

TELEVISION PROGRAMMING FOR SOCIAL
DEVELOPMENT

A STUDY OF *AAJIIREBI PROGRAMME* ON AFRICA MAGIC YORUBA.

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\TELEVISION PROGRAMMING FOR SOCIAL DEVELOPMENT:

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A PROJECT SUBMITTED TO THE DEPARTMENT OF THEATRE AND MEDIA ARTS, FACULTY OF ARTS, FEDERAL UNIVERSITY, OYE-EKITI. IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE BACHELOR OF ARTS (B.A HONS) DEGREE IN THEATRE AND MEDIA ARTS.

ATTESTATION

I, **ABE BOLANLE EUNICE** hereby attest that this research report is carried out by me.

ABE BOLANLE EUNICE

Sign & Date

CERTIFICATION

This is to certify that this research was carried out by **ABE BOLANLE EUNICE** with the matriculation number **TAM/14/2099** in the Department of Theatre and Media Arts, Faculty of Arts, Federal University, Oye-Ekiti, under the guidance of the following

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DEDICATION

This work is dedicated to God Almighty, my creator, the gracious and merciful father. Without Him I am practical nothing.

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My sincere and profound gratitude goes to the Almighty God for His Grace and Love. With a heart of gratitude, I declare God's Faithfulness in my life over the past four years at the Federal University Oye Ekiti. I appreciate Him for the inspiration and wisdom to complete this work successfully.

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Abstract

Media create norms and role models for people to emulate and imitate; television as a medium has the persuasive powers that can trigger change in number of ways in any society. Television programming for social development, a study of “Aajiirebi” on Africa Magic Yoruba. The researcher discovers that “Aajiirebi” programme on Africa Magic is an informative and educative programme, but it must be designed for the advantage of every member of the society through syndicating to other local television stations outside Africa Magic. Using the Agenda-setting theory and Social responsibility theory, the researcher examines how television programming influences and educates a significant number of its viewers, this work also reveals the capacity of television as the greatest carrier of image, to reach people in their homes simultaneously which other media cannot achieve, this is one advantage the medium has in its function to establish a new social order. The research work adopts the use of qualitative method to gather relevant data. The study urge media practitioners to create more development programmes whose contents should be relayed on television medium with new ideas and vision for the general development of the society.

Keywords: Television, Society, Media and Programme.

Words count: 220

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CHAPTER ONE

1.1 BACKGROUND TO THE STUDY

Television is one of the tools that drive social development for its growth and accomplishment through educating, entertaining, instructing and informing the society. Television has become a very important and most effective medium of communication ever since its invention in September 27, 1927. Its form of transmitting audio visual signals enable it to exert enormous influence on the society by making it more compelling and this enables it to get more attention than any other media. Expatiating on the issue of Television Balogun maintains that;

Television over the years touched lives more intimately and persuasively than any other medium. Its ability to broadcast live on location creates a sense of immediacy and a credibility that encourages the audience to believe that all what they see is the truth, rather than a construction of reality. (Balogun,4).

The assertion above shows that Television gives credibility and potency to other mediums of communication through its ability to reach both literate and illiterate audiences and it ensures blend of auditory and visual impact. Television has become a nerve linking the society and its activities together, television as a powerful tool for social development in any society is a reflector of dominant values, it reinforces values as well, especially on cultural values by projecting the social norms on how male, female, old, and young should involve in all their activities, this further develops a society.

Social development programmes on television are like mobilization technique: it informs, educates, and enlightens the viewers, it also plays the role of changing viewer's

beliefs, attitude and behaviour, in which viewers unlearn wrong ideas, perspective and they imbibe valid and useful information for individual growth and society as a whole.

According to the business dictionary: socialization is the process of learning to behave in a way that is acceptable to the society. Therefore for a society to acquire an acceptable learning pattern, media has a large role to play, and television programmes are more useful in this area because of its medium of communicating visualizing movements and sounds.

Aajirebi is a recorded show produced by Rareedge Media House, which is aired on Africa Magic mainly to bring together guests who interact with the host about a wide range of subjects in order to foster learning and to entertain. It is a breakfast show in which experts in different fields are invited to share their opinions and ideas on critical issues that affects people in the society and featuring over 3,000 viewers across the African continent. *Aajirebi* is a highly informative, educative and entertainment Yoruba language breakfast show, in which two presenters anchor the 30-minutes long show and discussing social, domestic, cultural and eclectic issues in contemporary Nigerian and African society through Yoruba Language on Africa Magic Channel 157.

With a presentation that appears conversational and an engagement between the dual anchors and the house guests, producers of *Aajirebi* are particular in securing guests who are knowledgeable on the issue(s) in focus. *Aajirebi* has thus become an information hub which enlightens and educates numerous viewers on diverse social issues for the past four years.

1.2 OBJECTIVES OF THE STUDY

The objectives of this study include:

- Identifying the various roles of television as an effective tool for social development.
- Establishing how *Aajirebi* informs, educates, and enlightens viewers as an agent of social development.
- Examining the impacts of *Aajirebi* on the viewers based on diversity of culture, beliefs and norms.
- Ascertaining the quality of the programme and how it helps to sustain viewership.
- Documenting the essence of reliable social development tool in the building of an ordered society.

1.3 SIGNIFICANCE OF THE STUDY

The study centers on highlighting the influence and impact of television on members of the society and how it sharpens their knowledge. This study is thus expected to make people see the importance of television in social development.

The study is also expected to serve as a guide to media practitioners on how best to package their programmes towards educating the society. Finally, this study shall add to the existing literature on television as a medium of social development as well as guide future researchers on the same subject.

1.4 STATEMENT OF THE PROBLEM

Aajirebi on Africa Magic Yoruba is an informative programme but not designed for the benefit of all, because not all members of the society can afford the DsTv or Gotv decoder . This tends to prevent those who do not have these decoders to gain access to the programme, with so much values and advancements the programme can add to the society through the correction of social ills and contributions made by different experts, it should be designed for the advantage of every member of the society through syndication to other local television stations outside Africa Magic. Therefore for the programme to fulfill the aim of achieving development and social growth, it should be produced on other public and popular television platforms.

1.5 SCOPE OF THE STUDY

This study focuses on the third season of the programme, analyzing five episodes in this season, which was aired between November 2017 to March 2018. *Aajirebi* is a weekly show, twenty-two episodes are being broadcast at this given period. Also, Due to time factor, the researcher limits the study to only five episodes.

