



University of Venda

**YOUTH EXPERIENCE OF DEVIANT BEHAVIOUR AS PORTRAYED IN SOME TELEVISION  
PROGRAMMES: A CASE STUDY OF THE YOUTH OF MADONSI VILLAGE, LIMPOPO  
PROVINCE, SOUTH AFRICA**

**By**

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## DECLARATION

I, **THULANI ANDREW CHAUKE** student number 11623840 hereby declare that this research project, for a Masters of Arts (Youth Development) degree at the University of Venda, hereby submitted by me, has not previously been submitted for a degree at this or any other institution, and that this is my own work in design and execution, and that all reference materials contained therein have been duly acknowledged.

This dissertation has not been submitted to, and will not be presented at, any other university for an equivalent or any other degree award.

Signature..... Date.....

## ABSTRACT

The purpose of this study was to explore how the portrayal of deviant behaviour in selected television programmes influences the youth to adopt similar behaviour in their lives. In the past, television programmes for young people were meant to nourish the soul and enable the voice of the youth to be heard. However, hip-hop, gangsta rap, R&B videos and some soap operas represent deviant behaviour in a fashionable manner. That the identity of young people is constructed by the portrayal of deviant behaviour in some television programme becomes a source of national concern. Television plays a major role in the lives of young people. Since the dawn of democracy in the 1990s, South Africa has witnessed rapid expansion in the use of television in households. Economic pressures oblige parents to go out to work, which makes it impossible for them to monitor their children's viewing. Children are left alone and vulnerable to television programmes that promote deviant behaviour. Of course, not all television programme promote deviant behaviour: for instance, there are educational programmes, but the problem is that these are televised in the morning while young people of this study's target population are at school. Cultivation theory, media theory and social learning theory were used in this study as a theoretical frame to explain the influence that some television programmes featuring deviant behaviour has on the behaviour of young people. The study was located at Madonsi Village, in the Colins Chabane municipality, South Africa. The study employed a qualitative research methodology, involving purposive sampling of a targeted population. The data collection tool used in the study was the semi-structured interview with focus groups. The data collected was analysed through the use of discourse and thematic analysis. The study sample consisted of twelve participants, six female and six male. Ethical considerations such as informed consent, confidentiality, anonymity and voluntary participation were taken into account to protect the participants. The study's finding revealed that the portrayed of deviant behaviour in some television programmes result in the following forms of deviant behaviour among young people: premarital sex, the perception of women as sex objects, the use of profane language, the abuse of drugs and alcohol, involvement in gangster activities and sexual confusion.

The study recommends that the municipality should build a community library in the area which will be programmed to restrict access to YouTube, pornography, etc.,

and ensure that young people after school go to the library and read books rather than return home to spend time watching some television programme that promotes deviant behaviour.

**Keywords:** Deviant Behaviour, Gender, Explicit Sexuality, Television, Youth

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## **DEDICATION**

This study is dedicated to my wife, Valentia Chauke, without you I wouldn't have been the person that I am today, and also to all young people who participated in the study from Madonsi Village.

## **LIST OF ABBREVIATIONS AND ACRONYMS**

SANYRBS – South African National Youth at Risk Behaviour Survey

AIDS – Acquired Immunodeficiency Syndrome

NYS PF – National Youth Service Policy Framework

DHET – Department of Higher Education and Training

SRC – Student Representatives Council

NYP – National Youth Policy 2015-2020

NYDA – National Youth Development Agency

NYS – National Youth Service

NQF – National Qualifications Framework

SETA – Sector Education and Training Authority

STI – Sexually Transmitted Infections

UNWPAY – United Nations World Programme of Action on Youth

WPAY – Worldwide Programme of Action on Youth

WHO – World Health Organization

WYF – World Youth Forum

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## CHAPTER ONE

### INTRODUCTION AND BACKGROUND TO THE STUDY

#### 1.1 INTRODUCTION

We cannot underestimate the influence that televised entertainment programmes, such as soap operas and popular hip-hop, gangsta rap hip-hop music videos, have on young people's attitude towards life. Young people's behaviour is shaped by their environment, and televised entertainment programmes have become a major means by which young people learn about and understand the world around them. In order to understand the behaviour that young people resort to, we must pay more attention to the influences of the portrayal of deviant behaviour in television programmes. Young people learn how to dress, how to walk, how to dance, how to talk by copying what is portrayed in selected television programmes.

The escalation in the portrayal of deviant behaviour in soap operas and popular music videos led the researcher to venture into a qualitative research study in order to gain insight from young people into how these television programmes shape their behaviour. Wairimu (2013) defines deviant behaviour as behaviour that is not approved of by society, which means that notions of such behaviours vary from one society to another. This study does not insist that television is bad. It allows that there are harmless entertainment and educational programmes, but emphasises that there are also programmes which contain disturbing images that contribute to deviant behaviour among young people.

In this study the kinds of deviant behaviour portrayed in soap operas and popular music videos include premarital sex, youth gangs, human ritual sacrifice, homosexuality, profane language, and the use of drugs and alcohol. The researcher conducted the study at Madonsi Village, Limpopo province. The participants were young people who frequently watch soap operas and music videos on TV, and whose ages range from fourteen to nineteen.

Television is a broad field comprising various programmes such as news, analysis and interpretation, long-form documentaries, reporting and actuality programmes, public service announcements, religion, formal education and pre-school programmes, informal education/recreation, and leisure. This study focuses on

entertainment programmes such as soap operas and certain music videos, such as R&B, hip-hop and rap.

The population of Madonsi Village contains a high proportion of young people. These young people face a number of socio-economic issues, such as a high rate of unemployment and little in the way of entertainment and cultural activities. Television is therefore the number one source of information and entertainment for youth, which unfortunately teaches them a number of behaviours that are commonly not accepted within their society.

No such study in rural Limpopo has been attempted before. It is hoped that it will serve to alert people, including parents, to the dangers associated with the problem investigated.

## **1.2 BACKGROUND OF THE STUDY**

In the United States of America, a study conducted by the Centre for American Progress shows that 75 049 youth were arrested for carrying illegal weapons, prompted by a gangsta rap music video which portrayed gangsters flaunting guns. The showing of people shooting one another on television has been indirectly linked to murders, particularly by the youth (Parson & Johnson, 2014).

Television soapiess such as *The Bold and the Beautiful* provide opportunities for the creation and distribution of sexual content. Popular music videos tend to undermine women's integrity and portray them as sex objects. This is a serious issue in a democratic country that seeks to promote a non-sexist society which upholds gender equality. Women are still considered as sex objects and portrayal of their abuse in television soapiess plays a leading role in this regard. For instance, women often appear almost naked in music videos and soapiess, while men are fully clothed. This kind of content leads young men to lose respect for women, which in turn contributes to violence among youth within our society (Strahan, Lafrance, Wilson, Ethier, Spencer & Zanna, 2008).

Moreover the findings of the study conducted by Strasburger (2010) shows that in the United States of America, alcohol and tobacco are always associated with exotic and glamorous places, as depicted in much Rap music. Alcohol is prominent in television soapiess such as the Fox shows, with almost sixty percent of their

broadcast time containing alcohol use. The study indicates that ninety percent of movies portray characters using alcohol and/or tobacco. Such content makes innocent youth vulnerable to the use of alcohol and tobacco.

In New Zealand, for instance, young people are obsessed with how they look. Television shows that have an element of the beauty pageant about them help to make young people preoccupied with how they look. Young girls define beauty in terms of bodily looks. Moreover, slender girls develop a sense of belonging and self-worth within society, unlike girls who are not slim. There is comparable stereotype insisting that men should be tall and have muscular bodies to develop a sense of self-worth. Young girls as early as age five begin to be preoccupied with their body image, constantly reminded that a modern girl should be thin. Television and the media generally promote thinness, which often results in eating disorders as girls struggle to lose weight (Spurr, Berry & Walker, 2013).

There is evidence that in Pakistan, the culture of young people between the ages of thirteen and sixteen years has been influenced by television programmes and advertisements. They spend three to four hours per day watching television. A study revealed that thirty-nine percent of these young people prefer to watch music videos, while forty-one percent prefer to watch television dramas. After being exposed to such content they often begin to believe that what they see on television corresponds with accepted norms in society (Hassan & Daniyal, 2013).

In India, a cross-sectional study shows that young people between the ages of fourteen and eighteen are exposed to television programmes and movies that contain explicit sexuality. This exposure results in young people getting involved in premarital sex. Their school performance often begins to decline, with long-lasting implications for their future; boys, particularly, tend to slip back and perform worse than girls (Shashi -Kumar, Das, Prabhu, Bhat, Prakash, Seema & Basannar, 2013).

Deviant behaviour among the youth in Brazil has attracted growing attention, with calls for the state to intervene. A study found that adolescents aged fourteen to seventeen years used alcohol and cigarettes as much as their immediate seniors who had left school. The study hypothesized that the ready availability of drugs as seen on television attracted them to use drugs. The study found that eighty percent

of these adolescents had used marijuana and cocaine (Nardi, Da Cunha, Bizarro & Dell, 2012).

In Nigeria, a study found that over forty percent of people spend their spare time watching television programmes, mostly R&B and gangsta rap music videos that feature sexually explicit content. The study noted that it would be hard to reduce the rate of teenage pregnancy among Nigerian youth due to sexually explicit television programmes. Additionally, truancy has mostly been observed among students who watch gangsta rap music and action movies that contain crime scenes (Igbo, Awapetu & Egbe-Okpenge, 2013).

Also in Nigeria, a multi-stage sampling study shows that violence in Nigerian televised soap operas and movies has a strong effects on the youth. Fifty percent of the youth who took part in the study agreed that after being exposed to Nigerian-made movies they began to resort to criminal activities. Six percent of the youth agreed and four percent strongly agreed that there is a correlation between the violence content of Nigerian soap operas and criminal behaviour among young people. One percent disagreed that being exposed to Nigerian soap operas with explicit violence makes youth behave in a violent manner, while nine percent were undecided (Oqwo, Asemah & Ottah, 2015).

A study conducted by Kubaison (2011) in Senegal focused on the causes of students' drop-out and decline in performance at technical colleges. The study revealed that sixty-one percent of young people between the ages of fifteen and nineteen named television soapies as a source of sexual information. Twenty-two percent named schools as a source of sexual information, while eleven percent named health personnel as a source of sexual information.

In Kenya, a study conducted by Mimaita (2011) reported that 36.8% of young people between the ages of fifteen and eighteen agreed that they had learnt about sexual activities from television. The study concluded that television influences youthful sexual behaviour from an early age. Onyiengo (2014) used descriptive research design in a study that supported the work of Mimaita, showing that premarital sex among young people is caused by the explicit sex shown on television.

In Ghana, adolescent youths are more vulnerable to risk behaviour than other developmental stages. Because of early pregnancy, sexual transmitted disease and HIV/AIDS, many drop out of school. Recently, modern music such as R&B, hip-hop and pop has been a source of sexual socialisation among the youth. Many adolescents consume large amounts of alcohol which ultimately leads to unprotected sex when they are intoxicated (Nil, 2010).

Schools in SADC have become more dangerous than ever before. Schools in countries such as Swaziland, Mozambique and South Africa experience violence committed by young people. Learners assault and bully one another and even assault their teachers as a result of their exposure to the violent behaviour that television soapies and modern music promote in the name of entertainment (Collins, 2007).

A study conducted by Maswang (2012) in South Africa shows that television programmes such as Take 5, Thetho-Junction, and Soap Opera are a constant source of sexual imagery that encourages the youth to engage in premarital sex and indulge in aggressive or violent behaviour. Young people in South Africa are also exposed to sex on television through videos of popular music such as rap. Clothing and fashion industry advertisements accompanied by modern music have taken young girls into another dimension of being a sexual object or exposing their body. It hard to find young girls' clothes that are not tight on the body, accentuating their buttocks or other features. Their desire for fashionable clothes can place them in the vulnerable situation of having to sell their body for money. The government authorities are always encouraging young people to practise safe sex, but a study conducted by Mashau (2011) of cohabitation and premarital sex amongst Christian youth revealed that the TV message to always practice safe sex may actually entice young people into a situation wherein they involve themselves in premarital sex.

According to the Department of Social Department (2015), the incidence of deviant behaviour among young people in the Malamulele area and at Madonsi Village increased steadily in 2015. Young people between the ages of 14 and 18 have been admitted to diversion programmes for crimes such as assault and robbery. Some of them confessed that they had learnt crimes such as assault on television programmes like *Skeem Sam*, gangsta rap and hip-hop music videos.

The available research literature in South Africa seems not to focus on the portrayal of deviant behaviour in the visual media and its possible influence on youth behaviour. This study seeks to fill the gap by raising awareness of the extent of this social problem.

### **1.3 PURPOSE OF THE STUDY**

The purpose of this study was to explore how the portrayal of deviant behaviour in some television programmes influences youth to emulate this behaviour in their own lives.

### **1.4 THE STUDY ASSUMPTIONS**

According to Simon (2011), assumptions are matters that are beyond the control of the researcher. Thus, if matters of such nature disappear the study conducted becomes irrelevant. This study was conducted on the basis of the following assumptions:

- The portrayal of sex in selected television programmes may have an influence on premarital sex among the youth.
- The portrayal of alcohol and drug use in selected television programmes may encourage substance abuse among youth.
- The normalisation of ritual sacrifice in selected television programmes may have influence young people's attitude towards ritual sacrifice.
- The inclusion of profane language in selected television programmes may influence the use of bad language among youth.

### **1.5 RESEARCH AIMS AND OBJECTIVES**

The aims of the research were achieved by pursuing the following specific objectives:

- To explore the extent to which the portrayal of deviant behaviour in some television programmes result in deviant behaviour among young viewers.
- To identify socio-economic factors that contributes to deviant behaviour among the youth.
- To identify strategies to mitigate the negative effects of some television programmes on the youth.

## 1.6 RESEARCH QUESTIONS

The following research questions were considered in the study:

- To what extent does the portrayal of deviant behaviour in some television programmes result in deviant behaviour among young people?
- What are the socio-economic factors that contribute to deviant behaviour among the youth?
- What strategies can be employed to mitigate the negative effects of some television programmes on the youth?

## 1.7 SIGNIFICANCE OF THE STUDY

The study's significance lies in the insights and theoretical perspectives that it can offer regarding young people's experience of televisual images. Thus, it will pay attention to the encoding and decoding of deviant behaviour in soap operas and contemporary music videos and its influence on youth behaviour. It is hoped that the study might help government policy makers to introduce suitable youth-specific media policies to eliminate the screening of images of deviant behaviour on television. Moreover, the study aims to educate the youth about imitating morally acceptable behaviour as portrayed in entertainment programmes. It very important to the youth, parents and youth development organisations in Madonsi Village to understand the influence of the portrayal of deviant behaviour on television. Being aware of the problem should enable youth development organisations to design a positive youth development programme with the objective of preventing the escalation of deviant behaviour among the youth.

The study further aims to enlighten parents as to how to regulate the amount of time their children spend watching offensive programmes. The study may also add to the body of knowledge by exploring other areas not covered in existing studies related to the topic, such as proposing strategies for how professional youth workers can assist young people who are already affected by the portrayal of deviant behaviour in entertainment programmes.

## **1.8 PROBLEM STATEMENT**

The portrayal of deviant behaviour on television continues to be an educator of deviant behaviour among the youth. Alcohol and drugs in gangsta rap and hip-hop are portrayed in a glamorous manner that will attract young people to use drugs and alcohol, with lasting implications for their health (Prae, 2007).

Young people are the biggest consumer of televised dramas, and they tend to hold the actors in high esteem and experiment with what the programmes feed their mind. Thus, teen dramas have spread a culture of virginity as social stigma. Young people who are virgins are bullied by their peers until they relent and lose their virginity. In this way they gain some social status as being cool amongst their peers, completely neglecting the real-world consequences of such behaviour (Kelly, 2010). The portrayal of sexually deviant behaviour in teen dramas is associated with frequent sexual talk among young people, which serves to undermine societal norms and normalise this deviancy (Ortiz & Brooks, 2014)

Television programmes with “adult” content are the most powerful contemporary sexual educators, awakening young people’s sexual awareness at an early age. They provide young people with an idea of how to have sex and conduct a relationship, which encourage them to themselves engage in sexual activities before they understand the responsibilities that come with sex. Thus, such behaviour may culminate in a teenage pregnancy, and even termination of the pregnancy, which is tantamount to murder (Makhuba, 2015).

