Source: Field Survey, 2012.

Table 5, which answers item number 5 in the questionnaire indicates that 90 (75.5%) regularly watch zee world soap operas on the zee world soap operas on the zee world channel. By so doing the respondents are familiar with the various soap operas shown. The regularity of respondents exposure to the soaps is capable of psychologically instigating them to practicalize what they deemed necessary without recourse to their local way of doing things. That is to say, their regularity and frequency in watching these soaps are capable of affecting and

influencing them greatly. It starts with a spark psychologically and they cultivate such influences into their daily lives.

Table 6. Which Period do You Watch Zee World Soap Operas? Periods Respondents Watch Soap Operas

Response	Frequency	Percentage
8am – 12pm	5	5.6
1pm – 4pm	22	24.4
5pm – 9pm	50	55.5
10pm till dawn	13	14.4
Total	90	100

Source: Field Survey, 2012

From that data above which answers item number 6 in the questionnaire seeks to know the period respondent watch. It indicated that 50 respondents representing 55.5% watch zee world soap operas between the hours of 5pm – 9pm. The data could be regular as indicated in table 5 earlier. The period the respondents mostly watch the soap operas can be counterproductive as this can clash or compete with their domestic duties of preparing dinner for the family or having a family time with their spouse and kinds for the undergraduates it can clash with time they should have used to study or prepare for the next day. On the other hand, 22 or 24.4% said they watch zee world soap operas between the hours of 1pm – 4pm. This class of respondents might be workers, who instead of facing their work, still map out time to watch these soaps, thereby getting distracted.

Table 7. Why do you Watch Zee World Soap Operas? Respondent's Opinions on why they Zee World Soap Operas

Response	Frequency	Percentage
Suspense	19	21.1
Love	50	55.5
Fashion	5	5.7
Relaxation	10	17.7
Total	90	100

Source: Field Survey, 2012

Table 7 which answers item number 7 in the questionnaire seeks to know why women in Yenagoa watch zee world soap operas. It indicated that 50 out of the entire sample representing 55.5 claimed that they pick interest in these soap operas because of love that is the love life of characters perhaps to know how to love their husbands and family or even to feel loved. 19 respondents representing 21.1 said they watch zee world soaps because of the intense suspense, making them glued to their television sets curious of wanting to know what's next. Unlike our Nollywood movies that you can tell the whole movie just looking at the poster and actors 16 or 17.7% use these soaps as mean of relaxation.

Research Question 2: What is the nature of influence of zee world soap operas on Yenagoa women.

The above question bothers on the nature of influence of Zee World soap operas on the respondents. It seeks to know if the influence is negative or positive.

To provide answer to the above research question, items number 8, 9 and 10 in the questionnaire will be analyzed.

Table 8. Has Zee World Soap Operas Influenced you? Reactions if Zee World Soap Operas has Influenced them

Response	Frequency	Percentage
Has great influence	67	74.4
Has influence	13	14.4
Has no influence	10	11.1
Total	90	100

Source: Field Survey, 2012

Table 10 above, answers item number 8 in the questionnaire. It seeks to know whether the soaps have influenced the respondents. 67 respondents representing 74.4% affirmed that that zee world soaps has great influence on them.

Table 9. How has Zee World Soap Operas Influenced you, in Relation with Your Family and Spouse? Responses on the Influence of Zee World Soap Operas in Relation To Respondents Family and Spouse

Response	Frequency	Percentage
Strengthened my Marital relationship	43	47.7
Encourage hatred Mistrust for some Family members	23	25.5
Make me feel my Husband doesn't Love me enough	14	15.5
Undecided	10	11.1
Total	90	100

Source: Field Survey, 2012

Table 9 answers item number 9 in the questionnaire. This seeks to if zee world soap operas have influenced respondents in their marriages and relationship with family members. It indicated 43 (47.7%) of sampled respondents claimed that regularly watching zee world soap operas, they have been able to enhance or strengthen their marital relationship. This implies that a lot of couples or married women in Nigeria are still pre-mature in marital

relationships. And frequent exposure to these soaps make them understand more of the intricate involved in building a solid marriage 23 respondents representing 25.5% said the soap operas have encouraged hatred/mistrust for some family members. This could be an adverse psychological effect as most of these soaps are filled with a wicked family member that wants to bring down the heroine, plotting against one family member or the other. This has overtime made the women to feel that some family members are not to be trusted.

Table 10. What is the Nature of the Overall Influence? Respondent's Opinion on the Nature Of Influence

Response	Frequency	Percentage
Positive	56	62.2
Negative	24	26.6
Undecided	10	11.1
Total	90	100

Source: Field Survey, 2012

Table 10 which answers item 10 in the questionnaire, seeks to know the nature of influence of Zee World snaps on respondents. From the table 56 respondents representing 62.2% affirmed, the nature of influence on them is positive. This could be as a result of the soaps influence on their marriages and the benefits they drive from watching the soaps.

Research Question 3: To what extent is the benefit derived from exposure to Zee World Soap operas?

This research question is aimed at examining the benefit respondents get due to exposure to Zee World soap operas.