1.6 DEFINITION OF TERMS

In a research work of this nature it is quite necessary to explain certain terms for the benefit of those who may not understand what such terms means in line with how it is used by the researcher. Therefore, some terms used in this work are defined below:

VIEWERS: In this study, viewers will be used as members of the public who watch television programmes.

TELEVISION: This is an electronic system of transmitting transient images of fixed or moving objects together with sound over a wire through space by apparatus that converts light and sound into electrical waves and reconverts them into visible light rays and audible sound.

SOCIETY: A community, nation or broad group of people, having common traditions, values and interest.

AGENT: This in the research refers to an avenue, a means by which a certain effect or goal can be achieved.

DEVELOPMENT: Is the process or act of growing or causing something to become more advanced.

PROGRAMME : An organized or structured activity that people watch on television.

1.7 RESEARCH QUESTIONS

The research will answer the following questions;

- How do television programmes effect social change in the society.
- How does *Aajirebi* programme enlighten the viewers on social development.
- Did *Aajirebi* play the role of sustaining the viewer's interest
- What is the goal of the programme.

1.8 RESEARCH METHODOLOGY

This research gathers data using qualitative method. The qualitative method involves conducting interviews with selected officials at Rarege Media House. Moreover, the study adopts Focus Group Discussion (FGD) to examine and assess the impact of the programme by working with selected people of four members, who consistently watch the programme and who can share useful information regarding this study. Data are also obtained through the use of bibliotheca tools, books, journals, and articles.

• **THEREOTICAL FRAMEWORK**

This study employs the use of two theories:

- Agenda Setting Theory; and
- Social Responsibility Theory;

Agenda-setting theory was propounded by Dr. Maxwell McCombs and Dr. Donald Shaw in 1972. Agenda-setting is the creation of public awareness and concern of salient issues by the news media. Media always determine what the public think or plan to do, meanwhile the press and media do not reflect reality, they filter and shape it.

One of the most critical aspects of the concept of an agenda-setting role of mass communication is to help us understand the persuasive role of the media, for example a social development system. To support this view, Maxwell McCombs observes that “agenda setting implies that the media attention to an issue will elevate such issue to highpoint of importance by the public”. As cited in (Wikipedia, 2018)

The theory becomes important considering the fact that the media predetermines what issues are regarded as important in a given society, using television medium of communication to educate and touch lives more intimately and persuasively than any other medium by disseminating necessary information and developing the society.

Aajirebi facilitates the entire process of effective dissemination of information by discussing different issues ranging from health, culture, education, love, entrepreneur, family, business, religion as well as money management. The updates are issues viewers can relate with to enhance a proper development of a society.

Social responsibility theory on the other hand attempts to explain qualitative changes in the structure and framework of society that helps the society to better realize its aims and objectives. The society needs a motive that drives the social change and essential preconditions for that change to occur, this can be traced to the aim of *Aajirebi* programme, which is a medium of social change, topics that are discussed are relevant to the society and if applied well, they will reflect in our day-to-day activities.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

Television plays a constructive role in today's society, it is a powerful tool for communication, it can aid in promoting the right things at the right time, and also to provide a strong message to the world about what is right or wrong. No one can deny the blessings of television in today's world. It helps people to remain informed and updated.

This chapter discusses the literature review and theory on the subject matter of this research. The study relies on two theoretical perspectives; Agenda-setting theory and Social Responsibility theory.

2.2 EVOLUTION OF TELEVISION

The French word 'television' was used for the first time in 1900 by the Russian physicist Constantin Perskyi who delivered a speech on the subject during the great Paris exhibition. "television" caught on, and it became "television" in English, "televisie" in Dutch, "television" in Italian, "television" in Spanish, etc.

Television broadcast took place first and foremost in the U.S.A along with few European countries, in the year 1920. Due to lack of advanced technology and whatever available during that time, that could not telecast the pictures in a quick succession accordingly. Later on, in the year 1923, with the application of further modified and

upgraded technology, television appeared in proper get-up to the receivers' home successfully. (Wikipedia,2018)

1924, John Logie Baird, a Scottish engineer invented the Television and he later conducted the first practical demonstration of TV on January 27, 1926 in London. At this stage, it become possible for image and sound (audio-visual) to travel through the airwaves. (Wikipedia,2018)

John Logie Baird invented something that has become part of the day-to-day lifestyle of nearly everyone. He had successfully tested it in a laboratory in late 1925 and unveiled with much fanfare in London in early 1926, and later mechanical television was quickly usurped by electronic Television. However, Baird did effectively demonstrate that the principles of successive scanning could be applied in practice. He did it in 1926, in his laboratory, with the first transmission of a real scene with the head of a person. The picture was scanned in 30lines, with 5 full pictures every second.

In the year 1930, National Broadcasting Corporation (NBC) began to telecast through a set-up of TV station in New York. On the other hand, BBC started its venture through London station. Germany and France also followed the same way, in setting-up TV station with a view to telecasting programmes in their countries successfully. But the progress of Television confronted severe obstruction due to break out of World War(II) in the year 1942, which influence further development significantly. In the year 1948, America extended its TV networks by setting-up further Forty-one TV stations covering twenty-two cities involving half a million of people in their country. Within decade, this

figure jumped drastically up by 533 stations which ran to involve 55 millions of viewers with their own television sets. (Wikipedia,2018)

Later on, the age of space i.e. satellite communication system was applied to betterize the existing way of telecast extensively in the world. In the year 1962, the first satellite system 'Early Bird' was introduced in the process of telecast of television. Within a few years, in 1965 and in 1971, two big international satellites were injected into the space respectively, as to link the television for phenomenal transmission in the world. These were 'Intelsat' and 'Intersputnik'. Presently, almost every country in the world, has earth station linked to satellite for transmission and receiving signals of television.(Wikipedia,2018)

Thus, from the above history of how television came into existence one can deduce that television today can provide a number of various channels with good quality of picture through direct to home (DTH) service and digital compression technology, to the audience extensively.