Same-sex relationships and marriage have been presented as fashionable on television. Young people imitate such behaviour, which often results in suicidal behaviour. In China, for example, homosexual youths commit suicide when they find it difficult to find a partner while enduring rejection by society (Ehen, Yang, Wang and Zhang, 2015).

## **1.9 OPERATIONAL DEFINITIONS OF KEY TERMS AND CONCEPTS**

### **1.9.1 Implicit sexuality**

Implicit sexuality refers to material representing or referring to sexual acts. This study looked at sexual behaviour, sexual language and flirting, oral sex, half-naked pictures, tight and sexually suggestive clothing, as displayed in selected television programmes (Huction & Kindu, 2014).

### **1.9.2 Television**

According to Muhammadi (2011) television is a telecommunication medium used for transmitting moving images in monochrome or colour. This study television focus area comprises entertainment programmes such as soap operas, movies and music videos.

### **1.9.3 Youth**

In this study, youth refers to young people who fall between the ages of fourteen and nineteen years old (National youth policy, 2015). The youth on which the study focuses were young people who regularly watch music videos and soap opera.

### **1.9.4 Gender**

Gender is a social construct as determined by the social-cultural attitudes, stereotypes and norms in any given society. These construct are learned and reinforced by family, the educational system, the community and the media (Department of social development, 2015). Gender equality in this study was practiced both young female and young male will partake in the study.

### **1.9.5 Deviant behaviour**

Deviant behaviour is behaviour which does not conform to the value and norms that are set by society (Giddens, 2009). In this study deviant behaviour refers to behaviour that is immoral, unacceptable, and liable to corrupt young people's character. The focus is on premarital sex, profane language, alcohol and drugs consumption, self-hatred, human sacrifice, suicide, and homosexuality.

## **1.10 DIVISION OF CHAPTERS IN THE STUDY**

### **1.10.1 Chapter One**

In this chapter the researcher introduced the research topic and articulated the main purpose of the study. He formulated a statement of the research problem, and described the background of the problem, research objectives, questions, and the significance of the study.

### **1.10.2 Chapter Two**

In this chapter the researcher focuses on what other scholars and authors have said about young people's experience of deviant behaviour on television, as well as on developing a theoretical framework for the study. The literature review provided relevant information about and insights into the phenomenon being investigated.

### **1.10.3 Chapter Three**

In this chapter the researcher outlines the research methodology, the research location and population, limitations of the study, sampling procedures, data collection and ethical considerations. The data analysis techniques that were used are explained. The main purpose of this chapter is to help the reader gain a clear understanding of the research procedures employed.

### **1.10.4 Chapter Four**

In this chapter the research results are presented. Verbatim quotations from the participants' responses are included.

### **1.10.5 Chapter Five**

In this chapter the study's findings are discussed.

### **1.10.6 Chapter Six**

This chapter concludes the study and makes recommendations.

## **1.11 SUMMARY OF THIS CHAPTER**

This chapter presented an introduction to the aims and objectives of the study, the problem statement, the study assumptions, the study background, definition of key concepts, and the division of the study into chapters and the significance of the study.

## CHAPTER TWO

### THEORETICAL FRAMEWORK AND LITERATURE REVIEW

#### 2.1 INTRODUCTION

This chapter offers a review of the relevant literature, including an overview of the experience of young people in Africa in respect of deviant behaviour featured in television programmes. Attention will be paid to socio-economic factors that are instrumental in this phenomenon.

#### 2.2 A BRIEF OVERVIEW OF COMMON DEVIANT BEHAVIOUR AMONG THE YOUTH IN AFRICA

According to Omoniyi (2013) youth crime in Nigeria is such that it has gained considerable attention from scholars. Young people seem to resort to crime if they have nothing else to do, even taking pleasure in committing crime in order to make a living. In Makurdi Metropolis in Nigeria, youth criminality has become a serious issue. Young people aged fourteen to eighteen are involved in organising gangs to commit crime. The most specialised crime that they plan is drug smuggling and small-scale drug dealing. In addition, the crime committed by the youth in Nigeria includes armed robbery, drug criminality; drug trafficking, sex trafficking, theft, cultism, assassination, thuggery, vandalism, piracy and cyber-crimes (Omoniyi, 2013). Scholars argue that the rise of youth crime in Nigeria is caused by multiple factors. Television programmes such as hip-hop and gangsta rap music videos are regarded as a major factor influencing criminal behaviour among Nigerian youth, continually fueling their young minds with violent content that they attempt to emulate in real life (Nkechi, 2012). I share the Nkechi's sentiment that when young people are exposed to criminal behaviour on television they are likely to experiment with such behaviour.

According to Teferaa, Erena and Kebede (2015), Ethiopia is a country with a high incidence of HIV/AIDS infection among young people. Fifty-nine percent of young people have had a boyfriend or a girlfriend by the age of fifteen, while 42.7% of these young people have engaged in premarital sexual activities. What is more, 33.6% have had two or more sexual partners. The social stigma attaching to premarital sex among Ethiopian youth is recognised by only 0.4% of those aged 15-19 years, and 1.1% of those between the ages of twenty and twenty-four living with HIV/AIDS.

Abortion is also a common problem among young women between the ages of fifteen and nineteen, with a large number of them undergoing unsafe abortions.

A study by Omboto, Ondlek, Odera and Ayugi (2013) on factors influencing juvenile delinquency revealed that in Kenya, juvenile delinquency is a major problem caused by the escalation of poverty and the explicitness of gangsta rap videos as seen on television. Thus a combination of poor circumstances and the lifestyle evoked by these videos leads young people to resort to crime. In Sierra Leone rebellious groups of young people contributed to a national crisis in 2001. Gangsta rap music videos played a major role in furthering the agenda of civil war in that country.

According to Boima (2013:215): “The rebel-thug figure of Tupac was of central importance in the Sierra Leonean battlefield among the youth”. This bears witness to the power of violent words and gangster imagery to influence young people to behave in an aggressive manner and resort to criminal activities. There seems to be clear evidence that once young people have been exposed to the world portrayed in gangsta rap they are likely to see the associated behaviour as acceptable, even glamorous, and will go and mimic it, ignoring the fact that it undermines societal norms and human rights.

A study conducted by the Centre of Mauritius Research Councils (2015) reveals that the major cause of death among teenagers in Mauritius is suicide. It shows that in 2011, there were eight cases of suicide and ninety cases of attempted suicide among the youth between the ages of 14 and 19. In 2012 the attempted suicides jumped to 271, while in 2013, there was a slight decline to 263 cases. There are several factors that drive young people to suicidal behaviour in Mauritius, including youth unemployment, parental conflict, and physical and sexual abuse. As Africans we have been taught the fundamental value of life, respecting oneself and the lives of other people. Thus, suicidal behaviour in the African context is always regarded as deviant behaviour. For an African child to take his or her life has never been seen as acceptable, and this study will treat suicide as a form of deviant behaviour.

Nevertheless, suicide seems to be increasing among South African youth. Meissner and Bantjes (2016) conducted a study exploring the subjective experience of four young South African men who had previously attempted suicide. Interviews were

used to collect data, and interpretative phenomenological analysis was employed. The study revealed that suicidal behaviour among South African young people is a major problem. Young Africans increasingly believe that suicide is the only way to gain some sense of control when they are facing challenges, rather than seeking help. In addition, young South African men still believe in male domination. Thus, when they feel overwhelmed it is like losing their masculinity, to the extent that they would rather take their own life.

According to the National Qualification Framework (2013), despite the tremendous achievement made by the South Africa democratic government since 1994 to ensure that each and every young person is provided with equal opportunity to go to school, learners are still dropping out at an increasing rate in South Africa. Sixty percent of South African learners drop out of school, but the government seems to pay little attention to providing alternative ways forward to assist young people who drop out. The level of school dropout among learners in South Africa is unacceptable: education is a human right and a weapon to take people out of poverty and keep away from further resorting to deviant behaviour.

A study conducted by Mnguni (2014) reveals that there is a high school drop-out rate in South Africa resulting from complications associated with teenage pregnancy. Rosenberg et al. (2015), in a study that employed longitudinal demographic surveillance, concurred with Mnguni that young girls who fall pregnant while still at school, if they even manage to return to school, tend to underperform academically.

The use of alcohol among South African youth is on the rise and has become a national issue, since alcohol abuse is a major cause of youth morbidity (Ramasoomar & Marojele, 2012). In the year 2008, approximately eighty percent of young men tested BAC positive, and twenty percent of young women. As Ramasoomar and Marojele point out, alcohol abuse among youth weakens their immune system and leads to a number of diseases, as lung infections and cancer of the mouth.

A study conducted by Burnhams (2016) revealed that 66% of learners have used alcohol, while 47.4% have used dagga. Mandrax has been used by 2.1% and 1.2% have injected drugs. Aggressive behaviour is common among young people who

abuse substances. This and other studies reveal the various forms of deviant behaviour among African young people, but none have come up with a solution to address such behaviour that is destroying the hope of the continent. This research aims to take a small step in that direction.

## **2.3 SOCIO-ECONOMIC FACTORS THAT INFLUENCE DEVIANT BEHAVIOUR AMONG THE YOUTH**

### **2.3.1 PEER PRESSURE**

The desire to belong and the fear of being a laughing stock among their peers lead young people to be pressurised into premarital sex. Affiliation with friends who engage in deviant behaviour is a strong predictor of a young person's own health risk behaviour, and direct exposure to deviant behaviour increases the chances that peers will be influenced by it (Williams, 2011; Fearon et al., 2015). Kenneth (2006) argues that if young persons who do not smoke associate themselves with smokers who love rap music, a culture in which smoking is presented as fashionable, they are likely to practice such behaviour. However, not all young people fall victim to peer pressure, especially those who are lucky enough to have role models who demonstrate the most important aspects of reality, and reveal the falsehood and artifice of television. De Guzman (2007) notes that peer influence can sometimes be positive, for instance in the case of peers influencing each other to focus on school work and do better.

Chauke, Van der Heever and Hoque (2015) conducted a study that employed quantitative cross-sectional description. A stratified random sampling technique was used to select a sample population of 792 learners. The study revealed that peer pressure is a major social factor associated with deviant alcohol use among the youth, with 25% of respondents admitting that drinking alcohol helped them gain approval from their friends. A full 27.6% indicated that the only way to be accepted and belong to the group was to use alcohol. The study concluded by hypothesising that young people pressurise one another to use alcohol.

Bingenheimer et al. (2015), like William et al (2011), shows that young people who have friends who are engaged in extra-marital affairs end up seeing such behaviour as socially acceptable, resulting in a situation in which cheating is becomes habitual. As Bingenheimer et al. (2015) and William et al (2011) point out, the need to belong

among young people, directly or indirectly focused by their peers, may induce them to have multiple sexual partners in order to gain status among their peers. The same applies to a wide variety of deviant behaviour.

### **2.3.2 BROKEN HOMES**

Wairimu (2013) observes that the absence of a father figure often results in a situation in which a child's behaviour can be at stake, particularly that of young boys. A child with a father who is employed far away from home is rendered more vulnerable to deviant behaviour because of his absence. Chauke (2015) notes that children from broken homes can influence other young people to display deviant behaviour such as being aggressive towards people, because of the anger they have inside. Young people who come from a dysfunctional family where there is no role model or care at home are likely to be exposed to wrongful acts by way of experiment. Their thinking seems to be that since no-one seems to care about them they can make decisions for themselves and learn from their own mistakes. Young boys at some stage in life need a father figure, someone who can teach them what society expect from them. Society seems to pay more attention to shaping the girl child while neglecting the boy child. The absence of a father figure therefore conduces to deviant behaviour among young boys.

According to Fagan and Churchill (2012) and Theobald et al. (2015), young persons (especially boys) raised in broken homes are at a high risk of turning to deviant and criminal behaviour, to escape the pain they are feeling inside. Children whose parents get divorced or separate suffer varying degrees of emotional abuse and quite often go off the rails, and can fall into using alcohol and drugs, abusing women or getting involved in a gang.

According to Otieno (2012), echoing Mokoena (2002), young people whose parents are uneducated or often use alcohol and drugs around them are at greater risk of getting involved in the use of drugs and alcohol.

### **2.3.3 POVERTY**

Poverty plays a dominant role in exposing young people to destructive behaviour, and the experience of staying in a slum is a determinant of deviant behaviour (Wairimu, 2013). Young people from poor backgrounds do not like to involve themselves in substance abuse such as smoking dagga, but they do so because it

helps them to escape the reality of living in poverty. Girls as young as sixteen from a poor background are likely to find rich men to sleep with in exchange for material rewards. Young girls who are out of school are even more vulnerable to sexual exploitation than those who are still at school. Moreover, young boys from a poor background may end up sleeping with older women in exchange for material benefit. The women call these boys “ben tens.” Poverty can make an innocent child a bad child.

Poverty aligns with objective number two in this study as a socio-economic factor that can result in deviant behaviour among the youth. The views expressed in the previous paragraph are supported by the work of Qauyum et al. (2013), which shows that young women often sell their body to escape poverty at home, and of Onyango et al. (2012), which identifies poverty as a push factor for young people as young as twelve to fourteen years old to sell their body for financial freedom. Unfortunately this is associated with sexual transmitted diseases, a high risk from having sex with multiple partners. Theobald et al. (2015) further show that young people who come from a low-income family background have a greater tendency to abuse drugs than young people from a family where their parents’ income is high. Young people from low-income homes suffer considerable stress as a result of their parents not being able to meet their basic needs. They run to drugs in order to escape reality.

#### **2.3.4 ENVIRONMENTAL**

Ramboree et al. (2017) argue that sporting activities in the community help young people to stay away from the use of alcohol and drugs. An absence of sport facilities in the community may have the opposite effect. Frias-Armenta and Corral-Verdugo (2013) emphasise that a bad neighborhood where there is high rate of criminal activity and a lack of recreation is a predictor of criminal behaviour among young people. The presence of leisure and recreational facilities and a good neighborhood play a significant role in the wellbeing of young people. Young people living in a rural area where there are no recreational facilities are likely to be exposed to destructive elements such as criminal behaviour. However, not all young people from rural and bad neighborhood area find pleasure in destructive behaviour. On the other hand, the Canadian Centre on Substance Abuse (2016) notes that sporting activities are often associated with the use of drugs and alcohol among young people in the name

of entertainment. And it must be said that not all young people from rural areas and bad neighborhoods find pleasure in destructive behaviour.

## **2.4 YOUTHS' EXPERIENCE OF DEVIANT BEHAVIOUR PORTRAYED ON SELECTED TELEVISION PROGRAMMES**

### **2.4.1 PREMARITAL SEX**

A study by Sammy and Hellen (2014) reveals that representation of the sexual act on television poses a seriously danger to adolescents. Adolescents' minds are still in a stage of development and they fail to understand that, while it is the right of adults to have sex, it is simply the wrong time for them. Sammy and Hellen (2014) recommend sex education at television soap opera times to prevent adolescents from engaging in premarital sex. They conclude by showing the relationship between the exposure to sexual content in local music videos and sexual behaviour among adolescents. The study has a limitation in that it only looks at local music videos and neglects international music videos. The current study will look at both local and international music videos to ascertain if there is a correlation between sexual content and premarital sex among the youth.

Akintayo and Adebola (2015) reveal that sexy foreign programmes such as the series *Empire* play a paramount role in encouraging young people to start dating early, before they understand the consequences of dating. This study is biased because it places the blame for this on foreign programmes, while there are plenty of local programmes with sexual content that may encourage youth to have premarital sex. The current study will include both local and international television programmes in its purview.

