

Title of Article: A Comparative Analysis of Movie Preference among Undergraduates of Christian and Secular Universities.

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Abstract

Movie has become an integral part of the entertainment industry and a powerful medium of communication in the 21st century that has come to stay. Movie generally is not the exclusive preserve of a particular segment of people in the society. Everyone – young and old – watches movies. This study is an attempt to determine if university setting – whether secular or Christian – actually influences the choice of movies among undergraduates. It revealed 48% of CU students as against 46% of OOU students that agreed to the fact that their university influences their choice of movies. Also, this study revealed that 82.7% of CU respondents and 50% of OOU respondents prefer western movies to locally made movies, thus amounting to more than half of the 300 respondents. The implication of the majority preferring the western movies to the local home-made videos is that, our movie industry will gradually be going into extinction and our cultural values might not have a future. It was recommended that all stakeholders should wake up to the clarion call for: professionalism and creativity; quality scripting and good sound production, just to name a few areas that must not be left unattended to if the Nigerian movie industry must move forward.

Keywords: Film, Movie, Nollywood, Youth, Secular