2.3ADVENT OF TELEVISION IN NIGERIA

In 1953, Chief Anthony Enahoro, an Action Group (AG) member of the then House of Representatives, moved a motion for self-government. This motion was opposed by members of the Parliament from Northern Nigeria, and the debate generated so much tension between the North and South such that the Action Group members walked out of the House. Their ministers also resigned from the federal cabinet.(Balogun,8)

The action by the Action Group which was then under the leadership of Chief Obafemi Awolowo, Premier of the Western Region (1909-1987), angered the colonial central government. The colonial Governor, John Macpherson, went to the central government-controlled Nigeria Broadcasting Service (NBS) to criticize the Action Group. Thereafter, Chief Awolowo demanded access to the radio in order to reply Macpherson's criticisms, but he was refused, Awolowo then accused the NBS of unfairness and of being manipulated by the Governor-Macpherson. Following this, the whole issue of federal monopoly of the broadcasting system came under public debate and attack. (pg 8)

At the end of the subsequent constitutional conference that came up in 1953, the Nigerian leaders insisted on broadcasting being moved from federal exclusive list to the concurrent list. So the Nigerian constitution of 1954, therefore, permitted the Regions as well as the Federal government to set up the Nigerian Radio Vision Services Limited for the operation. The foreign partner expectedly provided technical and production management for the outfit. (pg8)

On October 31st, 1959, the television service of the company (Nigerian Radio Vision Service Limited) went on air under the name; Western Nigeria Television. It had the call sign 'WNTV, First in Africa'. Television, according to the premier, television was introduced because the regional government was convinced that it could play a major role in increasing both the pace and standard of education which was regarded as the key to all fields. The government also believed that television would bring information about Nigeria and the outside world into people's homes as well as entertain them. As a way of generating funds for the new TV station, the government planned that television would

engage in commercial services to generate part of its revenue while the regional government would improve on annual subvention, as take-off grants for a few year.(Balogun,9)

But while the WNTV was struggling to survive in its first year, another television station was established in the country with the slogan 'Second To None'. It was called the Eastern Nigeria Television(ENTV), as established by the Eastern Regional Government which was then based at Enugu. It commenced transmission in October 1960. Just like the WNTV,ENTV started with foreign top management, but there was no participation or part ownership by foreigners. And as ENTV was trying to find its feet, another television station, called Radio Kaduna Television (RKTV) was established on March 15, 1962 by the Northern Regional Government. The station was set up as the service arm of the Broadcasting Company of Northern Nigeria (BCNN). This was a limited liability company jointly owned by two British firms- Granada Television and EMI- as well as the northern region government as majority shareholder. In the same year, 1962, federal government signed a contract with the National Broadcasting Company International (NBC-I) of the United States of America, to start and manage its Nigerian Television Services (NTS) for five years. (Balogun,9)

In agreement with Balogun's position, television was introduced into the country to realize certain objectives in its role as an agent of development, with its power to arrest attention and focus such attention on a particular event, it is expected that the medium would succeed in aiding development in the right direction.

Although the government which established these TV stations gave reasons of Entertainment, Education, and information as excuse; the stations shared common problems at their early stages. As soon as the stations were set up, they discovered that they did not have the kind of financial resources required to operate public service television. Although the stations received some money from advertising, it was well below expectation and grossly inadequate, and the pressure on the treasury was getting more severe. The result was that equipment and other technical facilities remained sparse and both production and transmitter coverage were only rudimentary in all cases for several years. Meanwhile, the bulk of Nigerians who were employed by the TV stations lacked experience in the medium, and a handful of them who had any relevant training at all were mostly engineers. The reliance on expatriates naturally caused its own problems as the few technically qualified staff has great difficulty working as assistants to the expatriates, who are not necessarily qualified but knew their job. At this stage, radio programmes were translated to TV and these grew in form of talks and discussions.(Balogun 9-10)

Television broadcasting started in Nigeria on October 31st 1959, with the commissioning of the Western Nigeria Broadcasting Service and Western Nigeria Television (WNBS-WNTV) at Mapo Hall, Ibadan , then capital of Western Region. (Balogun,9)

2.4 TELEVISION AS AN AUDIO-VISUAL MEDIUM

This is a telecommunication medium that is used for transmitting and receiving of moving images and sound. Television is made up of three basic elements which are; picture, sound and movement, it essentially means telephony by vision which is made possible by turning sound and images into electric waves in the air before they are received as audio visual signals through the television set (Balogun,3)

The above statement considers television to be a distinguished medium among all other mediums we have today, and also the most attractive medium that can involve any kinds of audience. Television being an audio-visual medium, has an extra-ordinary appeal and attraction inherently as compared to other mediums of mass communication. Television has established itself as an unbeatable as well as an indispensable medium by rendering a lot of diverse programmes to the numerous different kinds of viewers categorically, it provides education, entertainment, information and as well serve different purposes of many viewers through the screen.

According to Adavi Abraham “the sound and visual nature helps television to create vivid impressions as well as expressions in our minds which in turn lead to emotional feelings and sense of entertainment from the television activities”(17)

The quotation above explains how audio-visual inputs enable viewers to observe facial expressions and gestures, hear tones and inflections in the voice and use both audio and visual cues to clarify the displayed actions. Television was introduced into the country to realize certain objectives in its role of an agent of development, these objectives relate to the most important spheres of human life. This range from social and

cultural to the political, economic and educational. Television is to facilitate development through its broadcast of programmes that persuade the people to adopt values that enhance better life and motivate them to greater heights in development.

Furthermore, television often act as an almanac, dictionary and an eye into the world around us, television has a lot of positive influence on the society and on our African culture. Television gives helpful information, various forms of education and entertainment, and as well helps to reflect our indigenous values, beliefs, and norms. The audiovisual mode of television compelled respect and believability more than any other communication medium.(Wikipedia,2018)

It is evident that since Television has the immense power of capturing the people's attention and persuading them, perhaps better than any other medium, it should occupy a prime position in the process of change. This point is explicitly discussed by Elo (pg 65). In identifying the grand usefulness of television for social development, the characteristics of television must be analyzed.

2.4.1 CHARACTERISTICS OF TELEVISION

Television as a Glamour Medium

Television is a glamour medium that provides many alluring programmes for its diverse users or viewers. It presents many glittering personalities, important events, international conferences and concert, games and sports of international standard and festival of diverse genres before the viewers for satisfying their needs and demand. Television can provide so many programmes of interests to its numerous users.