In a dissenting study, Gottfried, Vaala, Bleakley, Hennessy, and Jordan (2013) employed an Integrated Model of Behavioural Prediction to examine the effects of sexual content on television upon adolescent sexual behaviour. They found that adolescents' being exposed to sexual content on television was not a predictor for them to engage in premarital sex. This may of course mean that they were already sexually active before being exposed to sexual content through television.

The sexual content in television movies provides young people with a powerful message about how to be sexual, why to have sex, together with inappropriate

sequences of sexual activities. The sexuality of both males and females is exploited by television. Music videos promote a strongly sexualised identity.

In some televised dramas and romantic movies there is a tendency to portray teenagers engaging in sexual activities. It seems, though, so as not to break the law, these actors are not teenagers adults who are made to look younger (Andsager). The main purpose appears to be to brainwash the minds of teens to tempt them to have sex themselves.

According to Emanuel, Clark, Glover, McClain, Steele, Jemison, Brantley, Brockton, Goins, Flonigan, Mitchell and Wilcox (2016), an analysis of the violence and sex on television revealed that televised music videos shape young people's sexual beliefs. The respondents in a focus group maintained that contemporary music videos promote premarital sex among young girls more than young boys. The respondents cited Rihanna's song *Pour it up* as encouraging young girls to sell sex in order to make money. Nicki Minaj's *Anaconda* song was also regarded as sexually suggestive, encourages premarital sex among young males. The male respondents claimed that Nicki Minaj's *Anaconda* expresses a young woman's personality and sense of humour, but they also conceded that it encouraged them to find a sex partner with a big "booty". This finding aligns with the current study's objective number one. The current study will provide evidence similar to the finding of Emmanuel et al. that young girls are encouraged by their favorite female artist to use their body for personal and financial freedom.

Seeking to establish a relationship between sexual explicitness and premarital sex among youth, Mwaura (2014) revealed that out of 123 respondents who were exposed to television for fourteen hours, 72 have had premarital sex and 51 have not. This may show that young people exposed to television programmes with sexually explicit content are more likely to engage in premarital sex. Mwaura focuses on youth in general without paying attention to age differences. It may well be that older youth are less impressionable and old enough not to be influenced by television. The current study will therefore pay due attention to age differences.

Qureshi (2015) postulated a correlation between the portrayal of sexually suggestive images in music videos and premarital sex among the youth. The respondents (young people between the ages of twelve and eighteen) claimed that rap was their

favorite music. Those who had watched rap music videos on their own television sets said that they had engaged in premarital sex as early as the age of fourteen. By the time they reach the age of eighteen, they have had more than five sexual partners. But respondents who showed no interest in rap music claimed that they remained virgins until the age of eighteen. The female respondents stressed that the portrayal of lovers in televised R&B music videos influenced them to start having boyfriends as early as the age of thirteen, as compared to male respondents who had their first girlfriend and sex encounter at the age of fourteen years old. In addition to that, the respondents suggested that rap music sends the message that a girl can have a one night stand and have no problem about it.

In Kenya, the music industry is influenced by Western music, which promotes sexually deviant behaviour among the youth (Gakahu, 2010). Televised R&B music enflames the sexual passion of the youth and incites them to have sex. What is more, sexuality in R&B videos on Kenyan TV is portrayed in an unrealistic manner that again conduces to promiscuity. Zhang (2012) shows that young people who listen to songs that contain sexy lyrics tend to get involved in sexual activities. This simply reminds us that it is not only visual images that can encourage young people to become sexually active but also being exposed to sexy song lyrics.

An exception to these findings is a quantitative study conducted by Borinca (2015) in the city of Klna in Kosovo that looked at the impact of television on the sexual attitudes and behaviour of teenagers. While television undoubtedly contains sexual content, such content does not encourage young people to practise sex. They have no trouble in differentiating the images characteristic of entertainment from reality.

Mitchell, Strasburger and Ybarra (2010), like Kistier (2012), argues that young people who were exposed to sexually explicitly content on television tended towards coercive sex victimization and even attempting rape. Laura et al. (2015) and Shashi et al. (2013) have a similar view of the corrupting potential of sexual content on TV, which tends to portray sex as consequence-free.

Baya and Mberia (2014), Mwaura (2014) and Mukul (2015) argue that to ensure that young people stay away from images of deviant behaviour such as premarital sex on television parents need to monitor the choice of television programmes that their children watch. They suggest that there is a great need for non-governmental

organisations and school boards to work together to design programmes aimed at raising awareness to combat the effects of the portrayal of deviant behaviour on television.

These studies did not focus on boys and young men specifically. On television it seems acceptable for men to have multiple partners. Gullible boys being exposed to this material will be led to believe that having multiple partners is a desirable way of living. The current study will address this by providing evidence of the correlation of between televised sexual imagery and sexual activity among young boys.

#### **2.4.2 ALCOHOL AND DRUGS CONSUMPTION**

There is a relationship between the depiction of smoking in movies and soap operas and the prevalence of smoking among young people. The more young people are exposed to smoking on TV, the more they get the idea that this is what the society expects of them. They try it out, only to end up in a situation where they abuse drugs (Department of Health and Human Service, 2012). In addition, young people whose parents allow them to watch R-Rated movies where the use of drugs is prominent and seen as a fashionable way of living, can find themselves becoming smokers. The study cited looks at youth in general and does not discriminate among age groups, as the present study does.

According to Bremmer, Burnett, Nunney, Ravat, and Mistral (2011), that the normalisation of alcohol and drinking on television has resulted in a situation wherein young people have become the biggest consumers of alcohol. The use of alcohol is widely presented as accepted behaviour among youth. In adverts for alcohol on television, drinking appears to attract girls and is a glamorous aspect of celebrity events and day-to-day activities. TV often uses famous female actors that young girls look up to. In addition, alcohol is portrayed as masculine. For vulnerable and insecure young men the appeal of alcohol as it is presented is irresistible. For instance, the advert for Black Label shows masculinity through the slogan “champion beer that real men deserve”. Young men will want to drink that beer in order to feel like real men.

The rise of the use of alcohol among the youth in Australia is a great concern, and regarded as a result of the exposure of alcohol either in commercials or in televised soapies. Thus, the findings of an Australian school students’ alcohol and drug survey

shows that around 73% of students had tried alcohol. The use of alcohol by the young is health sex risk behaviour, through (for instance) having unprotected sex while they are under the influence of alcohol (Jones & Magee, 2011). After adjusting for covariates, the Jones and Magee (2011) found that exposure to alcohol marketing including telecast advertising, store advertising and ownership of promotional merchandise in the sixth grade predicted seventh grade drinking and the intention to drink.

Mapulane (2014) also examined the effects of televised alcohol advertisements on the drinking behaviour of youth. The study's findings revealed that music such as televised R&B and rap often advertised alcohol products through "placing", in direct partnership with certain alcohol brands or companies. Nine or 10.8% of the respondents said that they found music videos such as R&B a huge incentive to use alcohol such as wine. As much as 41% of the 83 respondents who took part in the study agreed that alcohol advertising had influenced them to use alcohol.

The abuse of alcohol can have a huge impact on young people's lives: some even end up as alcoholics, begin to have illnesses, become less productive in the classroom, and end up dropping out of school prematurely.

On the other hand, some movies which show the use of drugs or alcohol convey a strong message about the dangers of substance abuse. Exposure to this material together with some kind of punishment will help young people stay away from alcohol (Espejor, 2002). I agree with Espejor that a young person's behaviour can be changed through reinforcement. Seeing programmes about the negative effects of alcohol will encourage youthful viewers to calculate the risk and avoid such behaviour.

### **2.4.3 PROFANE LANGUAGE**

A study conducted by Cundiff (2013) observed that gangsta rap and hip-hop music play a leading role in promoting profane language among young people. Most of the lyrics are about sexual conquest. The language degrades humanity and reduces it to an animal level. The study revealed that the majority of the college student respondents agreed that rap and hip-hop promote sexist language which can contribute to bad sexual behaviour. Bad language in the music industry has profound effects on young people's language development. Also, young people who have

been exposed to televised soapies that contain swearing and foul language are likely to develop the habit of themselves using profane language. Profane language is frequently used in movies and soapies, with expressions such as *fuck you*, *son of bitches*, *kick your ass* featuring so often that they become culturally acceptable, even the norm, among young people. Bad language on television is also associated with aggressive behaviour.

In a study similar to that of Cundiff (2013), Schippers (2013) shows that young people have been exposed to a great deal of rudeness on television, where the disrespect of other people has been normalised. The use of profane language in the lyrics of rap, R&B, and hip-hop music videos is a growing source of concern to parents. The music industry has recourse to language which is regarded as taboo within our society. Young males have a particular propensity for using dirty words and they do so to seem like real men. But even among women, expressions such as “you dog” have become common.

#### **2.4.4 HOMOSEXUALITY**

McGovern (2011) observes that forty percent of American youth gain their direct understanding of homosexual behaviour from television. Regardless of what people think of homosexual behaviour, television has played a huge role in representing homosexuality as socially acceptable, even fashionable, which may lead young people to experiment with such behaviour. The present study will look at the portrayal of homosexual behaviour on television as an influence on young people exposed to it. The area of television, homosexuality and young people is under-researched internationally.

#### **2.4.5 YOUTH GANGS**

Gang behaviour on the part of young people is one of the most visible forms of violence in society, taking its toll on young lives and typically involving crimes like robbery and substance abuse. Youth are the major consumer of television programmes that feature violent content such as action movies, crime dramas and gangsta rap. Cox (2011) observes that the phenomenon of youth gangs in UK owes a lot to representations in televised soap operas, while popular music is a prominent aspect of gang culture. Shockingly, young female gangs are a new and growing social problem, while females in predominately young male gangs are likely

to be sexually exploited and take drugs. Cox's (2011) study failed to provide a clear picture of how the portrayal of gangs on television promotes female gang behaviour. The current study will therefore investigate the extent to which the portrayal of female gangs on television incites young girls to resort to criminal behaviour.

Emanuel et al. (2016) argue that televised music videos contribute to youth gang behaviour. The study finds that hip-hop music videos by artists like Lil' Wayne have played a leading role in promoting gang culture among the youth. The *Drop the world* song by Lil' Wayne shows scenes of riot, weapons and fire. Youths who have exposed to such videos admit that they have seen the normalisation of gangster life in hip-hop and experiment with it in their own lives. The effect of rap music on youth criminal behaviour is inescapable, because it permeates the fabric of our society. I concur with Emanuel et al. that the representation of violent conduct in hip-hop music gives young people the wrong idea that it is accepted behaviour. Yet it must be remembered that millions of American youth are exposed to movies, television programme and music videos that contain criminal behaviour in the form of gang violence; but do not themselves get involved in youth gangs (Bushman & Newman, 2016).

In a study that sampled 31 third-year undergraduates in Nigeria, Nkechi (2013) found that gangsta rap and hip-hop music videos in Nigeria have been a dominate factor in encouraging youth gangs. They send a message that youth must do whatever it takes to make money without putting in great effort, even if it means performing a ritual killing. Gangsta rap glamorises youth gangs and youth are attracted to such content and behaviour, which actually serves in the US to provide a cultural identity among young African Americans. Gangsta rap often involves the aggressive rejection of white culture, giving a voice to marginalised African American youth. While there are elements of social deviance in televised hip-hop and rap videos, they are a reflection of how African American society is. Indeed, Engels (2014) makes the dubious claim that crime, youth gangs, and violence in rap music are the very fabric of American society in musical terms.

#### **2.4.6 HUMAN RITUAL SACRIFICE**

Idegu (2014) notes that many Nigerian movie scripts and soap opera are based on the notion of the ritualistic sacrifice of a human being to enable people to accumulate

massive power and wealth within society. This theme perpetuates negative images of Nigerian society and encourages bad behaviour among the youth and other demographic groups, not only in Nigeria but all over the world. Young people who are exposed to such televised content can easily be influenced to perform human ritual sacrifice in order to get rich, rather than working hard in life. The movie *Open Secret* features ritual human sacrifice. The central character is poor but wants to become rich fast. The actor had to perform human ritual sacrifice, slept with his own biological daughters and killed other people. Then he became rich. Idegu's study failed to come up with evidence that young people practice human ritual sacrifice, witchcraft or even attempt to, because of such content appearing on television. This is something that the current study will investigate.

In another study, Church and Chukwudu (2010) employed the survey method to find out from Nigerians how the portrayal of human sacrifice in Nollywood movies and soapies affects their behaviour and perceptions. The study found no evidence that the theme of human sacrifice influences young people who are poor to kill other people in order to be rich.

But Nnabuko and Anatsui (2012) argue that through the portrayed of ritualism Nollywood movies affect young people's socio-cultural behaviour. Young people who are exposed to such movies will grow up believing that in Nigerian society for one to be rich one has to perform a ritual killing. The phenomenon can only spread evil in the society.

## **2.5 OTHER DEVIANT BEHAVIOUR PORTRAYED ON SELECTED TELEVISION PROGRAMMES WHICH HAS AN INFLUENCE ON THE YOUTH**

### **2.5.1 SELF-HATRED BELIEFS**

Spurr, Berry and Walker (2013) assert that televised soap operas with a beauty pageant element influence young people's perceptions of physical appearance, especially adolescent girls. They can be made to feel uncomfortable about their physical appearance, thinking they are not beautiful when they compare themselves to the sexy models. The ideal of a slim body can lead young girls to develop an anti-social disorder as they become afraid to go out in public, thinking that they look terrible. Male physical appearance is portrayed as muscular and young people want

to look like that, so they do whatever it takes to look like these male figures, even taking drugs like steroids to make themselves bigger.

In addition, the stereotype that television promotes induces people to denigrate fatness and idealise thinness (Moy, 2015). The habit of body dissatisfaction, hating how one looks, can result eating disorders (Gulmera et al., 2010), self-hatred, internalisation of an exaggerated image of thinness, even endorsement of surgery to attain a bust size that is neither small nor too large (Levine & Murenen, 2009). However, not all young people are deceived by what their see on television. Some young people were blessed enough to have parents who taught them a measure of media literacy, or heard from youth workers that what television promotes can be very deceiving they must be careful what they watched because some programmes could destroy their life.

### **2.5.2 SUICIDAL TENDENCIES**

Gould et al. (2003) observe that young people are susceptible to being affected by the representation of suicide in movies. They see suicidal behaviour as a solution to the difficulties one faces in life. The representation of suicide in romantic movies increases the incidence of suicidal behaviour amongst the youth. In the United States around 1980 there was a great number of young people who were hospitalized after attempting suicide (Gould et al., 2003). Headlines containing the word suicide or referring to the cause of death as self-inflicted increase the likelihood for young people to attempt suicide. Gould et al. (2003) see a link between drug use as featured in films and music videos can lead to mental illness and the development of suicidal thoughts. The current study will investigate correlations between the portrayal of drugs, mental illness and suicide on television, and the appearance of these phenomena in the lives of the young (Martin, 1998).

A study by Pirkis and Blood (2010) on the relationship between the portrayal of suicidal behaviour in entertainment programmes and suicide among young people revealed that modern music videos have encouraged suicidogenic themes. Informed by themes such as lost love and lost jobs, these videos send a strong message to young people that the best way to deal with losing a job or loved one is to commit suicide. This area, of the effects of television on suicide as deviant behaviour among young people, is under-researched. In the African perspective, when a person

commits suicide, the house in which the body is found is supposed to be burnt. This shows how unacceptable suicide is.

### **2.5.3 SKIPPING CLASSES**

A study conducted by Mukul (2015) that looks at the influence of the media on behaviour among secondary school children in Kitul, Kenya, reveals a correlation between television exposure and skipping classes among students. The finding is that 4.95% of school students agreed that they learned to skip classes through television soapies and popular music videos, where students go and drink alcohol and smoke dagga during school hours. Television programmes such as *American Pie* are among the most viewed and liked by young people. This programme contains explicit deviant behaviour such as skipping classes where students leave school to go and drink and smoke, return to class and cause chaos or sometimes not come back at all. Mukul (2015) failed to take into account the question of age differences among young people who are influenced by the portrayal of skipping class on television.