Table 11. Have Zee World Soap Operas Motivated you Through the Powerful way Women are Portrayed to Believe in Yourself? Respondent's Reaction on if they have Been Motivated Through the way Women are Portrayed on Zee World Soaps to Believe in Themselves

Response	Frequency	Percentage
Motivated to a large extent	64	71.1
Motivated	16	17.7
Motivated to a low extent	-	-
Undecided	10	11.1
Total	90	100

Source: Filed Survey, 2012

From the above table, which answers item number 11 in questionnaire, sought to know whether respondent have had motivational benefit through the powerful way women are portrayed. Majority of respondents representing 64 or 71.1% said they have been motivated through the powerful portray of women in these soap operas. Hence, they consider themselves to be more mature, smart, confident and self-reliant as portrayed by characters.

Table 12. Has Zee World Soap Operas Taught you to Support Your Husband/Family at all Cost? Respondent's Reaction on if the Soaps has Taught them to Support their Husband and Family

Response	Frequency	Percentage
Learnt a lot	68	75.5
Learnt	12	13.3
Didn't learn anything	10	11.1
Total	90	100

Source: Field Survey, 2012

Table 12 above answers item number 12 in the questionnaire. This seeks to know if respondents have learnt to support their spouse and families as portrayed in the soaps. Majority of respondents representing 75.5% or 68 affirmed it has taught them to support their husbands/families. This implies that respondents through constant exposure to Zee World have learnt to support and plan with their husbands for the betterment of their families.

Table 13: What are Your Experiences Since Watching Zee World Soap Operas? Respondent's Responses on Beneficial Experience Since Watching Zee World Soap Operas

Response	Frequency	Percentage
Acquired new lifestyle	40	45
Improved live life	30	33.3
Has not added New lifestyle	10	11.1
Undecided	10	11.1
Total	90	100

Source: Field Survey, 2012

The above table answers item number 13 in the questionnaire, it seeks to know the beneficial experiences acquired by respondents in the process of watching Zee World Soap operas. It indicated that 45 respondents representing 45% of the total sample claimed they have benefited by acquiring new lifestyle from watching Zee World Soaps, which implies that they are happy and satisfied with the soaps. The implication of acquiring new lifestyle is that foreign norms are being imported into the country as such can be detrimental to the way(s) of doing things in the country.

Research Question 4: Is there any significant implication of Zee World soap operas on Nigeria culture and value system as a state.

This research question seeks to know if the personal influences of Zee World soap operas on respondents have any implication on Nigeria's culture and value system.

To provide answer to the above, items number 14, 15 and 16 will be analyzed in the questionnaire.

Table 14. Is Indian Culture Reflecting in Your Culture? Respondent's Reaction to if Indian Culture is Reflecting in Their Culture

Response	Frequency	Percentage
It has reflected to a large extent	30	33.3
Reflected	53	58.8
Minimally	7	7.8
Total	90	100

Source: Field Survey, 2012

The table above answers item number 14 in the questionnaire, it brotchers on whether Indian culture is reflecting in their culture as a result of frequent exposure to zee world soap operas contents. Figures from table 15 indicated minority of the sampled respondents 30 or 33,3% affirmed that Indian culture is reflecting in their culture. The point here is not minority or majority but for the fact that few persons have noticed the reflection of this foreign culture in their way of doing things. It means it has an adverse implication on the culture of Nigeria as respondents are beginning to imitate these foreign cultures.

Table 15. How Often Does Indian Culture Reflect in Your Local Culture
Respondent's Opinion on Frequency on Reflection of Indian Culture in Their Local Culture

Response	Frequency	Percentage
Rarely	10	11.1
Often	20	22.2
Regularly	-	-
Undecided	60	66.6
Total	90	100

Source: Field Survey, 2012

Table 15 answers item number 16 in the questionnaire, it seeks to know how often the imported Indian culture reflect in their local culture 20 or 22.2 respondents claimed it often reflect in their culture. This is an obvious case of media/cultural imperialism. Although the reflection of the Indian culture is not anywhere compared to the westerner influence of media on people, it still finds it way somehow.

Table 16. In what Areas/Ways Does Indian Culture Reflect in Your Culture? Respondent's Responses on Areas/Ways Indian Culture Reflect in Their Culture

Response	Frequency	Percentage
Dressing	29	32.2
Language	1	1
Worship	-	-
Undecided	60	66.6
Total	90	100

Source: Field Survey, 2012

In respect to significant implication on the culture and value system of Nigeria, 29 respondents representing 32.2 of the total sample said Indian culture reflects in the dressing of people. That means some of the respondents move from psychological and domestic influence of these soaps to cultivating the dress pattern of Indians. But looking at figures of data collection the reflection of dressing in people's local culture is very low; that means it rarely or often seen or wore by the respondents especially on special occasions, but it is not a regular lifestyle. Notwithstanding, the bottom line here is that although few, people still adopt the dress pattern of Indians.

CONCLUSIONS AND RECOMMENDATIONS

From the findings of this research, it is evident that Zee world soap operas have positive effect on majority of respondents. This is because, Writers have frequently featured topics that have educated the audience about significant concerns since the founding of Zee World Channel.