Television as a Multi-purpose Medium

Television possesses a collective property as a whole that comprises different media like print, radio, theatre or film and video simultaneously. It delivers important information or announcement in the form of printed words like alarming weather report, security alerts or any other cautionary messages or any warnings on behalf of the government etc. The supremacy of the television lies within its unique audio-visual transmission of any programme, Because, the combination of such audio and visual characteristics at the same time generates a unique sensation and experience both in ear and eyes, that enables the viewers to acquire a distinctive feelings of pleasure as well as enjoyments, that no other medium can provide at all at the same level of highness. The contents that the television presents for us is appearing as animated which acquire wider acceptability and response from the viewer's end. The presentation of serials, dramas, films and concerts offer an environment of theatre or any stage programmes to us. With the aid of the television, we can enjoy a lot of diversified programmes in our room by keeping a set of TV easily and comfortably.

In addition to the above, Television can facilitate good relationship not only between family members but also between neighbours. This they can do by inviting them to view any kinds of desired programmes sitting before the screen. Thus it can produce an environment of inter-active part and discussion that could be held in between the assembled viewers. It signifies the healthier effect of communication. Beside this, there are so many programmes that are catered for, where live in telephone arrangement has

been undertaken for the sake of viewers, as they could participate directly into any desired programme like education, healthcare, taxes and community issues. In such arranged programme, the participating viewers can ask any question directly to the presenter respect to the ongoing programme with a view to getting right answers accordingly especially phone-in-programmes.

Television as a Business Promoter.

Television being an audio-visual medium has an extraordinary appeal and attraction inherently as compared to other mediums of mass communication. With the help of such distinctive virtue of the television, promotional works could successfully be done for making a significant place both in the commercial and professional arena. Not only for promoting any kinds of newly launched products in the market, but also to serve individuals and people with a view to extending or enhancing its recognition as well as its acceptance to the numerous viewers of this medium of mass communication.

Advertisement, an important and effective tool of public relation. The activity of any business concern s well as any individual or any others, could be well reflected through an advertisement to a large number of consumers with a view to receiving greater response and sound from them as well. Advertisement that can produce a significant market for any product, individuals or any other activities, could be most effective among the other mediums of mass communication, if it is done or made through television. It is generally believed that a telecasted advertisement can leave better impression on the minds of the viewers than others that are relayed through any other medium.

2.5 TELEVISION AND SOCIAL TRANSFORMATION

Television plays a vital role in the development of nation building in any country. Television being an audio-visual medium, has enormous advantages in influencing as well as encouraging a significant number of its viewers by calling them into participating with the activities of national developmental works that are undertaken by the government of the concerned state or country. Television medium can cater for such contents on the developmental issues as many as possible, issues that can inspire the viewers to be involved in the greater part of national growth and prosperity.

A viewable programme that centres on national development and relayed through the television medium would definitely be attractive profoundly, understandable easily, so as to serve as guide and lead the viewers to the right direction. It is also true, that the television medium can enhance and extend the ideas and thoughts of the rural development like proper usage of available water for cultivation, boost of crops production, education for the children, birth control, upgrading the health of the mothers and babies, employment opportunities for the youth, preservation of natural resources and environment etc. Television programming caters such indispensable contents or programmes on different issues of national development, with adequate information, updated ideas and education for its viewers.

In the words of Elo, the television medium inspires people to participate in developmental works

Television is a very important mass medium whose communication is very crucial to the process of organized change in any society there is no doubt that the medium is very

powerful, its function in the social sphere is important as its communication is enough to influence people significantly(Elo,7).

The above assertion states that television does more work or is of more importance to the audience and the society because the component enables the masses to see what is happening far beyond their environment. Television is a great way of educating people throughout society with important issues that affect our daily lives. *Aajirebi* performs these growths in all sphere of the society, be it social, political, social etc, by discussing different issues that aim at the development of the society.

Elo states that “television tends to legitimize the existing social structure, this then generates more attention to it, making it a most widely used medium in the society, the power of television is therefore, immense and its power of credibility”. (Elo 42-43). This assertion corroborates the submission by Balogun (2017:3) that television touches live more intimately and persuasively than any other medium.

TV is a constant presence in most Africans' lives With its fast-moving, visually interesting, highly entertaining style, it commands many people's attention for several hours each day. Moreover television compete with other sources of human interaction such as family, friends, church, and school in helping young people develop values and form ideas about the world around them. It also influences viewers' attitudes and beliefs about themselves, as well as about people from social,ethnic, and cultural backgrounds. (Wikipedia,2018)

Television today has a lot of positive effects and influences on our society and our African culture. Television gives us helpful information, various forms of education and entertainment which are all a part of the positive influence that television has on our

society. On a day to day basis, television keeps us informed with plenty of helpful information.

Finally, television serves as a source of entertainment. Televised games create an initial interest in the sport and generate a fan base. Viewers who are interested, get educated through these sports events. For example, Hockey broadcasting offers an educational aspect for viewers.

Adavi posits that “ television provides entertainment and information and has become an integral part of our everyday lives, examples of entertainment are the numerous movies we watch and national and international footballs”(Adavi,17)

One can denote from the above assertions that the relevance of television is not only for education but for other purposes, such as entertainment, development, socialization and information dissemination.

2.6 TELEVISION AND SOCIAL DEVELOPMENT

The television in today's society has become a major source of information. We are informed through the television of the latest news, weather, and information which are important in our daily lives. Television broadcasting is a great way of educating the people throughout society with important issues that affect our daily lives, be it social, political, economical or medical. The television takes the time to do the research that most Africans don't do, through various news programmes and documentaries the television keeps us educated.

the issue of change and development is a very persuasive one in our society today. Both the government and people continue to talk about change... As a result, there is the clamour for change and the media are being relied upon to lead in the correction of the anomaly, so that people would develop norms that would aid development. (Elo 7)

The assertion above explains how Television can be a very powerful and effective learning tool for society. If used wisely, no modern society can progress or develop its resources without the provision of adequate information. The relationship between the media and society is very important for the study or the understanding of trends of development in any society. The mass media purvey information required to enable the development of resources while the society influences the media in their purveyance of this information.

2.6.1 TELEVISION BROADCASTING FOR GOOD GOVERNANCE

Good governance entails the principles of transparency, accountability and participation. The news media is one of the players. It is possible for it to position itself as a driver for good governance. Television as an important source of public information could be expected to be a vehicle to encourage the promotion of the principles of good governance. Using the media, platforms, facts, events and viewpoints can be presented as information to the public.