### **2.5.4 MATERIALISM**

According to Mandlia and Georgiannies (2012), popular music videos influence young people's consumption behaviour. They tend to affirm themselves through the notion of buying expensive brands such as Nike so that they can look stunning and be seen as people of a higher class than their peers. Often they do not purchase such products because they really want to, but for the sake of belonging and looking smart among their peers.

Vandana and Lenka (2014) observe that young people across the globe have become the biggest materialists, which affects their development by making them dissatisfied and less confident individuals. Moreover, it has huge impact on these young people's beliefs. Television programmes are considered by marketers the ideal vehicle through which to communicate information about their products, through advertisement in music videos, dramas and movies.

Vandana and Lenka (2014) and, similarly, Akintayo and Adebola (2015), argue that televised R&B music videos make young people prone to a materialistic desire for possessions. Material possessions become a base for their happiness, their friendship and way of differentiating themselves with those of a higher or lower class.

R&B music videos often function indirectly as fashion shows that students love to watch, and exercise a huge influence on their dressing style. Thus 60.7% of the respondents agreed that their dressing style is influenced by the portrayal of expensive clothes on television (Vandana & Lenka, 2014).

In a study of how Nigerian movies influence students' dressing patterns in Nigeria, Okeoma (2012) found that Nigerian youth exposed to local movies that promote fashion have become materialistic. Their dressing pattern begins to change, mainly under the influence of Western fashion.

## **2.6 THE LACK OF RESPECT FOR WOMEN AS DEVIANT BEHAVIOUR PORTRAYED IN SELECTED TELEVISION PROGRAMMES**

Progress continues to be made world-wide with promoting the rights of women and gender equality. However, some television programmes continue to feature content that is disrespectful towards women. No matter how hard the government tries to address gender inequality, while gender bias is reinforced through advertisements, music videos and televised series, achieving the dream of gender equality will remain highly improbable. Women are still portrayed as individuals who cannot outsmart men in business local television series, for instance (Samborn, 2011). On television, the beauty of women matters more than their brain or what women can contribute to the advancement of the nation (Samborn, 2011). Television portrays women as people who must sleep with men to get promotion at the workplace or secure a business deal. Moreover, television tends to fear powerful women and use any means it can to degrade them and make them look and feel unworthy. According to Patowory (2014), women on television tend to be portrayed as people who do not care about other people but only themselves, about the way they look and dress, which sends a wrong message and encourages men to perceive them as sex objects. On the other hand, Doveselfesteem (2014) argues that women as portrayed in music videos are strong and through their self-image are educating young girls about protecting their body and developing high self-esteem.

But Zicherman (2013) and Brandit (2013) argue that young women are disrespected and sexually exploited in televised music videos. Zicherman (2013) found that 42% of gangsta rap, 28% of pop music, 22% of new school music and 1% of hip-hop music portrayed women as sex objects and/or featured lyrics that degrade women.

Moreover, words such as *slut*, *whore*, *bitches* are frequently used to refer to young women. Televised rap music makes young women seem passionate about material things and primarily interested in taking money from men. In addition, young women are continually portrayed as hypersexual in televised music videos, as sex objects always ready to offer sexual services to any man who comes along (especially if they have money!). Moreover, televised rap seems to fetishise women's mouths as ready to perform oral sex.

In a dissenting study, Jennifer et al. (2011) argue that televised rap and hip-hop music videos do not normalise the idea of disrespecting young women. The fact is that young women are exploiting themselves by using their sexuality to seduce male figures. But according to Kistier (2012), women are sexually exploited on television, while men are portrayed as powerful, and sexually exploiting women is a sign of being powerful.

Hatton and Trautner (2011) argue that television, in particular modern music videos; have played a leading role in hypersexualising women, and relations between women and men. Responding to the hypersexualised imagery on TV, girls as young as fourteen feel under pressure to become sexually active (Hatton and Trautner, 2011).

The widespread abuse of women is a serious issue that needs special attention. Part of the problem is that popular music videos continue to portray women as men's sex property, something to play with. Some televised programmes reproduce the traditional assumption that women must always be submissive to men, and that no matter how tired a woman is, she must always satisfy her husband's sexual needs and do domestic work.

The studies reviewed in this section were all conducted in the West, which means that there is a great need for an African perspective to be added.

## **2.7 CONSEQUENCES OF DEVIANT BEHAVIOUR PORTRAYED IN SELECTED TELEVISION PROGRAMMES FOR THE YOUTH**

### **2.7.1 FEELING OF REGRET**

Premarital sex, seen as deviant behaviour that young people experiment with as a result of television exposure, has negative consequences for the lives of young people. Premarital sex can give rise to a feeling of regret. A study conducted by

Abdullah and Abdullah (2013) examining the consequences of premarital sex among the youth included a female respondent, who recalled dating a final year student, a relationship that consumed most of her time. The boyfriend then dumped her for another girl. The respondent regrets the affair, which resulted in a poor academic performance. Another female respondent reported a feeling of regret after losing her virginity in a social club to a strange guy who never loved her, just used her. There is a correlation between premarital sex and feelings of regret that can result in depression among young people. The study by Abdullah and Abdullah (2013) focused on female students, while the present study will investigate this phenomenon in both female and male students.

### **2.7.2 DRUG ADDICTION**

The repeated use of recreational drugs can result in addiction (Abdullah & Abdullah, 2013). Young people start taking drugs as means of entertainment but can so easily develop a habit that will end up destroying their future.

### **2.7.3 DROPPING OUT OF SCHOOL**

A study by Njeri and Ngesu (2014) found that the use of drugs among young people has negative consequences for their educational development. Fifty-two percent of respondents agreed that the use of drugs contributes to a poor performance at school. In addition, while they are under the influence of drugs, students develop aggressive behaviour which leads them to disrespect teachers, display indiscipline and even damage school property. If they are punished, they begin to develop a withdrawal syndrome and, finding no pleasure at school, end up leaving school prematurely. Njeri and Ngesu pay no attention to gender difference in relation to poor performance and dropping out. The current study will scrutinise gender difference in respect of using drugs and dropping out of school.

## **2.8 THEORETICAL FRAMEWORK**

A theoretical framework is a theoretical construct that, in this case, seeks to identify factors that shape behaviour and behavioural change. There are many different theories about the effects of television on the behaviour of young people. In this study, three theories are pertinent and will be introduced – cultivation theory, media effect theory and social learning theory – but social learning theory was adjudged the most appropriate to the aims of the research. Social learning theory will explain that

young people watch television programmes of their own choosing and identify with role models who influence their attitudes and behaviour.

### **2.8.1 Cultivation theory**

Cultivation theory holds the assumption that television is a socialisation agent that influences people's perceptions and behaviour. The more television people watch, the more they begin to blur the difference between the artificial world of TV and reality (Morgan & Shanahan, 2010). This theory is applicable to this study, to the extent that young people spend most of their time watching television and, being at a naïve age, believe in such content as television delivers.

Cultivation theory hypothesises that the more young people are exposed to violence on television, the more it is likely to shape their social reality. They often begin to believe that the world is an excessively violent place. Cultivation theory would also argue that a girl accustomed to seeing slender women on TV is likely at some point to be dissatisfied with her own body. Or, a girl who is exposed to television programmes featuring explicit abuse of women may grow up to expect abuse in relationships and thus avoid marriage.

### **2.8.2 Media effect theory**

Media effect theory hypothesises that exposure to aspects of the content to be found in the media has effects on the viewer's behaviour (Neuma & Guggenheim, 2011). This theory is applicable to this study in that television is a powerful and intimately persuasive medium.

### **2.8.3 Social learning theory**

Social learning theory, according to Bandura (1976), argues that attitudes and behaviours are learned from the surrounding environment. A child will observe the behaviour of someone else and behave in that way, particularly if that person is someone whom a child can look up to as a role model. In most cases, a child calculates the risk of that behaviour before imitating it. If the behaviour is productive in the eyes of the child he or she will copy that behaviour. This theory is very relevant to this study in that it suggests that any behaviour that a person exhibits is motivated or influenced by certain elements of his or her experience (Bandura, 2001). Young people spend most of their spare time watching television. Therefore their behaviour tends to be influenced by people on TV that they regard as role models, even

imitating the behaviour they have observed. They may do this regardless of whether the behaviour is 'gender appropriate' or not, but there are a number of processes that make it more likely that a child will reproduce the behaviour that its society deems appropriate for its sex. Bandura's social learning theory has three stages of reinforcement of behaviour, as described below.

### **2.8.3.1 Observation learning**

A young person's learning behaviour is heavily reliant on observation of other people's behaviour. These people are initially parents, siblings and teachers, but they are soon joined by sporting heroes, TV characters, radio characters and even cartoon characters. The observation learning process has four components of its own, namely: attention, retention, motor reproduction and motivation.

#### **2.8.3.1.1 Attention**

This component registers the degree of attention that a person pays to certain situations depicted on television. To take an example, a young person watches a music video in which gangsta rapper Rick Ross escapes poverty by selling drugs in the slammer. A young person from a poor background desperate to escape poverty at home is likely to pay careful attention to what Rick Ross is doing in the music video. Ajilore et al. (2013) remind us, though, that for young people to be exposed to violent or gangster action on television is not a predictor of violent behaviour on their part. In fact, it might caution them to be less violent. The circumstances of the young viewer and the kind of attention s/he pays is crucial.

#### **2.8.3.1.2 Retention**

The second component in the observation process is retention. This component involves symbolic coding, as the figure portrayed on the screen is erected into a role model, and his or her behaviour is committed to memory. Dwelling on the imagery associated with how Rick Ross escaped poverty leads to self-rehearsal and mimicry (Bandura, 2001).

#### **2.8.3.1.3 Motor reproduction**

This component involves reproducing the images. The young person begins to act out the behaviour that he or she learnt through observing how Rick Ross escaped poverty in his gangsta rap video. His or her response to a television programme thus

ends up having serious implications, especially since they are at a stage of learning on how to solve life's problems (Wilson et al., 2014).

#### **2.8.3.1.4 Motivation**

This is component involves justifying one's actions by supplying a plausible rationale for them. At this stage the young person exposed to the Rick Ross gangsta rap video has commenced selling drugs in order to escape poverty and is willing to argue that it is a reasonable thing to do. Young males are particularly susceptible to being influenced by a flashy role model's apparently indulging in illegal activities and making money out of it. The young male is likely to assimilate such behaviour and see it as a logical step towards making money (Ojo, 2012).

From a slightly different perspective, Bandura distinguished two stages in social learning:

##### **(1) Imitation**

After a young person has observed other people's behaviour and if the observational experiences are positive ones and/or include reward related to the behaviour – the next stage is to assimilate and imitate that behaviour. The imitation involves the actual reproduction of the observed activities.

##### **(2) Modeling behaviour**

This is the last stage of social learning theory, in which a young person allows the observed behaviour to become part of his/her personality or character. For example, a young girl who comes from a poor background with no access to material goods, will look up to her peers who wear expensive brands. She is exposed to a television soap such as *Gold Diggers*, in which a group of young girls calling themselves *blusses* are looking for a rich man called a *blessor* who will buy them expensive goods. That particular girl is likely to observe that behaviour, then assimilate and imitate it, and end up modeling the behaviour. The reward is to get a boyfriend who will buy her expensive brands and boost her social status, unfortunately at the risk of being affected by sexual transmitted disease. Poor household conditions often force young women to sell their bodies in order to make money. As Uchenna (2010) notes, poverty is a great predictor of risky sexual behaviour among young people, in particular young girls. Uchenna observes that girls as young as fourteen leave

school to become sex workers. They see sex work as an industry that can enable them to attain a good life and escape poverty.

Young people who are exposed to hip-hop and R&B music videos that contain sexually explicit behaviour are likely to observe that behaviour, assimilate and model that behaviour. are more likely to initiate sexual intercourse before they get married. Thus Strasburger (2010) found that young people from the US who were exposed to music videos on television that contain sexual images or sexually suggestive material are more likely to indulge in premarital sexual behaviour (see also Okpala et al., 2012).

Social learning theory is thus very useful in explaining how the portrayal of deviant behaviour in selected television programmes can influence youth to emulate that behaviour. A lot depends upon the socio-economic situation and level of sophistication of the young person concerned

## **2.9. SUMMARY OF THIS CHAPTER**

This chapter offered a review of the literature on deviant behaviour among the youth in Africa in relation to their exposure to televisual images. Little attention has thus far been paid to the problem of the corrupting influence of TV in South Africa. Studies conducted in the West are not always relevant, partly because the youth audience in the Europe or the US is very different from the audience in South Africa, and partly because some aspects of youthful behaviour considered deviant in South Africa are not regarded as deviant in the West. The literature review has focused on premarital sex, gangsterism, alcohol and drug abuse, suicide, homosexuality, materialism, skipping classes and profane language as deviant behaviour. The chapter has also reviewed the socio-economic factors that contribute to youth deviant behaviour, looking at environmental conditions, the lack of recreation facilities, poverty, and broken homes. The studies reviewed show that the more young people are exposed to television programmes portraying deviant behaviour, the more likely their behaviour is also to become deviant. Social learning theory reminded us of the importance of the mode of attention that young people bring to bear on televisual images, which in turn depends on their social and economic circumstances and their degree of sophistication. The poorer and more culturally deprived their background,

and the more naïve and immature they are, the more likely they are to end up emulating and modeling behaviour seen on television.

## CHAPTER THREE

### RESEARCH METHODOLOGY AND DESIGN

#### 3.1 INTRODUCTION

The current chapter provides an account of the research design and methodology of the study and includes description of the study area, the population and sampling procedures, reliability, validity, data collection, data analysis, ethical considerations, and the limitations of the research.

#### 3.2 RESEARCH METHODOLOGY

According to Gray (2009), research methodology refers to approaches of systematic inquiry developed within a particular paradigm with associated epistemological assumptions. The researcher employed a qualitative research approach in this study. Giddens (2009:49) defines qualitative research as “research that attempts to gather detailed, rich data which allows for an in-depth understanding of individual action in the context of social life”. A qualitative research methodology enabled the researcher to gather rich in-depth information and build a picture of how and why young people respond to popular cultural imagery in the ways that they do. The qualitative method enabled the researcher to be active in the research process through interacting with the respondents (Mudau, 2013).

Using qualitative research methods helped the researcher to gain access to the personal experience of the respondents. They were young people and therefore not given to abstract generalisation about their experience, preferring to describe unique events and feelings as they occurred.

The qualitative method enabled the researcher to interpret the young people’s behaviour and assign a meaning to that and to their social environment. It provided a clear picture of how young people’s behaviour changed, or not. The method also enabled the researcher to establish the causes of, and propose a solution to, the problem caused by the portrayal of deviant behaviour on certain television programmes.

### **3.3 DESCRIPTION OF THE STUDY AREA**

The study area was at Madonsi Village, in Thulamela Municipality, Vhembe District, Limpopo Province, South Africa. Madonsi Village is predominantly a Xitsonga-speaking community, though there are also a few Tshivenda-speaking people in the community.

Madonsi Village was 'discovered' in the 18th century by a party under the leadership of Joaa Albain from Mozambique. He allocated the land to Hosi Madonsi, stretching from Malamulele town to the Kruger National Park. The majority of people who lived in that area during the 18th century were refugees from Mozambique who had left their country because of the ongoing war between the Guni people and the Portuguese.

The villagers practise agriculture for their livelihood. Livestock is seen as the most important thing, to the extent that families who have many livestock are regarded as rich within the village. The area has close to an estimated 1000 households, with a total population of 8800 people. Madonsi village has a large population of unemployed youth. The high rate of youth unemployment at Madonsi village encourages young people to escape reality by watching television, thereby running the risk of exposure to images of deviant behaviour. There are no sports facilities and the village has a high rate of teenage pregnancy.

### **3.4 A map of the study area**

*Source:* ([www.demarcation.org.za](http://www.demarcation.org.za))



### **3.6.2 Population sample**

The population sample in this study comprised six female and six males, aged fourteen to nineteen, living at Madonsi Village. All of them regularly watch soap operas and popular contemporary music videos on television.