This covers everything from marriage issues like divorce and sacrifice to health issues like cancer and despair. In addition to these pretty severe difficulties, ladies can escape from their own lives and inhabit a world where other problems are perceived as being far worse than their own by watching Zee World soap operas. Consequently, improving their self-esteem. Zee world soap operas do in fact a part to play in the way most of it viewers react to things emotionally, psychologically and otherwise.

Hence, findings show that Zee world soaps have a significant implication on the Nigerian culture and value system: this is manifested in the dressing pattern and love life cultivated and adopted by respondents. These new patterns of love life constitute an attitudinal change that make women divert from the love pattern of Nigeria.

Although, dressing is still at a low level, if not checked, it can get out of hand.

Finally, a good percentage of Yenagoa women are beginning to pay more attention to the messages (contents) of Zee world soap operas and Nigerian women are beginning to initiate the proprietors and drivers of the Zee world soaps thereby relegating to the Zee world soaps thereby relegating to the background Nigerian style of discharging certain responsibilities.

In order to preserve the remains of our culture, the African media must say "No" to the massive programmes important that promote culture. The national film and video censor board should as a matter of urgency direct proprietors of the television channel to also propagate the culture and heritage of Nigerians as most people now give their attention to watch zee world soap operas on zee world channel.

In a technologically advanced world, Nigeria cannot afford to fall behind. Therefore, in order to use these technologies to spread Nigerian culture throughout the world, it is essential to make Nigerian culture tech-friendly. We must be conscious of the negative effects of zee world soaps on Nigerian culture and encourage local programmes that are not only entertaining to sustain

audience but that can also showcase our culture value to the world like zee world promotes Indian culture.

Woman should separate their family time from the time they watch these soaps and have it in mind that it is only one part of their lives.

FURTHER STUDY

This research still has delays, so further research related to the topic of Satellite Cable Networks and Television Behavior in Nigerian Homes is needed to enhance this study and provide more insights for readers.

REFERENCES

Agbo, J. (2003). African Within the Global: Confronting the Parameters of Cross Cultural Philosophy In Journal of Communication. vol. 5 no 2, pp. 182 – 213.

Ahmed ,A. (2012). Woman and Soaps: Popularity and Perception. International Journal of Science and Research Publication. Vol 2. Issue 6.

Allen, C.A. (2004). Making Sense of Soaps in Allen C.A and Hill A. (Eds). The Television Studies Reader, London: Rout Ledge.

Alpha, P. (2012). Cultural Imperialism. Baltimore: the Hopkins University Press.

Ang, I. (1985). Watching 'Dallas': Soap opera and the Melodramatic Imagination. London: Methuen.

Baker, C. (2000) Global Television: An Introduction, Oxford: Black Wel
De.Cautor, M.G. and Pingree, S. (1983). The Soap Opera: California: sage Publication.

Christine, G. (2016).The Study of Soap Operas in Television Studies. Retrieved Dec. 28, 2017 From Hittp:\\ www.Sage Journals.Com.

Darba, V. (2012). Women's Representation In Indian Television Serials Theses.
Donald, R. and Christine, B. (1991). Mass Communication Effect Annual Reviews of Psychology.

- Ezeh, N. (2014). Media and Society: Onitsha: E-martins computer Technology Ltd.
- Feilitzen, L. I. (2004). Language and power. London : longman.
- Goka, C. (2013). Satellite broadcasting and media in Africa. J. E. Iyo (Ed) Benue, humanities press.
- Gopal, J. (2006). The power of TV : cable Television and woman status in Indian.
- Isong, U. (2017). Zee world Craze in Nigeria. Retrieved Jan. 9, 2018.
- Kaul, S. and Sahni, N. (2010). Construction of contemporary women in soap operas. Commentaries Global media Journal.
- Kriam, P. (2005). Woman and Media: Challenging Ferminist Discourse. Dehli: the Woman Press.
- Nkorue, P. (2010). Wider View of Influence of Television: Ekewei: Kadmon Press.
- Nwodu, L.C. (2007). ICTs, Globalization and Domination of African Cultural Values: A Development Communication Perspective. In I.E Nwosu, and E.O. Sola (eds.) Communication in Global, ICTs and Ecosystem Perspective: Insights From Nigeria. Enugu: African Council for Communication Education and Precision Publishers. 107.
- Seiter. E. Borchers, H. Kreutzner. G and Warth, E. (1989). Remote Control: Television Audiences and Cultural Power. New York. Routledge.
- Singhal, A. and Rogers, M.E. (2001) Indian's Communication Revolution: From

Bullock to Cyber Marts. New Delhi. Sage Publication.

Steinberg, B and Monahan. (2005). Communicating theory and practice, (3rd ed), syney: Harcourt Brace.

White, B. (2007).The Soap Opera Paradigm Television programming and Corporate Priorities. London: Row Man Little Field Publishers Inc, Land Ham.

Zain, W. (2012). Foreign Television- Changing Attitudes; London: Concept Publishing Company.