Television broadcasting must be able to perform the function to criticize, discuss and suggest on matters of public concern, for example on the issue of corruption at various levels of government. Television programming strives to give an accurate, independent and critical account of a news story. This usually helps to promote

transparency, which is one of the principles of good governance. There is no doubt that television can contribute significantly to good governance reform.

2.6.2 ROLE OF TELEVISION IN THE FIELD OF EDUCATION

Television has been given considerable importance in many countries as a source and a tool of teaching. Television is adaptable and can follow different approaches when used in the different educational situations. The medium is used for formal, non-formal and informal education. To support formal education, television usually functions as supportive and reinforcement tool. Television can be attached with school curriculum and time tables. When systematically organized, Television can take the form of school broadcast. In non-formal education, television has a more specific role to play, when used as a part of multi-media communication tool, television can directly or indirectly teach the subject matter.

The importance of television in communicating information, idea, skills and attitudes has been affirmed by many researchers, such as who affirms that television would continue to benefit the masses by making them conscious of their environment, rights, duties and privilege. It is a veritable tool for teaching etiquettes, language skills, hobbies, social relations and religious beliefs.

2.6.3 IMPACT OF TELEVISION PROGRAMMING ON THE ENVIRONMENT

Television plays a vital role as the link between health workers and the larger public. Health authorities educate and entrust the media with essential health information, which is then relayed to the public through television.

The media platform informs the public about new diseases and where to seek help, they can also keep the public updated about immunization campaigns. The mass

media can empower rural populations to fight major causes of infant mortality such as diarrheal dehydration and diseases which can be prevented through vaccination, inform large numbers of people of seasonal or daily variations for such activities as an immunization campaign or availability of a new product or service, teach new health skills such as how to mix oral rehydration solution, promote new health behaviours.

2.7 HISTORY OF AAJIREBI ON RAREEDGE MEDIA

Aajirebi is a magazine breakfast show aired on DSTV and GOtv in Yoruba language. It debuted its pre-recorded show in 2014 for thirty minutes on Wednesdays, and its other episodes followed subsequently on Fridays, Saturdays and Sundays. The programme is anchored in a conversational style by two presenters: Bamidele Fagboyo, an actor, and Oluwafeyikemi Agbola, a graduate of theatre and media arts from the University of Ibadan, but recently taking on another presenter, Damilola Oni. The programme is directed by Tunde Oladimeji and produced by Fabusoro Adeleye. *Aajirebi* in September 2017 won an Eminence Award and OMAMA among other awards. It is also rated as one of the most watched programmes on Africa Magic Yoruba.

Aajirebi, an informative and edutainment Yoruba magazine breakfast show is purposely for touching lives positively with robust discussions on social, domestic, cultural and eclectic issues in contemporary Nigerian/African society. *Aajirebi* is presented as a conversational engagement between the dual anchors and the house guests who are usually knowledgeable and experts on the issue(s) in focus.

In a discussion with the social media manager of Rareedge media house he added that “*Aajirebi* is to kick start your day, it gives some information or give you more

information on what you already know about. We discuss various issues in which members of the society can relate with”. (Olajide, 2018)

2.7.1 BRIEF HISTORY OF RARE EDGE MEDIA

Raredge Media is a corporate service brand which provides a dynamic range of services ranging from broadcast content productions, capacity building and multimedia services such as out of home entertainment, brand activation, brand management, media planning, media buying and equipment rentals. Raredge is a media outfit designed to produce contents for DSTV and GoTv media platforms.

In an interview held with the CEO of Raredge Media House; Mr Fabusoro Leye, he stated how Raredge Media house started in 2014 but due to some challenges the CEO decided to partner with another media House whose Vision is the same with that of Raredge Media. In 2016, Raredge Media singlehandedly started operation at No9, Zaka Agbaje off Aare, New Bodija, Ibadan, Oyo state. Raredge Media Limited started with the number of three staffs, one person in the production section and two persons in the post production section. But presently, the media House has greatly experienced progress, as it produces seven different contents for Africa Magic with Ten regular staffs handling the different aspects of the Media.(Fabusoro, 2018)

2.7.2 AAJIREBI FOR SOCIAL DEVELOPMENT

Aajiirebi; a recorded show, is a good deal of television medium consisting visual reportage of everyday life and event, its tradition of bringing different experts on air to

table and iron out different issues that members of the society can relate with and make use of in their day-to-day activities.

Knowledgeable individuals are invited to address matters across politics, economy, entertainment, culture, education, marketing, health, marriage, child upbringing and the likes, this has aided the growth of the society in one way or the other through the quality information derived from the show, the information will always help people to design and evaluate life scenarios in a better way.

Over time, *Ajirebi* has proved to be a teacher of important values and life's lessons. Each episode of the programme often explores controversial or sensitive issues that can make it easier for parents and kids to discuss them.(Olajide,2018)

Jide's position seems reliable because of the educational aspects of the programme can develop young people's socialisation and learning skills. Enlightenment derived from the programme can help make people more aware of other people's cultures.

In conclusion, the benefits from this informative programme cannot be under-emphasized. It is an instrument needed to raise developed and informed individuals in the society as a whole.

2.8 THEORETICAL FRAMEWORK

This researcher makes use of Agenda Setting theory and Social Responsibility theory. *Aajiirebi* has been a guide for an ordered society, from the opening of each programme to the end, the provision of cues about the salience of the day's discussion are being repeated for an effective communication of the importance of the discussed issue. For instance, a broadcast on how marriages work, different submits would have been made regarding this issue but the salience of the topic maylove and understanding part of the discussion , a good observation of how a marriage works, one can deduce that “love and understanding” is the major key.

The agenda-setting influence of the news media is not limited to this initial step of focusing public attention on a particular topic. The media also influence the next step in the communication process, our understanding and perspective on the topics in the news, expatiating on the issue of agenda-setting, Jah Blumber and Micheal Gurevitch maintain that “according to agenda-setting theory, an audience member exposed to a given medium's agenda will adjust his or her perceptions of the importance of political issues in a direction corresponding to the amount of attention paid to those issues in that medium” (Elo,1982:45). In this sense, agenda-setting theory is a powerful and immediate media effect, its influence is always powerful on the audience. Viewers of *Aajiirebi* programme tend to live under this powerful effect, the outcome of every discussed issue always result to an influence on the viewer's part, if not all, most viewers have meanings drawn out of each discussion, everyone is likely to pay attention to the issues of marriage, health,

family, child upbringing, economy; means of generating income, entertainment and politics and so on.