### **3.6.2 Sampling procedure**

Sampling is the process of selecting a representative(s) of the subject or population when it is impossible to investigate them all (De Vos et al., 2011). The researcher used non-probability sampling, a sampling method in which the odds of selecting a particular individual are not known because the researcher does not know the population size or the members of the population individually (De Vos et al., 2011). The researcher found it convenient to use purposive sampling.

#### **3.6.2.1 Purposive sampling**

Purposive sampling is also called judgmental sampling. This type of sampling is based entirely on the judgment of the researcher, in that a sample is selected on the basis of its containing the most characteristic, representative or typical attributes of the study population, or that serves the purposes of the study best (De Vos et al., 2011). Purposive is sampling in which the researcher relies on his own judgment to choose the participants.

The researcher chose the participants on the basis of the common trait of watching a lot of television. Purposive sampling was useful in that it enabled the researcher to save time and resources. Twelve Madonsi villagers between the ages of 14 and 19 years were selected to participate in the study. The researcher requested the participants to produce their ID documents to verify their ages.

### **3.7 Validity and Reliability**

The researcher paid considerable attention to questions of validity and reliability in order to ensure that the data collected through the research process would provide quality results.

#### **3.7.1 Reliability**

Reliability refers to the consistency of a measuring tool or the ability of an instrument to produce the same results when used repeatedly (Seale, 2012). The research sought to secure the reliability of the study by creating an interview guide with qualitative research experts, monitoring question sequence, phrasing and

applicability. The interview guide helped the researcher to focus on the responses when interacting with the participants. The interview questions were modified after a pilot study was conducted.

### **3.7.2 Validity**

Validity is defined as what ensures the accuracy of the findings (Seale, 2012). To help ensure the validity of the study, the interview guide was submitted to the supervisor, the co-supervisor and the University Higher Degrees Committee. The respondents were repeatedly assured that they could speak freely because their responses would remain confidential. Their real names were not included in the thesis.

## **3.8 DATA COLLECTION METHOD**

Data collection methods are chosen to address the specific research questions that guide the study (Neuman, 2011).

### **3.8.1 Semi-Structured interviews**

Semi-structured interviews were employed in the study to achieve the research objectives. Through semi-structured interviews the researcher seeks to obtain a detailed picture of the participant's perceptions and beliefs. The format allows the researcher and the participants much more flexibility (De Vos et al., 2011). Semi-structured interviews were used to collect data on the participants' experience of deviant behaviour as featured in some television programmes. Such interviews gave the participants the freedom to expand on their answers, while permitting the researcher to rephrase questions if they did not seem clear.

Open-ended questions were used in the study, that is, questions that the respondents were free to answer in any way they wished. A focus group interview was also employed in the study. A focus group interview is a data collection method in which the interviewer communicates directly with a group of respondents. The focus group interview was useful because it helped the researcher to learn about the social life of the participants through the shared experience communicated in an interactive context (Mudau, 2013).

The semi-structured nature of the question schedule proved useful when in the focus group issues arose that needed to be addressed. The researcher was able to ask questions that were not anticipated at the beginning of the interview. This data

collection process enabled the researcher to gather a large amount of detail as the participants' world view was revealed.

The focus group helped the researcher to save money and time by getting everyone together in the same place. The semi-structured interview design allowed the researcher to change gear and assume a new direction when the need arose. It also helped the researcher to build positive rapport with the interviewees and encouraged them to share their emotional responses, so enabling the study to achieve its objectives. The respondents seemed relaxed and spoke freely, and the interview frequently felt like a conversation. The interviews were thus easily audio-recorded.

During the discussion in the semi-structured interview, participants were permitted to use their home language when answering questions. In this way those who seemed not to understand some of the questions posed in English were brought into the conversation.

### **3.9 Data analysis**

According to Babbie and Mouton (2010), data analysis is the stage in the research process in which the collected data is interpreted to produce the study's findings of the study. De Vos et al. (2011:399) posit that data analysis in qualitative research "is a research process of inductive reasoning, thinking and theorising, which is far removed from structured, mechanical and technical procedures, to make inferences from the empirical data of social life".

#### **3.9.1 Discourse and Thematic Analysis**

The researcher examined the data through discourse analysis. Discourse analysis focuses on the actual words spoken (or written) by the participants during the research process, so as to generate meaning (Creswell, 1994).

After the interviews, the recorded data was transcribed. The researcher then analysed the textual version of what the respondents had said during the semi-structured interview. This enabled the researcher to find the meaning of the young people's experience of the portrayal of deviant behaviour in selected television programmes. The researcher also decided to employ thematic analysis after the discourse analysis, in order to synthesise the central themes of the study. The data

was coded into a range of themes, a process that was time-consuming but ushered in the last stage of analysis and interpreting the data.

### **3.10 ETHICAL CONSIDERATIONS**

Ethical considerations accompany the research process in order to protect the dignity of the participants and ensure their safety, and also to avoid plagiarism (Welman et al., 2012). The researcher must ensure that the rights of the participants are protected. For the purposes of this research, the researcher was granted ethical clearance to conduct the study in a letter from the University of Venda's Ethics and Publication Committee. The Madonsi village traditional authority and parents of the youths who participated in the study were informed about the study and the reasons for carrying it out before data collection commenced. The ethical considerations honoured in the study were informed consent, anonymity, confidentiality, and voluntary participation.

#### **3.10.1 Informed consent**

Informed consent involves fully informing the participants about the research project in advance, explaining how they will benefit, how it will affect them and how long process will take (Bless, Smith, Kagee, 2006).

After the participants had gained a clear understanding of the study, adequate time for the asking of questions having been granted, they were asked to sign a consent form to record their informed agreement to take part in the study.

#### **3.10.2 Anonymity**

Anonymity is the ethical consideration in terms of which the participants are assured that they will remain nameless – that their real names will not be disclosed to the public, to grant them full protection (Neuman, 2011). A participant's data must not be capable of association immediately and obviously with his or her name or any other identifier (Bless, Smith, Kagee 2006). The researcher has made sure that the respondents' names have not been and will never be made known in the community, to avoid any possibility of their being victimized or bullied by their peers.

#### **3.10.3 Confidentiality**

According to Somekh (2005), confidentiality is an ethical consideration in the research process in terms of which participants are assured that whatever information they provide during the research process will remain between them and

the researcher. This is an ethical rule according to which the researcher knows the identities of participants and connects what was said to whom, but promises not to reveal such information to the public so as to protect the privacy of the participants.

The researcher observed this ethical consideration, explaining to the respondents that their contributions, no matter how sensitive, would be kept confidential and not disclosed to anyone, including their parents.

#### **3.10.4 Voluntary participation**

Voluntary participation is an ethical consideration requiring that the participants take part in the research process on the basis of their own free will and desire to do so. No one should be forced or pressured to participate (Babbie & Mouton, 2010).

The researcher adhered to this ethical consideration by ensuring that the participants who took part in the study did so freely. He also explained to them that they were free to withdraw from the study at any stage should they wish to do so.

### **3.11 SUMMARY OF THIS CHAPTER**

This chapter explained the methodology that the researcher used to investigate young people's experience of deviant behaviour as portrayed in some television programmes. Adopting a qualitative research approach, the researcher used purposive sampling to select 12 participants from among the youth in Madonsi Village. Data was gathered via semi-structured interviews in a focus group situation. The recorded interviews were transcribed and the resultant data was subjected to discourse and thematic analysis. Due attention was paid to ethical considerations throughout. The results emerging from this process are presented in Chapter Four.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.1 INTRODUCTION

The previous chapter described the research methodology employed in this study. This chapter presents and analyses the data collected to understand the link between the youth and the deviant behaviour portrayed in some television programmes viewed at Madonsi village, Limpopo Province, South Africa. The data was gathered through interviews from twelve participants. Discourse data analysis with the mixture of thematic data analysis was used as an overall approach of data analysis. The latter is followed by the presentation and analysis on the types of television programme that the target population watch and the socio-economic factors that contribute to deviant behaviour among the youth. The collected data also covers the experience of youth on the deviant behaviour portrayed on some television programme and lastly I attempt to provide strategies to mitigate the negative effects portrayed in these programmes. Verbatim words of the participants are used in the entire chapter.

#### 4.2 BIOGRAPHICAL INFORMATION

What follows is a discussion and analysis of the gender, location, education background, guardian, parental education background and age groups of the participants who were interviewed.

##### 4.2.1 Age and Settlement

**Table 1: Sketches the background information about the participants.**

<b>Participant</b>	<b>Gender</b>	<b>Age</b>	<b>Educational Background</b>	<b>Guardian</b>	<b>Location</b>	<b>Parental Education Background</b>
<b>Participant :1</b>	Male	between 15-17 years old	Matric learner	Single mother	informal settlements	Matric
<b>Participant :2</b>	Female	between 15-17 years old	matric learners	both parents	informal settlements	Matric
<b>Participant :3</b>	Female	above 18 years old	tertiary institutions	Single mother	informal settlements	Degree
<b>Participant :4</b>	Male	between 15-17 years old	Matric learners	Single mother	informal settlements	Matric
<b>Participant :5</b>	Female	above 18 years old	Matric learners	both parents	informal settlements	Degree
<b>Participant :6</b>	Male	above 18 years old	Matric learners	Single mother	RDP houses	Matric
<b>Participant :7</b>	Female	between 15-17 years old	Matric learners	both parents	flat	Matric
<b>Participant :8</b>	Male	between 15-17 years old	Matric learners	Single mother	informal settlements	Degree
<b>Participant :9</b>	Female	above 18 years old	Tertiary institutions	Single mother	RDP houses	Matric
<b>Participant :10</b>	Male	above 18 years old	matric learners	grandmother	flat	Matric
<b>Participant :11</b>	Female	between 15-17 years old	Matric learners	both parents	informal settlements	Degree
<b>Participant :12</b>	Male	between 15-17 years old	Matric learners	Single mother	RDP houses	Matric

Table 1 shows the biographical information of the study participant. The study consisted of twelve youths from Madonsi village in Limpopo Province. As shown in Table1 participant 1 is between the ages of 15-17 years old doing his matric and staying with his single mother whose highest qualification is matric certificate and

living in an informal settlement. Participant 2 is between the ages of 15-17 years old doing her matric staying with both parents whose highest qualification is matric certificate and living in an informal settlement. Participant 3 is 18 years old and a university student (tertiary institution) staying with her single mother whose highest qualification is a degree certificate and living in an informal settlement. Participant 4 is between the ages of 15-17 years old doing his matric staying with his single mother whose highest qualification is matric certificate living in an informal settlement. Participant 5 is above the age of 18 years old and a matric learner who is staying with both parents whose highest qualification is a degree certificate living in an informal settlement. Participant 6 is above the ages of 18 years old and a matric learner who is staying with his single mother whose highest qualification is a matric certificate living in an RDP house. Participant 7 is between the ages of 15-17 years old doing her matric staying with her both parents whose highest qualification is matric certificate and living in a flat. Participant 8 is between the ages of 15-17 years old doing his matric staying with his single mother whose highest qualification is degree certificate living in an informal settlement. Participant 9 is above the ages of 18 years old and a university student (tertiary institution) who is staying with her single mother whose highest qualification is a matric certificate and living in an RDP house. Participant 10 is over 18 years old and a matric learner who is staying with his grandmother whose highest qualification is a matric certificate and living in a flat. Participant 11 is between the ages of 15-17 years old doing her matric staying with both parents whose highest qualification is degree certificate living in an informal settlement. Participant 12 is between the ages of 15-17 years old doing his matric staying with his single mother whose highest qualification is matric certificate and living in an RDP house.

#### **4.3 THEME ONE: TO UNDERSTAND THE TYPES OF TELEVISION PROGRAMMES THAT YOUTH WATCH AND THE REASONS WHY THEY WATCH THEM**

This section aims to establish which television programmes young people watch in their spare time, and the amount of time they spend doing so. The other focus is to establish the reason that motivates young people to watch such programmes. The favourite programmes and reasons are discussed below.

**Table 2: Young peoples' response to television programmes that they watch and the time they spend on it.**

Sub-Theme	Main programmes watched	Accounting reason.
Televised programme that youth watch and time spent on it	Uzalo	Modern life style
	Generations: The Legacy, Skeem Sam, Muvhango	Reality about education
	The empire	Traditional and Cultural norms
	R&B, Rap Gangsta and Hip/Hop music videos	Motivational Purpose Overcome life's challenge

Table 2 shows the television programmes that the study participants watched in their spare time and why they chose these programmes. The majority of the participants (twelve participants) indicated that they were mainly watching soapies. The main soapies indicated were Generations: The Legacy, Muvhango, Skeem Sam, Empire and Uzalo. Participants indicated that soapies took two-three hours of their time. More so, nine participants indicated that they also watch R&B, Rap Gangsta and Hip/Hop music videos on a daily basis. This takes much of their time and often leads to them paying less attention to their education. Table 2 further shows young peoples' explanations for their preference for certain television programmes which are discussed below.

#### 4.3.1 Motivational purpose

Four major reasons influencing the participants' desire to watch the aforementioned programmes were revealed. These included the desire to learn about a modern lifestyle, desire to obtain reality education, youth identity, exposure to traditional and culture norms and motivational purpose. The study participants articulated the following aspects.

Participant one mentions that:

*"I watch television programmes such as Generations: The Legacy because sometimes can motivate one to have big dreams and work hard in life despite what other people may think of that particular person. Thus, the way Smanga was treated*

*by his family was very bad, but despite all the hatred and discrimination from his own family. He work hard and begin his own empire without the help of his family. Such scene is very motivational to young people who are disowned by their family to their can succeed if they may put they mind to a bigger picture”*

Reflecting on the above quotation it may be concluded that when the participant is exposed to a television programme whereby a certain actor is disowned by his or her blood, despite this hardship one may endure in life and work hard towards attaining your goals. It tends to motivate the participant to work hard in life despite the hardship one may endure in life.

#### **4.3.2 Overcoming life’s challenges**

The study’s findings revealed that a few participants felt that television programme often help them to overcome life’s challenges and resist the temptation that they come across in life as youth and focus on their education. Thus, one participant mentioned that television programmes encouraged him to start his own legacy one day and *Generations: The Legacy* was used as reference to encourage such behaviour.

Participant two mentions that:

*“I watch television programmes such as Skeem Sam because is very educational. Looking at the part of Racheal it helped me a lot to dating older people while you are in matric it can affect one’s result. Thus, have a long lasting effect such as not to be accepted in higher learning education to the programme of your choice. So such programme is very educational”*

Similar to Participant two, Participant three mentions that:

*“I watch Skeem Sam because the programme motivate us as youth one or another to set our goals higher in life”*

Participant four further mentions that:

*“I watch Generations: The Legacy because it motivate me to start my own legacy one day not to rely on other people”*

Reflecting on the above quotations it means that the participants watched television programmes to help them to face the challenges and how to deal with them in life. In addition to be motivated to work hard towards their goals in life.

#### **4.3.3 Reality about education**

The majority of participants adored soapies for their ability to impart reality education to young people. This attests to the fact that, the participants obtain life experiences from watching actors in soapies. For instance, watching actors making mistakes and having bad experiences, teaches the participants that risk behaviour bears bad consequences in life. However, participants also admitted that soapies might inspire young people to get involved in risk behaviour.

Participant five mentions that:

*“When I look at television programme such as Generations: The Legacy where Gadhafi steals a lot of money and resort to criminal activities it help me to understand that living the life of always breaking the law. You may not get caught by the police by other criminals can attack you. So I learn crime has bad consequences. However, such scenes often encourage young people to find themselves in situations where they commit crime in order to be like Gadhafi, I see my male friends doing it but for me it is a big no no.”*

Participant six mentions that:

*“I watch the Empire because it help me to understand life and it implication especial living bad life seen who do sometimes get punished it give me education about life”*

Commenting on the above quotation it means that the participants learn to protect themselves by staying away from youth gangs or committing criminal activities after watching some other actor in their favourite television programmes being attacked and paying for their wrong deeds. The downside of this may be that having seen such behaviour, it may well lead to some participants committing a crime.

