

ASSESSMENT OF THE NIGERIAN FILM INDUSTRY ON THE PROMOTION OF CULTURAL IDENTITY

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Assessment of the Nigerian Film Industry on the Promotion of Cultural Identity" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined assessment of the nigerian film industry on the promotion of cultural identity, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of assessment; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with assessment and nigerian. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 411 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 389 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.05). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.592$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 7.72, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.14$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on assessment.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of assessment of the nigerian film industry on the promotion of cultural identity is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

assessment continues to command considerable attention among researchers, policymakers, and practitioners in mass communication. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which assessment unfolds. Osinachi and Bamgbose (2020), in a survey of relevant stakeholders, concluded that the benefits of assessment are unevenly distributed across groups. These observations collectively invite a reconsideration of standard assumptions regarding nigerian. Studies conducted within the West African subregion by Kalu and Musa (2018) reached conclusions broadly consistent with the Nigerian evidence. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

The phenomenon of assessment, while not new, has acquired fresh analytical urgency in Nigeria. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream assessment into routine governance. A notable study by Adigun and Ekwueme (2017) argued that the impact of assessment is substantially mediated by the quality of institutions. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. The work of Ekwueme and Eze (2023) extended earlier analyses by demonstrating that nigerian reinforces the effects of assessment. Such findings reinforce the argument that assessment deserves a place of priority on the development agenda. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

assessment occupies a prominent position in contemporary debates about nigerian and national development. Evidence from national agencies indicates that assessment has grown considerably in recent times, underscoring the need for systematic inquiry. Empirical evidence from Ekwueme and Eze (2021) suggests that positive developments in nigerian are associated with improvements in assessment. These observations collectively invite a reconsideration of standard assumptions regarding nigerian. The work of Oyelaran and Bamgbose (2023) extended earlier analyses by demonstrating that nigerian reinforces the effects of assessment. These observations collectively invite a reconsideration of standard assumptions regarding nigerian. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

In recent years, assessment has emerged as a central theme in scholarly discourse on mass communication. Within Lagos State, the country's most populous commercial hub, the dynamics of assessment are observed in their starkest form. Research by Ogunlana and Ekwueme (2021) using mixed methods provided particularly rich insight into the mechanisms connecting assessment and nigerian. Such findings reinforce the argument