Social responsibility theory attempts to explain qualitative changes in the structure and framework of society that helps the society to better realize its aims and objectives. The society needs a motive that drives social change and essential preconditions for that change to occur, this can be traced to the aim of *Aajirebi* programme, which is a medium of social change, topics that are discussed are relevant to the society and if applied well, it will reflect in our day-to-day activities.

The theory also propounds that media should give access to various points of view and the right to reply, this is evident in the “vox pop” aspect of *Aajirebi* programme, the media house always make it a point of duty not to only project the opinions of experts but to reveal people’s opinion on an issue, matter or event. Often, opinion expressed here do not amount to the opinion of the majority of the citizens on an issue. Because of an angle of vision or class of the speakers, Vox Pops are edited for the purpose of balance and in order to avoid whatever that could lead to crime and violence.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter presents data and other tools employed during the course of this research. This research made use of the qualitative method of data collection. The method used for the research is the combination of Interview and Focus Group Discussion (FGD) to gather relevant data. Library based materials and online resources were equally employed. Interviews were conducted with the Executive Producer , Producer and Social Media Manager of *Aajirebi* programme at Raredge media house.

3.2 ANALYSIS OF THE INTERVIEWS

The researcher conducted interviews with the Producer of *Aajirebi* programme; the person of Miss Oloyede Funmilayo, Executive Producer; Mr. Leye Fabusoro and Social Media Manager; Mr Olajide Johnson. Data gathered from this source is valuable to the researcher.

The interview sessions held in their different offices at Raredge Media Outfit, except for the Social Media Manager whose interview was recorded on phone and Whatsapp chats for about twelve minutes. All the interviews were recorded and were later transcribed. The questions centered on the vision of Raredge Media House, how the Producer ventured into media and why he decided to produce television programmes rather than other mediums, what triggered the Producer to create *Aajirebi* Programme, the

interview also sought to know the criteria for selecting guests for each episode of *Aajirebi* programme

3.3 FOCUS GROUP DISCUSSION

The Focus Group Discussion was conducted to get diverse ideas and opinions from selected members for this study. The researcher conducted the FGD on May 16th 2018, with a group of four personalities who are consistent viewers of *Aajirebi* programme and these people were selected purposely because the researcher felt they can share relevant issue in the regarding the study. The discussion centered on how effective is *Aajirebi* to social development, and how the programme has been of great advantage to the growth of the society.

Aajirebi selected shows were viewed by the researcher and the group members, mainly to have a proper and accurate understanding of the selected episodes before the commencement of the discussion. Having seen the selected *Aajirebi* episodes that range from health issue to government to family and to marriages, the moral lessons were derived and discussed among the group members, the importance of the programmes to members of the society were enumerated, the graphic quality and other aesthetics that enhance and sustain viewer's interest were discussed as well. The researcher makes use of the data to establish that television plays a constructive role in today's society.

CHAPTER FOUR

DATA ANALYSIS

4.1 INTRODUCTION

This chapter presents the analysis of the qualitative method i.e Focus Group Discussion (FGD) and Interview adopted for this study. It also presents general findings on the issue of television programming for social development and how *Aajiirebi* programme has been an effective tool for social development. The Focus Group Discussion (FGD) comprised four members of whom are consistent viewers of *Aajiirebi* programme, interview was conducted with the Executive Producer of *Aajiirebi* programme (Mr Leye Fabusoro), producer (Miss Funmilayo Oloyede) and Social Media Manager (Mr Johnson Olajide).

4.2 ANALYSIS AND PRESENTATION OF QUALITATIVE DATA : INTERVIEW

The researcher conducted interviews with three top ranking officers in Rareedge media House. The report by these individuals shows that television plays a constructive role in today's society and this inspired the Executive producer of the show to produce contents that can affect the society as a whole. This vision brought about *Aajiirebi* programme; which is a breakfast show that is highly informative, educative and entertaining. The show is purposely for touching lives positively with robust discussions on social, domestic, cultural and eclectic issues in contemporary Nigerian and African society. The assertion above corroborated with Leye Fabusoro's remark, which says:

Knowing fully well that *Aajirebi* is a show that cut across every phase of life, it was inspired because we felt there is more to be relayed to people and there was a need for us to provide a breakfast show that would be very engaging to all and sundry.

He continued by saying;

Moreover, we felt that there is some knowledge gap, this prompted the style of the programme in which experts and knowledgeable individuals are invited to the programme to discuss issues around their field. (Fabusoro,2018)

Television today has a lot of positive effects and influences on our society and our African culture. Television gives helpful information and this medium affects its audience more intimately and persuasively than any other medium. The report by the third interviewee (Mr Johnson Olajide) social media personnel, he added that *Aajirebi* programme is a platform or avenue to cause change for its viewers, he states;

Aajirebi has proved to be a teacher of important values and life lessons. Knowledgeable individuals are invited to address matters across politics, social, entertainment, culture, education marketing etc. This has aided the growth of the society in one way or the other through the quality information derived from the show, each episode of the programme often explores controversial and sensitive issues that can make it easier for parents and kids to discuss them, this will always help people to design and evaluate life scenario in a better way. (Olajide,2018)

Aajirebi programme is rich in information, it adds more value to the individual's life due to the correction of social ills and contribution made by different experts. It fosters learning and entertains as well.

Having worked with the media outfit, this researcher learnt so many errors that human beings commit as individuals and as a society, some of these mistakes usually become costly and injuring to people's lives. Taking health as an example, an expert in the medical field was invited to the programme and explained the usefulness of fruits to the body. The expert also explained that if not properly taken, fruits can cause some damages to the body system. Prior to the show, this researcher did not know that fruits can be abused. The guest explains that fruits should be taken on an empty stomach, this helps to play the role of detoxifying the body and boosting the immune system but intake of fruits after meal is really deteriorating and can affect some parts of the body negatively. In essence, for the purpose of those who do not visit the hospital for medical check-ups and those that are not aware of this information, this particular show would have helped to save a lot of lives because a man who continually abuses the intake of fruits is liable to a short-life span.