#### **4.3.3 Modern life style**

Besides being an educational platform, soapies also reportedly provide exposure to modern lifestyle and entertain. The majority of the participants also alluded to the view that, watching soapies updates them on the trending lifestyles, in terms of fashion, food, entertainment and language. However it is vital to note that the

participants do not only note the positive aspects but also may note the risk behaviour such as alcohol use and promiscuity.

Participant seven and Participant eight mention that:

*“I watch television programmes such as R&B music videos because such programme helps me a lot to gain an understanding of the world. The life that we are living in modern society is very fast and to make sure am not left behind I have to be exposed to such programme. As young girl I have to be aware of the new fashions that are acceptable in this modern society. Therefore being exposed to R&B music videos seen Rihanna with fine dress damn got to buy it and dress it and watching her drinking expensive stuff damn that life I wanna live. R&B music videos shape youth identity, that whereas youth learn new lifestyle”*

Participant nine further mentions that:

*“I love to watch different soapies such as Generations: The Legacy and Empire because it helps me about type of food that is healthy in the modern society”*

Reflecting on the above quotations reveals that female participants tend to get more information regarding fashion after being exposed to their favourite television programmes and be able to understand the world around them through the information that their favourite television programme feed their mind.

#### **4.3.4 Traditional and Cultural norms**

In the modern days where culture erosion has increasingly affected traditional beliefs and culture, soapies such as Muvhango expose the participants to their traditional culture. Few participants illustrated that, watching the soapies with cultural simulations, entice the participants’ desire to know and embrace their cultural values. The majority of the participants no longer have access to the elderly who understand the cultural background. In this regard soapies like Muvhango provide a fertile platform for the participants to learn while being entertained. This may also reignite pride in their own culture.

Participant ten mentions that:

*“I am living in Village where elders mortality is very high, so for that reason there is no one to teach me about the norms and value of our culture. Thus, so being*

*exposed to television programme like Muvhango it help me to learn a lot about African culture and learn by all means to embrace it. Therefore programme like this is very important for African youth to be exposed with to learn to what it means to be African not only to wear traditional clothes, but to be true African”*

Participant eleven and Participant twelve mention that:

*“I watch Muvhango because of the way it portray African culture which makes me to gain more knowledge about African culture. I watch Generations: The Legacy and my favourite part is that one of Moroka and Cele clan they promote cultural norms to a men from royal family shall continue a girl marry from another royal family to strengthen the unity and culture for the next generation to come”*

Looking at the above quotations one may argue that for the participants being exposed to television programmes such as Muvhango or any television programmes which has traditional and cultural aspect helps young people to learn about their culture and embrace and possibly practice it in they lives.

#### **4.4. THE MAIN FINDING OF THEME ONE**

Theme one was based on the television programmes that participant’s watch and the amount of time they spend watching it. More so, the reasons that motivate them to watch certain programmes are discussed. It shows that young people watch Uzalo spending 2:30 hours weekly, Muvhango 2:30 hours weekly, Generations: The Legacy 2:30 hours weekly, Empire one hour weekly and R&B, Gangsta Rap and Hip/Hop music videos which they watch every day which often takes most of their time. In addition it emerges strongly that young people watch these programmes for different reason such as learning tradition and cultural norms, to help shape youth identity and to be motivated.

#### **4.5 THEME TWO: THE SOCIO-ECONOMIC FACTORS THAT CONTRIBUTE TO YOUTH DEVIANT BEHAVIOUR**

In this section, socio-economic factors that contribute to youth deviant behaviour are discussed. The section is divided into the influence of peers, dysfunctional families, poverty and the lack of outdoor/sporting activities. The results under each category are presented and also explained below.

### 4.5.1 PEER INFLUENCE

In this sub-theme the study aimed to establish the influence of peers as a socio-economic factor that encourage young people to behave in a deviant manner. However, as the study progressed this sub-theme also established that in many instances peers have a positive influence which is also discussed below.

**Table 3: The response of young people to the influence of peer pressure on behaviour**

Sub-theme	Main issues raised
Risk behaviour	Premarital sex
	The use of alcohol
	The use of drugs
	Self-efficacy
	Multiple sexual partners

Table 3 highlights some of the areas where peers might influence young people to behave in an aberrant manner and also establishes the positive effects of peers on young people's lives. The main issues raised by the participants on the influence that peers have on their life is discussed below.

#### 4.5.1.1 Premarital sex

The study findings revealed that peer pressure influences some of the participants to engage in risk behaviour. The study further revealed that the majority of the participants claimed that they were pressured to use alcohol and drugs by their friends and get involved in sexual activities while under the influence of such substances. A few participants also indicated that they were influenced to engage in early sexual behaviour by their close friends. Peers are critical to the social life of youth; hence their influence cannot be underestimated. The fact that youth spend most of their time in peers' company while at school makes peer influence almost inevitable.

Participant one mentions that:

*“I used to sleep around not because I wanted to but due to the pressure I got from my friend had to”*

Participant two mentions that:

*“All of my friends had babies before me, I always felt uncomfortable around them I felt like am excluded and God is punishing me. They used to call me all sort of names such as am barren. This hurt me and also begins to have any impact on my educational performances. Thus, I begin to think to I might be a barren then I have decided to sleep with my boyfriends without using protection then I fall pregnant while I was doing my grade 10, in the same year I have repeated grade ten because I wanted to see if my friends are true to I am barren or not. Friends sometimes can have negative influence which has seriously negative impact on oneself future”*

Participant three and participant four mention that:

*“I used to sleep around not because I wanted to but due to the pressure I got from my friend had to. You know what sir, as guy if you do not have girlfriend people laugh at you and call you Sisi or gay. So I have to find one for myself”*

Looking at the above quotations one may argue that the participants find themselves in situations where they get involved in premarital sex as a result of the pressure that comes from their peers. Youth who associate with friends who have already had sex is an indicator that the participants would follow his or her friend path. They often have to face the negative consequence alone such as falling pregnant. Male participants may try to protect their identity to ensure they are not undermined if they are not sexually active and end up having premarital sex so they can feel that belong among their peers.

#### **4.5.1.2 The abuse of alcohol and drugs**

The study findings revealed that the majority of the participants find themselves in a situation where they take alcohol and drugs in the company of their friends, often not from a desire to do so but because they are influenced by their friends.

Participant five mentions that:

*“When am lonely I do not think of drinking nor smoking, but while am with my friends at school we go to the school toilet and smoke dagga because one of my friend he perform very well on mathematics told me to if I want to reach his level I have to smoke dagga it very helpful so I smoke it and I might say after smoking it does help me to do well in mathematics unlike when I didn’t smoke. Sometimes on friends after school we save our weekly pocket me to go and buy alcohol in Makhasa liquor store”*

Reflecting on the above mentioned quotation it can be conclude that peers influence the participants to resort to risk behaviour such as the abuse of alcohol/drugs and also being involved in premarital sex.

#### **4.5.1.3 Self-Efficacy**

However, as much as peer influence negatively influenced the participants’ lives, a positive influence was also revealed. Few participants reported that their peers were positively influencing them to focus on school, stay away from alcohol and have self-efficacy in life. This attests to the fact that peer influence can either be good or bad for youth. In support of the articulated argument one of the respondents said the following.

Participant six mentions that:

*“The was a time in my life when I was not performing very well at school due to family problems, at home there was no supporting system. I was struggling with maths and science because such subjects need one to think. So with family problem it was hard to focus on it. However, my friend played paramount role on helping me to do well in such subject by making me to forget family problem and focus on the extra lesson that we had after school.”*

Participant seven mentions that:

*“I was able to stop smoking because my friends helped me to stay from it”*

Participant eight mentions that:

*“Me and my friend spend most of our time doing school work so I never been influence to behave in bad way”*

Commenting from the above quotations it can be concluded that few participants are able to resist the negative influences that arise from their peers. Thus, associate

themselves with peers who bring out the best in them to ensure they work hard toward their educational development.

#### 4.5.1.4 Multiple sex partner partners

The study finding revealed that peers play a huge role on encouraging one another to be in multiple partner relationships.

Participants nine and participants ten mention that:

*“My friends are always changing partners so I imitate their behaviour and do it as well. There is friend code that we have to we need to have multiple partners”*

Participants eleven mentions that:

*“My friends sometimes will encourage me to have more than one sexual partner and I refuse”*

Participants twelve mentions that:

*“I have left my friends because they always talks about cheating”*

One can conclude from these comments that the majority of participants show that peers made them vulnerable to a situation where they got involved in multiple partners. The friendship code of trying to belong in the peer group encouraged them to get involved in cheating. Thus, such behaviour tends to put the lives of young people in risk. However, a few show that they are not influenced by their peers to get involved in multiple partners.

#### 4.5.2 DYSFUNCTIONAL FAMILY

In this sub-theme the study aimed to establish the influence that being raised in a dysfunctional family contributes to behaviour, specifically in terms of the use of drugs and alcohol among the youth.

**Table 4: The response of young people on the influence of a dysfunctional family on the abuse of drugs and alcohol**

Sub-theme	Main issues raised
Emotional depression	Lack of parental supervision led to premarital sex after being rejected.
	Parental fights

Table 4 shows the main issue raised by the participants on how being raised in a dysfunctional family contributes to their deviant behaviour, specifically with regard to the use of drugs and alcohol.

#### **4.5.2.1 Parental fights**

Being raised in a family where there is no sense of security nor love often becomes a future predictor of destructive behaviour among the participants. Therefore, the participants were asked if there is any relationship between a dysfunctional family and the abuse of alcohol and drugs.

The study findings showed that some participants live in a family situation where the parents constantly engage in fights and verbal abuse. As a result they become much stressed. Constant conflict also creates a difficult environment for the participants to focus on education and other critical life aspects. The distractions negatively impact the personal development of the participants. In some cases, the participants staying with their mothers suffer perceived emotional depression as they do not have both parents to talk to and end up abusing drugs and alcohol.

Participant one mentions that:

*“I sometimes see my parents fighting over unnecessary stuff, my dad sometimes will blame my mom for me not performing very well in school to she is too soft on me. Then my mom will get angry and call my dad all sorts of names in front of me and my young sister. Such tension at home it cause to much problems to me then sometimes I use dagga and drinks alcohol in order to release some stress”*

This shows that participants exposed to parental fights frustrates them to the extent that they end up resorting to deviant behaviour such as taking alcohol and drugs not because they want to, but because of stress.

#### **4.5.2.2 Lack of parental supervision**

The study findings further show that lack of proper guidance from both parents leaves the participants vulnerable to peer pressure and potential risk behaviour such as being involved in premarital sex and the abuse of alcohol and drugs. In fact the majority of the participants (ten) indicated that they lack guidance as they believed that their parents do not care about them. The result further shows that few

participants have not experienced family dysfunction. This results in frustration and often bullying of other people.

Participant two mentions that:

*“Am raised by my grandmother and she does not monitor what do I do in spare time because she is too old. So sometimes I do whatever that pleased me because I feel like no one cares about me my parents have divorced and my mom is married to other men. So being left with grand mom sometimes I invite my boyfriend to sleep over and at my home and sleep with me and he will buy some food to us and grand mom sees nothing wrong with it. But if I have parental support life would be good I guess like my peers staying with their parents”*

This participant reveals that as a female participant living with her grandmother without parental supervision results in her behaving in an inappropriate manner. The pain of separation from her biological parents may drive the participants into a vulnerable situation where they resort to deviant behaviour.

#### **4.5.3 POVERTY**

This sub-theme aimed to establish how being raised in a poor family contributes to young persons’ divergent behaviour. The information sought from young people is discussed below.

**Table 5: The response of young people on the influence of poverty on the abuse of drugs and alcohol**

<b>Sub-theme</b>	<b>Main issues raised</b>
Promiscuity	Lack of financial stability
	Dating older men
	Sleeping with older people

Table 5 highlights some of the issues of the effect of being raised in poverty.

##### **4.5.3.1 Lack of financial stability**

Poverty as a socio-economic factor has played a leading role as the greater predictor of different form of deviant behaviour amongst young people. Thus, the participants were asked if there is any relationship between poverty and premarital sex.

The study findings revealed a positive relationship between poverty and risk behaviour. Lack of financial stability reportedly forces female participants to be promiscuous. Few of the female participants indicated they had sex with an older man in order to obtain money for survival. In line with this information, the majority of the participants showed that young girls were having early sexual intercourse in pursuit of financial and material rewards. Some of the female participants added that they use cheap drugs in order to cope with the stigma attached to being poor in the community.

Participant three mentions that:

*“Growing up in family where no one was working just raised by a grandmother with a pension funds it never being enough to support all of us at home. So as men I had to go out and hustle so I can also belong among my peers so stealing was the only way out for me to make living”*

Participants four mentions that:

*“Being a girl when you see your peers wearing expensive clothes while you do not have it hurt me way too much. I had to date older men in order to get money so can be able to afford to buy expensive clothes so I may look good”*

Reflecting on the above quotations it can be concluded that being born and raised in poor circumstances has a negative impact on the participants' lives. Thus, female participants find themselves in vulnerable situations such as sleeping with older people in order to raise money to look good among their peers in an over-competitive world.

#### **4.5.4 LACK OF SPORTING ACTIVITIES**

This sub-theme aims to establish whether a lack of sporting activities is a socio-economic factor that may result in the use of alcohol and drugs which is a topic under research in youth studies. Thus, the participants were asked if there is any relationship between lack of sporting activities and the use of alcohol/drugs.

**Table 6: The response of young people on the influence of a lack of sporting activities on the abuse of drugs and alcohol**

Sub-theme	Main issues raised
Wandering in the streets	Irresponsible youth
	Wandering in the streets
	Sporting activities present opportunity for youth to use alcohol

Table 6 show the main issues raised by the participants on how being raised in a community where there is a lack of sporting activities contributes to their deviant behaviour.

#### 4.5.4.1 Wandering in the streets

The majority of participants indicated that sporting activities were critical for occupying youth in the community. Entertainment is limited in most rural and semi-rural communities, thus youth find themselves wandering in the streets. Consequently they are tempted to drink alcohol out of a sense of boredom. In this regard, increasing the number of sporting activities might positively reduce boredom and the time available for the participants to engage in deviant behaviour. The views of the participants shows how being born and raised in a community where there is lack of sporting activities is the greater predictor of deviant behaviour such as smoking and drinking.

Participant five mentions that:

*“Our village is so boring there is no sporting coding for us as youth, after school and during the weekend get bored. We find bottle store and any other areas where alcohol and cigarettes are sold to chill as youth and find pleasure on drinking and smoking because in our community there is nothing that keep as busy as youth”*

Participant six mentions that:

*“The elder people in our community do not care about developing the youth through sport, so we drink alcohol and smoke dagga not because we love to do it but because there is nothing to keep us busy”*

These comments show that boredom leads to the abuse of drugs and alcohol.

#### **4.5.4.2 Sporting activities present opportunities for youth to use alcohol**

However, few participants indicated that sporting activities do not reduce alcohol and drugs consumption among youth. Instead, sporting events in the community might present an opportunity for young people to use alcohol. In other words even if the community has quality sporting activities still young people will abuse drugs and alcohol as young people get a chance to assemble and use alcohol and drugs.

Participant seven mentions that:

*“Even if we may have quality sporting activities still will go and drink alcohol and smoke we are still young we need to have fun so when we grow up cannot regret the life we had. So we may start being responsible enough, but now we have to behave like youth”*

Reflecting on this quotation shows that young people would consume drugs and alcohol even if their respectively communities had a quality sporting code. Their sense is that they are young and deserve to have fun, regardless of future consequences.

#### **4.5.4.3 Irresponsible youth**

Some of the participants point out that this is an excuse and that they are unable to take responsibility for their health and well-being and blame the lack of sporting activities. Thus, the results of some interviews show that there is no relationship between a lack of sporting activities and the use of drugs and alcohol among the youth. This argument is supported by the below claims.

Participant eight mentions that:

*“Some other young people are just careless, is silly excuse to put the blame on lack of sporting activities on the use of drugs and alcohol. We have communities deeply in rural area with no sporting activities at all, but the youth there focus on their education and not drugs and alcohol”*

### **4.6. THE MAIN FINDINGS OF THEME TWO**

Theme two was based on the socio-economic factors that contribute to youth deviant behaviour. Thus, looking at peer pressure, dysfunctional family, poverty and lastly lack of sporting activities to see how they contribute to youth deviant behaviour such as the use of drugs/alcohol and premarital sex. The findings show that all of these factors do affect aberrant behaviour.