As a development agent, television has proved to be a good tool for inculcating socio-political and cultural values into people. *Aajirebi* programme can in no small measure help to foster the sense of brotherhood among people of different classes, creeds and sex. Social issues, culture, politics etc are used for discussion, debate and contribution on cultural essence and social reviews are necessary for preservation of cultural values. Miss Funmilayo Oloyede, the Producer of *Aajirebi* programme in her interview with the researcher explained;

A social issue requires someone who has a high Social disposition and who can deliver.... .In this sense, what am driving at is, the phase of issue to be discussed on a particular episode of the programme requires experts on the field. (Oloyede,2018)

she further explained that;

..and the sole aim is to facilitate developments through valid information relayed by experts, which the goal is to persuade people to adopt values that enhance better life and motivate the society as a whole to a greater height in development.(Oloyede,2018)

In this sense, the researcher has been able to identify the roles of television as an effective tool for social development and how *Aajirebi* has been able to inform, educate, and enlighten viewers as an agent of social change.

4.3 ANALYSIS AND PRESENTATION OF QUALITATIVE DATA: FOCUS GROUP DISCUSSION (FGD)

In ascertaining television as a tool for social development and how *Aajirebi* has impacted on its viewers. The members concluded; “Television is a powerful tool for communication, it has done much and can do more in activating human intentions and cultural development through serious educational programmes which are now regular features of Nigerian broadcast media.”(FGD)

Also, members of the FGD identified the importance of television in the provision of information and entertainment as well as its persuasive powers which are capable of effecting radical changes. For this reason, the role of television in the promotion of people’s culture cannot be overestimated.

In view of the above, the Group members emphasized on the role of television in the process of change, as well as its role in championing the cause of creating norms and role models which are needed to enhance a developed society.

4.4 ANALYSIS OF RESEARCH QUESTIONS

The data gathered from the Focus Group Discussion and Interview will be used to address the research questions that were raised in Chapter One of this study.

QUESTION 1: How does Television programmes effect social change in the society?

The Focus Group Discussion (FGD) revealed that television plays a vital role in the development of any society. As an audio-visual medium, it has enormous advantages in influencing as well as encouraging a significant number of its viewers. Television has the ability not only to reflect but also shape opinions and to play a part in forming attitudes which affect morality. An illustration of how television programmes can effect change in the society was made by members of the group.

A television programme can project a deviant behaviour with the aim of ridiculing it, a crime scenario can be presented and the moral lessons will be highlighted for the society to learn. Nevertheless, it is possible for different people to relate to a particular television programme in different ways. For example, a media content that has to do with deviant behaviours or a television broadcast that features crime could be misinterpreted as having the tendency to encourage crime by a section of a society, while another section of the same society may see it as a deterrent to those conceiving the idea of engaging in crime.

The group added that television provides information, education and entertainment, in addition to serving other purposes for viewers through the screen

QUESTION 2: How does *Aajirebi* programme sustain viewership?

In ascertaining the quality of the programme and how it helps to sustain viewership, Miss Oloyede Funmilayo(producer) explained;

We must understand that people align with colours, One of the highpoints we have in *Aajirebi*, a lot of People like colourful and glamorous things, so we pay attention to the production design, which is set and costume. We really do spend good money on making these things happen even if the viewer does not know what the programme is all about, as a first timer, tuning on the programme seeing the colourful set and aligned costumes will sustain the viewer's interest. Paying much attention to design has really been a great hype for us.(Oloyede,2018)

QUESTION 3 : How does *Aajirebi* programme enlighten the viewers on social development?

With reference to the interview the researcher held with Mr Fabusoro Leye, *Aajirebi* is a knowledge hub that cuts across different facets of life and it is meant to purposely mould the lives of its viewers towards achieving a developed society.

No man is an island of knowledge, experts are invited on the show to give knowledgeable contributions about issues and this helps to enlighten the viewers about certain things, it helps people to be informed of what they know not. *Aajirebi* has thus, become an information hub which enlightens and educates numerous viewers on diverse issues for the past four years of its creation.

QUESTION 4: What is the goal of the programme?

The executive producer of the show made it clear that *Aajirebi* was created to fulfill various demands of its many viewers by creating not only entertainment discussion but also providing educative, reflective and development issues. The programme content

was created to revamp the life-style of its viewers by influencing their tastes, desires and understanding the meaning of advanced life, the part of education as well as culture. He added by saying; “we hope to become a goal to media content hub of Africa and hopefully, *Aajirebi* should inspire lives and absolutely correct social ills in every sense of it. We hope that *Aajirebi* programme will always mould the society in one way or the other”(Fabusoro,2018). *Aajirebi* is just an instrument needed to raise developed and informed individuals in the society.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

- **SUMMARY**

This study focuses on the role of Television programming for social development using *Aajirebi* as case study. The study examined various roles of television as an effective tool for social development. It explores how *Aajirebi* informs, educates, and enlightens viewers as an agent of mass mobilization and also examine the relationship between the media and the society, most importantly, the study highlighted how television has functioned since its inception and how the medium has served effectively as an agent of change and development. Chapter one of this study lays the foundation for the research as it explains the background, objective of the study, statement of the problem, significance of the study, methodology and theoretical framework.

Relevant literatures were reviewed in Chapter Two of this study, covering the evolution, history and advent of television. The chapter also explained the impacts of television programming on any society, as well as the duty of *Aajirebi* programme in shaping the society.

In Chapter Three of this work, the researcher adopts Qualitative method of research of data collections, interviews were conducted with the Executive Producer of Raredge Media house, the person of Mr fabusoro Leye, the Producer; Miss Oloyede Funmilayo, The Social Media Manager; Mr Olajide Johnson. Focus Group Discussion was conducted to gather relevant data as well, the discussion took place with a group of four individuals who are consistent viewers of *Aajirebi* programme.

The fourth Chapter gave an in-depth analysis of the data gathered in the previous chapter. The Fifth chapter of this study gave the summary of the work, the recommendations of the research. Through theoretical findings and qualitative methodology which data are carefully and critically analyzed, this has led to a reasonable and comprehensible conclusion.