#### 4.7 THEME THREE: THE EXPERIENCE OF THE YOUTH OF DEVIANT BEHAVIOUR ON SELECTED TELEVISION PROGRAMMES

In this subsection, the influence of television on different deviant behaviour was sought. The major aspects revealed were related to the idolisation of alcohol, copying gangster lifestyles, youth desire to imitate television models, the effect of sexual explicitness, semi nudity and the misuse of women on television is discussed below.

**Table 7: The response of young people on the influence of television programmes on youth deviant behaviour**

Sub-Theme	Main issue raised
Sexual explicitness	Profane language in television
	Youth gangs
	Alcohol
	Drugs in television
	Human ritual sacrifice

Table 7 shows the extent of the nature of the influence of the portrayal of deviant behaviour on television among young people.

##### 4.7.1 Premarital sex

This sub-theme aimed to establish to what extent the portrayal of sexual explicitness as deviant behaviour in selected television programmes influences youth to get involved in premarital sex.

**Table 8 The response of young people on the influence of sexual explicitness in R&B/Hip-hop/Gangsta rap music videos or soap operas on premarital sex?**

Sub-theme	Main issues raised
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Sexual explicitness arouses	Same sex relationship
	Virgin
	Sexual abuse
	Boys frequently influenced
	Sexual lyrics
	Multiple sexual partners

**Table 8 shows the influence of sexually explicit television on young people to resort to premarital sex.**

#### **4.7.1.1 Shaping sexual beliefs**

In this subsection the study aims to establish if there is any relationship between the portrayal of sexually explicit scenes on selected television programme and premarital sex among youth. Thus, the participants were asked if being exposed to sexually explicit content in their own favourite television programme has led them to be involved in premarital sex.

Here, the study revealed that the participants are exposed to television programme that contain sexually explicit content for two-three hours in day. The study findings shows that majority of the participants have shown that they are already involved in premarital sex and a few participants show that they are still virgins, however they are aware of the effects of this content on young people and premarital sex.

The majority of the participants show that their sexual beliefs have been shaped by sexual explicitness on television programmes. Thus, television soap such as Generation the legacy and Empire were used as references that portray sex scenes in order to encourage young people to engage in sexual activities.

Participant one mentions that:

*“When we watch Generations: The Legacy we see actors like Smanga and Thabi having sex every day. Such scene affect our brain as youth it makes us believe to that what they society expect from us. So we experiment it”*

Similar to Participant one participant eight mentions that:

*“When you see Cookie at Empire kissing and having sex, surely I have to experiment it”*

It can be concluded that for some of the participants after being exposed to a number of sexually explicit scenes on television they regard such behaviour as the societal norm and they begin to turn it into reality. Thus, the participants affirm themselves with the idea that if their favourite actors practice sex then so can they.

#### **4.7.1.2 Sexual abuse**

The majority of the participants also condemned sexual explicitness which is screened in soaps and movies. In fact the majority of the participants from the informal settlements reported that they get aroused by explicit sexual activities that they watch on television. In most cases, these participants would not have engaged in sexual activities, thus watching sexually explicit material, enhances their desire to experience sex with their girlfriends. In extreme cases few participants are even tempted to abuse their girlfriends if they denied them sexual pleasure. The study further revealed that the majority of the participants show that television programme such as Generations the legacy is the dominant factor in encouraging the participants to think about premarital sex because they want to experiment what they see on television. However, a few of the participants indicated that they were not tempted to sleep around due to the sexually explicit material they see on television programmes.

Participants ten mentions that:

*“Watch television like Generations: The Legacy where Smanga have sex with his girlfriend in abusive manner when my partner refuses to sleep with me sometime I tempted to sexual abuse her”*

Participants two mentions that:

*“Every day I become exposed to television programme that contain sexual explicit, but it does not encourage me to get involved in premarital sex because am aware on the result behind getting involved in premarital sex before you start working”*

It can be concluded that for some of the participants who are exposed to television scenes where sexual abuse is portrayed triggers young people to think about sexual abuse. However for participant ten this is not the case.

#### **4.7.1.3 Boys frequently influenced**

The gender differences were established in the study to discover which gender is influenced the most by the sexual explicitness. The study results show that the majority of the participants were boys who were influenced by their favourite male role models on television shows like Generations the legacy and Empire to get involved in sexual activities after watching their role models having sex on their screens and this encouraged them to imitate such behaviour. Thus, the study findings further show that few female participants who see their favourite female actors involved in sexual activities in television programme are influenced in their sexual behaviour.

Participants three and participants nine mention that:

*“You know sometimes as young girl if you love certain women at television and the lady have a strong character you tend to hold that actor with higher esteem and imitate her character either some may see it as bad behaviour but for you as individual it will be a good thing. I look cookie at the Empire soap. She does not beg men, she sleep with a man whom she love. Such character I love because I also sleep with the men I love. Listening to Clara song called dancing like we are making love eish that song every time I watch it make me thinking of going and dance in bed with my boyfriend making love”*

Looking at the above quotation one may argue that female participants after being exposed to a television programme where their favourite female actor sleeps with a different men of her choice and does not beg men to stay with her gives them a sense of choice and power which leads to a situation where they sleep with different men.

#### **4.7.1.4 Multiple sexual partners**

In addition, a few of the participants show that they get involved in premarital sex with multiple partners due to the influence of with R&B, Hip-hop music which is still based on male domination holding the stereotyped that men can cheat and it is seen as accepted behaviour. This argument shows that television also encourages male

participants to get involved in premarital sex with multiple partners when they see the male role model in their favourite television programme cheating.

Participants four and Participant eleven mention that:

*“When you watch programme such Generations: The Legacy where you watch Bra Jack Mabaso cheating on his wife and act like top dog. As guy you know will learnt such behaviour and begin to engage ourselves in sexual activities in particular with multiple partners. Gadhafi at Generations: The Legacy always change girlfriends which make me to imitate it”*

The male participants quoted above see their favourite men actors having multiple partners as a way of being a real man. Therefore, young men begin to have multiple sexual partners in order to be regarded as real men.

#### **4.7.1.5 Same sex partner**

The study also attempted to establish if there is any relationship between sexual explicitness of same sex and premarital sex among same sex couples. The study findings revealed that the majority of the participants show that they have not had sex with a person of the same sex. However, they revealed that television plays a leading role in encouraging young people to be involved in premarital sex with a person of the same sex especially after one gender has been oppressed or been in a difficult relationship with a person of the opposite sex. Thus, few participants used Generations the legacy as a reference to the soap that encourage premarital sex of people of the same sex among young people through its story line.

Participant five mentions that:

*“myself - personally I never being tempted to sleep with the person of the same sex with mine no no, but I believe television programme like Generations: The Legacy which is always having a scene of people of the same sex can be a strong predicator to young people who are in vulnerable situation to be involved in the relationship with someone of the same sex especially if the person has been hurt by the person of opposite sex. Like what Nolwazi has been hurt by men, and then begin to fall for women because of the fear of being touched by a man. Such scene encourage young girls to be homosexual in my view”*

This participant feels that young girls who have been not so lucky to find a boyfriend who love her for who she is and who attract men who break her heart could lead to a situation where she falls in love with a person of the same sex whose heart has been broken by people of the opposite sex.

#### **4.7.1.6 Virgins**

Few participants alluded to the fact that young people in particular young girls have started dating at an early age and get involved in premarital sex as result of seeing their favourite female actors portrayed as schools girls and dating older people and sleeping with them and begin to believe that is how life expects people of their generation to behave.

Participants six mentions that:

*“Generations: The Legacy and Skeem Sam has this strong line of taking older people to act as school children and makes them to date older people. Such scene encourage young people in schools to date older people like at Generation using Namhla as school child while she is old Skeem Sam using the likes of Kwaito as school boys while is old such scene is very bad to the sexual life of as youth”*

Reflecting on the quotation shows that television programmes deceive the participants to start dating at an early age and resort to premarital sex as seen by their favourite actors who they believe to be a younger person since they are being portrayed as school children.

#### **4.7.1.7 Sexual lyrics**

The study findings further show that is not only watching television programmes that contain sexually explicit content that can influence a young person to get involved in premarital sex, even listening to songs with lyrics that contain sex talk have that effect. Few participants alluded to the fact that listening to a song where the artist talks about dirty sex and how to give a woman a good time encourages them to get involved in premarital sex.

Participant seven mentions that:

*“Listening to future song called rich sex, what comes in the mind of us as young people is to think of having rich sex. We try by all means to experiment to what is rich sex so the best way is to sleep with my girlfriend to know it”*

Similar to participant seven, Participants twelve mentions that:

*“Listening to Drake and Rihanna song called work is all about sex. This makes us as youth to get involved in premarital sex”*

Thus, even listening to Rap songs that talk about sex influence the participant’s tendency to premarital sex. Future song called rich sex by an actor known as the Future is used as a reference that arouses the participant’s sexual desire.

#### **4.7.2 PERCEIVE WOMEN AS SEX OBJECTS**

Television has been accused of reducing women to sex objects rather than appreciating women. This subsection aimed to establish whether the way women are portrayed on television encourages the participants to see women as sex objects.

**Table 9 The response of young people on the representation of women as sexual beings in Hip-hop/R&B/Gangsta rap music videos or soap operas’ influence on seeing women as sex objects**

<b>Sub-theme</b>	<b>Main issues raised</b>
Perceive women as sex objects	Inappropriate dress code
	Wrong perception toward women
	Undermine women’s worth
	Seducing men
	Insecure

Table 9 shows the main issues on how being exposed to television programmes that portrayed women as sex objects influences their thinking. The main issues raised are discussed in below.

##### **4.7.2.1 Inappropriate dress code**

The study findings show that the majority of the participants lamented the inappropriate dress code of some television models and music artists. In most cases, female artist normally perform half naked which led the participants to perceive women as sex objects. This inappropriate dress code reportedly aroused male participants who are still in their puberty stage. Consequently, the few male participants ended up opting to sleep with their girlfriends at an early stage in order

to satisfy the desires that were aroused while watching television. A few female participants were also motivated to dress inappropriately with the belief that what they view on television is fashionable and acceptable. Worth noting is the fact that this view was illustrated by only participants from informal settlements.

Participant one mentions that:

*“when I see artist like Rihanna and Nicki Minaj dressing inappropriate manner for me it makes me see women as sex object, because such behaviour most of young girls are imitating it. They come to school half naked so how can we resist such people. Sometimes such artist perform very naked in their music videos and young girls school girls for God sake post they pictures on social media being naked”*

Similar to Participant one, Participant two mentions that:

*The way women dress in television it very bad, it makes me to desire to get involved in sexual activities with my girlfriend, because I see something at television which I hardly see on my girlfriend. Sometimes it makes me see women as something to sleep with because of the way television portray women especially R&B /Rap music videos like Rick Ross called peace sign that song it all about portrayal women as sex object so we grow up with that mentality as young boy”*

Similarly Participant eight mentions that:

*“women at television especially R&B music dress in bad way which make me to lose respect toward women and view them as people are in need of sex”*

These quotes show that an inappropriate dress code and sexual behaviour showed by female artists and actors leads some of the male participants to view women as sex objects based on how they dress and awakens their sexual desire when they see women half naked.

#### **4.7.2.2 Seducing men**

The study findings further revealed that women are perceived as sex objects due to the roles and character they portray in various programmes. For instance, females portraying an image that sleeping with men enables them to get money, get business contracts or any material rewards. This behaviour influences young people to follow suit. There were no differences in terms of location, age range and education level of the youth regarding this view.

Participant three and Participant nine mention that:

*When you look at television soapies women are portrayed as people who have to sleep with men in order to get a job or promotion in working person. Such scene send a wrong trend to young girls not to work very hard in life buys to use they body for exchange of material. You have female artist who come straight on television programme say they do not mind to sleep with men in order to live they dream such thing makes me the devalue women just see them as sex object. Women often portrayed use their body to achieve their dreams unlucky working hard which makes women to be disrespected regarded as sex object”*

In reflecting on the above quotation one can argue that the way women are portrayed in television shows them as people who must sleep their way to top positions. This perception led to male participants not valuing women but seeing them as people who seduce men in order to get what they want. The sad fact is that young women may grow up with the mentality that in order to attain their goals in life they must sleep their way to the top rather than working hard to achieve their goals.

#### **4.7.2.3 Undermining women’s worth**

The majority of the female participants were fully aware that the way women are portrayed in television programmes makes men regard women as sex objects; however the female participants are against the portrayal of women as sex objects. In addition one of the participants claims that the escalation of rape against young children by men is the result of the portrayal of girls as sex objects on television.

Participant four mentions that:

*“The way television portrayed us as a woman is unacceptable it reduces us to animal level where here men see us as sex objects.”*

Similarly Participant six mentions that:

*“Women in this world are no long respect due to the portrayal of women in television. You hardly find male actors being half naked in television programmes but, you see women being portrayed as sex objects which makes men me perceive women as sex objects”*

Similarly Participant seven mentions that:

*“ I love old R&B music video the is huge different with the R&B of today back then women had standards but now they used for the sake of making me in the expense of the future of our country because young male disrespect us because of what they learn in television”*

Participant five mentions that:

*“Young children are raped as result of crazy men are exposed to television programmes that portray women as sex objects even teens so crazy old men will see children as someone that they can sleep with because of what they have seen in television”*

Reflection on the above quotations it can be concluded that the majority of the female participants are aware that the ways women are portrayed on television are wrong. There is no appreciation of women as people who will make positive impact on society, but are merely seen as sex objects which undermines the power and the value of women.

#### **4.7.2.4 Insecurity**

The study findings further revealed the a few female participants feel insecure about how they are represented on television. This statement was uttered by Participant nine, Participant ten, and Participant eleven and lastly Participant twelve who mention that:

*“Women are perceived as sex objects because of how they value themselves at television like how like Lady Gaga, Rihanna, Nicki Minaj and other female artist portrayed themselves at television for the sake of fame and accumulation a massive amount of success”*

#### **4.7.3 YOUTH GANGS**

This sub-theme aimed to establish to what extent the portrayal of gangster life as deviant behaviour at selected television programmes influence youth to get involved in gangs.

**Table 10 The response of young people to how the representation of gangster lifestyle in gangsta rap/R&B/Hip-hop music videos influences youth gangs**

<b>Sub-theme</b>	<b>Main issues raised</b>
Copying gangster lifestyle	Conflict with the law

Table 10 shows the issues raised on the influence of a gangster lifestyle on television on youth gangs as deviant behaviour.

#### 4.7.3.1 Copying gangster lifestyle

The participants were asked whether being exposed to gangsters in their favourite television programme has led them to be involved in youth gangs. The study finding revealed that television plays a leading role in encouraging youth gangs among the participants in particular the male participants. Uzalo was named as one of the television local soapies that is not educational, but promotes youth gangs among the participants.

In addition to that the desire to imitate a gangster lifestyle, the majority of the participants indicated that watching television programmes encourage them to identify with some models. This implies that they could imitate both good and bad behaviour that is portrayed by models. Given the fact that some of the models portray bad behaviour while acting, some of the participants perceive the behaviour as acceptable since it's allowed on television. As a result, some youth end up joining gangs.

Participant one mentions that:

*“Some television programmes only teach us how to be criminal, looking at drama such as Uzalo it teach us on how to bomb banks and become rich with no consequence at all. I have been watching Uzalo since it has started and honestly speaking that programme is educational. We are only taught on how to be criminals”*

Similar to Participant one, Participant eight mentions that:

*“I love Nkunzi in Uzalo on how he make people work with him, then who goes against him he burn that person that men I love so as leader in my group I do not play”*

These statements show that a few of the participants are taught to be criminals in some television programmes and not to get an education that will make them good citizens with a positive contribution to the development of the country.