- **RECOMMENDATIONS**

Based on the data gathered and analyzed, the researcher therefore recommends the following;

- Television is a good medium for educating people on important issues that affect their lives. It is then paramount for members of the society to always endeavour to watch educative programmes to enhance an ordered society.
- Media practitioners should structure television contents in such a way that will effect positive change in the society. This should be borne in mind when sending messages about change to the people.
- Television presenters should be creative and exhibit high level of professionalism especially in the aspect of interpreting ideas and communicating to the audience. Television as an audio-visual mode should be able to command respect and believability more than any other medium and this can be achieved by professional anchors.
- Television programming should meet various demands of its many viewers, by creating not only entertainment programmes but also it provides educative, reflective and developmental programmes.

- More programmes like *Aajirebi*, which is relayed in indigenous language should be embraced by viewers and television stations as a way of preserving people's culture.

5.3 CONCLUSION

This work has taken a critical study of television programming for social development and how it is expected to facilitate development. The broadcast media (Television) should be able to persuade people and motivate them towards attaining development in all spheres of life.

Aajirebi is a culture-based programme that should not be restricted to Dstv and Gotv alone. The researcher therefore concludes that; media practitioners should create more indispensable programmes that centre on national development through the television medium.

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INTERVIEWS

Mr Olajide Johnson, Social Media manager, Raredge Media House . Interviewed on 10th
of Febuary 2018 12:15 pm.

Miss Oloyede Funmilayo, Producer, Raredge Media House. Interviewed on 10th of
Febuary 2018, 1:07pm.

Mr Fabusoro Leye, Executive Producer. Raredge Media . Interviewed on 10th of Febuary
2018, 2:30pm.

APPENDICES

INTERVIEWS WITH OFFICIALS AT RARE EDGE LIMITED.

N.B: “Q” denotes question from the interviewer, while “A” is the response from the interviewee.

EXECUTIVE PRODUCER

Q: what is your name sir?

A: my name is Leye Fabusoro

Q: How did you venture into media and why did you decide to produce television programmes rather than other mediums?.

A: media is very broad and the aspect of media I ventured into is production, so we are basically producing films and contents for television.

I ventured in to media, first, I went to school, studied art related programme, theatre art to be precisely, that is something am quite passionate about

Q: what Is the vision of the media outfit “ Raredge media”?

A : we hope to become a goal to media contents hub of Africa and hopefully we are able to produce one of the best contents that Nigeria and the world will be able to see in the coming years as an agent of change and we hope to raise human resources that are absolutely capable in every sense of it.

Q: what inspired you to create *Aajiirebi* programme?.

A: *Aajiirebi* was inspired because we felt we did not have a lot of breakfast shows on television that time and there was a need for us to provide a breakfast show that would be very engaging to all and sundry, also we feel that there is some knowledge gap, we thought if we bring experts to discuss issues around their field, people might be able to benefit a lot.

Q: what have you achieved since the inception of the programme?.

A: one of the fundamental things we have achieved is that *Aajiirebi* has come to be the number one programme on the Africa Magic Yoruba Channel and has become a flashy programme across the country. Moreover it has gained popularity among the elites and the middle class, people now look up to *Aajiirebi* as a knowledge hub where they see experts discuss issues that affect their lives everyday.

PRODUCER

Q: can we meet you ma?

A: I am miss Funmilayo Oloyede, a media personnel, producer and an actor.

Q: what is the criteria for selecting your guests and what determines your topic ?

A: knowing fully well that *Aajiirebi* is a show that cut across every phase of life, we talk about different things on the show, so there is no hard and fast route for the kind of questions, its not as if the programme is meant for celebrities or personality profiles in the society. It is a breakfast show where social issues are discussed, so as producer, before we bring our guest on the show, I would have got the questions, it has to range from different phases of life, be it social issues, marital issues, a bit of political issues, we do a bit of religious issues and entertainment. So, in this sense, the topic we have determines the kind of guest we invite on the show. For instance, a topic on a medical matter, definitely will require a medical practitioner, a social issue requires someone who has a high social disposition and who can deliver , while a political issue demands a politician to discuss on this area. E.t.c. In this sense, the phase of issue to be discussed required experts on the subject matter field.

Q: why do you prefer traditional costumes for presenters and colourful backdrop for set ?

A: *Aajiirebi* is not a traditional Yoruba programme so to speak, *Aajiirebi* is an urban Yoruba show, so our presenters don't really do traditional costumes but we do native

dress, at times we co-switch, we have two presenters , the male presenter does Buba and Sokoto, it is always constant, when we co-switch with the major female host costume, she represent a more matured person, so she does gele or turban, most of the times, she does skirt and blouse which are sown with modern-day fabrics, we rarely does Iro and Buba, while the other segment of the show which is “KILONSELE” for the other female anchor, her character portrays youthfulness so, she rarely ties gele, its intentional because we want her to look different from the other female presenter. In real sense, I do not agree that our costumes on *Aajiirebi* is really traditional

For backdrops

We must understand that people align with colours, one of the highpoints we have in *Aajiirebi*, a lot of people like colourful and glamorous things, so paid attention to production design, which is set and costumes, we really do spend good money in making these things happen, because we understand that when people see colourful pictures and designs on television, even if the viewer does not know what the programme is all about, seeing the colourful and aligned costumes will sustain the viewer’s interest, we really do pay much attention to colour and design, and this has really been a great hype for us, in which people have called to appreciate this, a lot of guests that are invited on show always compliment the design as well... we really do pay much attention to the programme design.

Q: what has been your experience (s) in the vox-pop aspect of the programme ?

A: we don’t vox-pop all the shows on *Aajiirebi*, what informs the vox-pop on *Aajiirebi* depends on the kind of issues to be discussed on the programme, there are some topics that really do not need vox-pop while there are some that requires people’s opinion and views. Vox-pop is done at times before the show is being recorded and at times after the show has been recorded. Before going out to people, the questions would have been structured, we don’t just meet anybody we see on the road, for instance, we have question that has to do with youth, it would be wise to ask youths the question, in this sense, we select environment in regard with the topic, the youth related issues, the vox-pop are being done at school environment, we tend to hear the perspective from youth. Also, the

criteria for selecting people who talk depends on the phase of issue. So before we go out, we have our questions ready

Challenges

We have challenges getting people that will answer question on the street, most people are skeptical and are always afraid of camera because of different happenings around. Being an audio-visual, a lot of people are reluctant to participate, even when they have important views to share, we end of cajoling them to get them answer questions. In some cases, we would have rehearsed with some people but when the camera rolls, they start stuttering because they are camera shy, these are the challenges we go through doing vox-pop.