#### **4.7.3.2 Conflict with the law**

The majority of the participant further show that they got themselves in youth gangs where one group fights with another group of young boys after school. Of these six participants two of them revealed that they have been in conflict with the law which led to them being arrested for stealing at the shop in a group. Most of the participants showed more interest in television programmes that contain violence and youth gang such as the Empire, Generations the legacy and Rap music videos. In addition one of the participants said gangster scenes on television led him into criminal behaviour. Thus, it would be better if they spent most of their time on television programmes that are educational.

Participant four mentions that:

*“We used to form a youth gang team which we called the Untouchables and would fight with other gangs after schools and even at school. I often got caught up in hard way end up being arrested and spend two days in prison. So television programmes that have the element of gangster or crime had huge impact on my life. I would not encourage young people to be exposed to such programmes because is very bad to their future. They should focus on something that is educational on television”*

Participant ten mentions that:

*“I was part of youth group where we used to steal and fight other young boys because was influence by the Empire actor Ekamy being a boss among his peers”*

Commenting from the above quotations it can be conclude that the participants find themselves in situations where they form youth gangs. Thus, the appeal of gangster life on their favourite television programme has a long lasting effect on young people.

#### **4.7.3.3 Hustling**

R&B and music videos were also reportedly exposing the participants to gangster life and hustling on the streets often illegally. Most artists in music videos portray gangster life and the ability to hustle as the best way to get rich. As a result a few of the participants disregard education as an ideal way to live a good life. The majority of the participants even imitate gangster lifestyles such as those revealed by Rick Ross and some characters in Generations: The Legacy, Empire and other soapies. For instance, one participant indicated that they used to give each other gangster names as well as use gangster language. Interestingly, the majority of the

participants from the informal settlements alluded to this view. Thus, the results show that young people no longer find role models in their parents. This is due to the fact that parents have no time to teach their children about the inappropriate and appropriate behaviours nor monitor their television viewing.

Participant twelve mentions that:

*“I used to watch Rick Ross songs such as every day am hustling, and soapies like Generations: The Legacy such television programmes would influence my thinking capacity. In Rick Ross song I will imitate what is portrayed in the videos on how to hustle then will practice it with my friends, but I must say this is stage that most young people undergo especially in an informal settlement where there is lack of parental supervision. They often become too much busy to instil hope and motivate us in life. They are not willing to teach us about their history how they grow up and teaching us about what is wrong and right. So we do not find role models in our parents so we find it in television actors like Gadhafi and Cosmo and Jack Mabaso in Generations: The Legacy stealing and abusing people in gangs”*

Similar to participant twelve, participant six mentions that:

*“You know sometimes we as youth watch television programmes like Generations: The Legacy watching Cosmo from poor background, but end up running a successful business through cold blooded money. Such scenes tend to influence us as young people because some of us have grown in a sense that can differentiate what is wrong and right in life. So we often tend to be in youth gangs in order to get rich”*

Reflecting on these quotations from participant twelve and participant six one can argue that the participants are not learning good behaviour but are fed with role models who use short cuts in life to be successful like stealing in forms of gang in order to make money fast. Therefore, these participants do not see education as the way to have a better life, but see criminal activities as the opportunity to provide a better life.

#### **4.7.4 THE USE OF ALCOHOL AND DRUGS**

The glamorisation of alcohol and drugs on television has been blamed for encouraging the substance abuse among young people. Therefore, this sub-theme

sought to establish if there is any relationship between the portrayal of drugs and alcohol on television and the use of drugs and alcohol among young people.

**Table 11: The response of young people on how the representation of alcohol/drugs usage in R&B/Hip-hop/Gangsta rap music videos or soap opera influences them to use drugs and alcohol**

Sub-theme	Main issues raised
Glorification of alcohol triggers desire	Desire to imitate televised models to smoke

Table 11 shows the main issues arising from the participants' perspectives on the influence that the portrayal of alcohol and drugs on television has on their alcohol and drug consumption.

#### **4.7.4.1 Glorification of alcohol triggers desire**

Out of twelve participants the majority of the participant alluded to the fact that they have used alcohol in their life time and that they learnt about different types of alcohol on television programmes which led to a situation wherein they use alcohol and often engage in unprotected sex while under the influence of alcohol.

The constant use and glamorisation of alcohol in soapies, adverts and music videos largely triggering the participants' desire for it. It was mentioned that, seeing models drinking alcohol promoted the use of alcohol among the participants. The use of alcohol in most television programmes also influences the choice of beer brand the participants drink. Due to the exposure youth continue to experiment with different types of alcohol which they see on television. More so in most cases, those who drink alcohol in soapies do not experience harmful consequences, thus the participants believe there is nothing wrong with drinking alcohol. Worth noting is the fact that this factor varied with location. The majority of the participants from informal settlements identified with this fact. Younger participants also identified more with this fact than their older counterparts. This is probably due to the difference in reasoning capacity and the ability to avoid television's influence.

In terms of gender the study findings revealed that the majority of male participants which is six participants were influence by television programmes to drink. Thus, four female participants have been influenced by television programmes to use alcohol.

Participant one mentions that:

*“When you watch Rick Ross songs these guys are always popping nice stuff you know, so I got to taste it so I will know to which stuff tastes better than other stuff. However am not a regular drinker I just do it occasional especially while I am with my friends playing nice music”*

Similar to Participant one, Participant two mentions that:

*“I have learnt how to drink hot stuff through Uzalo. Am big fan of Mastermind at Uzalo I watch it every day during the week. So seen him drinking it tend to influence my drinking habit and also when I see AKA popping good stuff high being all over fun ladies that thing triggers my desire to drink alcohol so I can have fun looking at girls around me”*

Participant three mentions that:

*“Ooo I love Rihanna when I see her drinking with all the fame and success she accomplish in life it does motivate me to drink”*

Reflecting on the above quotations one can conclude that the participants' alcohol consumption is influences by seeing their favourite artist drinking in the company of beautiful girls. This shows that young males drink after seeing their role models as they believe it will attract girls neglecting the long term effect of alcohol. More so, the result further shows that young girls drinking behaviour is influenced by seeing their female role models drinking and gaining success believing that this is the only way to live a good life. Thus, seeing their favourite actors drinking with no consequence leads young people to believe that this is acceptable behaviour.

#### **4.7.4 2 Desire to imitate televised models to smoke**

In addition, the study findings show that the majority of the participants have been influenced by the portrayal of smoking on television to smoke. Out of the seven participant who admitted that their smoking habit has been influenced by smoking scenes on television programmes such as Uzalo, Empire, Generations: The Legacy,

R&B/Hip-hop and Rap Songs, the majority were young males and a few of the participant were female, thus, it shows male participants are highly influenced by smoking on television compared to female participants.

The study also established the types of drugs that the participants use. The findings show that dagga, mandrax and cigarettes were the drugs that the participants use. One of the male participants said that he smoked mandrax because he often sees the actors on Empire soap doing it which increased their ability to sing very well. Therefore he imitated such behave in an attempt to get more energy to be able to perform better at school. The below statement from the participant supports this claims.

Participant four and Participant eight mention that:

*“Being exposed to television programmes where the portrayal of drugs is presented in a glamorous way it motivated me to use drugs. I often smoke dagga and cigarette at school it helps me a lot to cope with the pressure that comes with school work. I still have old Yizo Yizo CD so sometimes I put it in a television and watch Papa Action smoking and then it tend to shape my smoking habit”*

Participant five mentions that:

*“I do not smoke, but see my friends imitate smoking habit in television”*

Similar to participant five, participant nine mentions that:

*“I do not imitate smoking habit at television”*

Participant six mentions that:

*“I see actors in the Empire smoking Mandrax after smoking it they start to be hyper active and perform like nobody’s business while they are performing”*

Reflecting on these quotations it can be concluded that majority of the participants use drugs believing that it will result in increased performance. However only a few participants took up smoking as a result of watching television.

#### **4.7.5 THE USE OF PROFANE LANGUAGE**

It has been emphasised that the youth culture has been shaped by the use of television actor’s language. Therefore, this subsection sought to establish if there is

any relationship between the inappropriate languages in television with the use of profane language amongst young people.

**Table 12 The response of young people to the language used in gangsta rap/R&B/hip-hop or soap operas**

Sub-theme	Main issues raised
Bad language	Degrading of women in music videos

Table 12 shows the participants' perspectives on how the use of profane language on selected television shows influences them to imitate that language.

#### **4.7.5.1 Bad language**

The study findings revealed that the majority of the male participants showed that their use of bad language has been influence by the portrayal of profane language that is used on television programmes such as Gangsta rap, Hip-hop and Rap music videos. Thus, the profane language such as mother fuckers, slut, and dog was shown as common expressions among the participants because of the television programme that they are exposed to.

The study found that only the six male participants mentioned that their language has been influence by the language used on television. Female participant were not influenced.

Participant one mentions that:

*“I think the languages that are used in R&B and other form of music videos shape youth beliefs. We are as youth cannot use the older and boring languages that are forefathers used. We got style now and such music videos at television help us to understand these languages”*

Similar to participant one, Participant four mentions that:

*“I think our language as youth as shape by the language used in television especially in modern music videos such R&B and Rap music”*

Participant six mentions that:

*“We often learnt bad language words such as fucker while we are addressing other people especially our peers because of how the television brainwashed our thinking capacity which is bad I must say”*

Reflecting from the above quotations it can be concluded that the use of profane language on television influences the way the participants talk to one another. Thus, young people begin to use inappropriate language that is unacceptable as result of television programmes.

#### **4.7.5.2 Degrading of women in music videos**

The study findings revealed that the majority of the female participants are not influenced by such language however, but they are very aware of the influence of bad language on television on young people’s language especially young boys which is anti-social. Thus, it further shows that young boys often call women bitches, slut, whore and all sort of names because of what they learn from the likes of Nicki Minaj, R-Kelly, Rick Ross to mention a few.

Participant seven mentions that:

*“The words whore, slut and bitches have been the common expression among young men calling female on such names. They learn these harsh languages from their role models on television. You hear songs of grown men like Rick Ross calling young girls bitches and young boys learn it which is disgracing. Not only male artists’ even female actors themselves degrade women by using these names like Nicki Minaj always using profane language in her songs then youth learn such behaviour and use it”*

Similar to participant seven, participant nine mention that:

*“Modern music videos often undermine women and teach men to use bad language toward women”*

Thus it can be argued that female participants are concerned about how women are degraded through the use of profane language in television in a male dominated industry rather than empowering women.

#### **4.7.6 HUMAN RITUAL SACRIFICE**

This subsection sought to establish if there is any relationship between the portrayal of human ritual sacrifice and resultant behaviour among young people.

**Table 13 The response of young people on the depiction of human ritual sacrifice in Nigerian/other soap opera and its influence on practicing it in order to get rich**

Sub-theme	Main issues raised
No influence on practicing human ritual sacrifice	

#### **4.7.6 .1 No influence**

The study finding revealed that none of the participants were influenced by such acts to practice it in real life. In fact a few participants spoke out about the portrayal of such acts on television as a disgrace that could have a serious effect on young people's lives.

Participant one mentions that:

*“Such television scene are very scary to me yoo and is so boring I wonder why is shown on television. It does not influence me at all I just hate them and it may influence youth to behave in that manner if not taken into consideration”*

Participant four mentions that:

*“Such programmes are very good because it teaches us the reality of Africa, and what I like the most is people who practice such evil act get rich for short period of time and there will be huge consequences on their lives. So for me such programmes are very educational. Teaching young Africans to stay away from such behaviour”*

Reflecting on the above quotations it can be conclude that the participants are not tempted by the portrayal of human ritual sacrifice to resort to such behaviour in order to become rich. Such programmes are very important for the youth because it provides them with the reality of the mother land Africa and they are then able to understand some of the variant culture of Africa.

### **4.8 THE MAIN FINDINGS OF THEME THREE**

The main findings of theme three show that television programmes such as R&B/gangsta rap/ hip-hop music videos, Generations: The legacy, Empire, Uzalo have influence on youth deviant behaviour in as much as they encourage premarital

sex, the use of alcohol and drugs, the use of profane language, joining gangs. However the portrayal of human ritual sacrifice on television does not influence youth to get involved in such behaviour.

#### **4.9 THEME FOUR: STRATEGIES TO MITIGATE THE EFFECTS OF TELEVISION PROGRAMMES ON YOUTH DEVIANT BEHAVIOUR.**

This study's objective sought to establish the strategies that young people who are affected by the portrayal of deviant behaviour on television can employ to mitigate this social stigma which is having a seriously negative impact on the development of many young people, in particular on those living in an informal settlement.

**Table 14: The response of young people on strategies to mitigate the effect of television programmes on youth deviant behaviour**

<b>Sub-theme</b>	<b>Main issues raised</b>
Parental role	After school programmes
Churches' role	Parental television control
The role of NPOs that mainstream youth development	Awareness campaigns
	Youth desk in rural communities
	Spiritual guidance
	Social workers' involvement
	Youth workers' involvement

Table 14 shows the strategies that young people think will best mitigate this problem. A numerical result was established in the study based on the semi-structured interviews to achieve this objective.

#### 4.9.1 PARENTAL ROLE

It emerge in the findings of the study in section C and D that parental involvement would play a significant role in combating the negative influence of television programmes on youth behaviour. Therefore this subsection sought to get young people's views on what they think the role parents can play to mitigate it.

**Table 15 The response of young people on the role that they think parents should play to mitigate the effect of the portrayal of deviant behaviour on television.**

Sub-theme	Main issues raised
Parental control	Smart phones

Table 15 show the main issues raised by the participant on the role that parents should play to mitigate the effect of the portrayal of deviant behaviour on television.

##### 4.9.1.1 Parental control

The majority of the participants suggested that parents should control what their children watch on television. This could be done through the use of parental control passwords on the television and decoders or by constantly watching television with children in order to prevent them from watching inappropriate channels. These measures could prevent children from exposure to various programmes such as R&B music, explicit sex and violent movies just to mention a few.

Participant one mentions that:

*“I think is high time for parents to be technological wise being able to gain some skills on the use of television. They should be able to create passwords on the decoders being programmed on which television channel that they children will watch. In order to access television programmes that contain inappropriate behaviour they should get passwords from their parents. Which I doubt children will easily do it, so this strategy may help a lot”*

Participant two mentions that:

*“Parents are too busy chasing money to give us a better living, neglecting the fact that when they leave us alone youth become vulnerable to television that contain any sort of deviant behaviour. Since there is no one to monitor what youth does on their own spare time in television they find pleasure on deviant behaviour at television. I*

*strongly believe that parents needs to spend more time with their children. Ensure that they watch they children favourite television programmes with them, then questions they children based on the lesson learn on such television programmes. If there is nothing educational learnt parents should prohibit they children from watching such television programmes”*

Reflecting on the above quotations one concludes that the participants believe parents can play a crucial role on the development of young people to ensure they monitor the programmes that their children regularly.

#### **4.9.1.2 Smart phones**

The study findings revealed that some of the participants mentioned that smart phones should not be underestimated when it comes to the viewing of deviant behaviour by young people. As smart phones also contain television scenes. Therefore, parents also have to consider the monitoring of the use of smart phone among their children to prevent the escalation of deviant behaviour.

Participant four and Participant seven mention that:

*“Young people nowadays have smart phones they go to YouTube using they smart phones to watch they favourite television programmes online. So parents does not only have to focus on monitoring television programmes they also have to look at social media as media to ensure deviant behaviour is mitigates on the influence on young people life. Parents also needs pay more attentions on the mobile phones that they buy to their children because such phones who has television so it needs to be monitored careful to prevent it negative effects on young people behaviour”*

Reflecting on the above quotation shows that parental control can be a useful strategy for preventing young people’s exposure to inappropriate television programmes, participants also admitted that it cannot effectively work alone. The reason being that even though controlled at home, children can still access R&B music, explicit sex, gangster life and other inappropriate content through mobile phones, the internet and other public spheres. This entails that reducing the exposure of young people to content that leads to deviant behaviour requires a combination of solutions. Worth noting is the fact that the view was universal regardless of participants’ level of education, residential area and type of guardian among other variables indicated in table 4.1.

## 4.9.2 THE ROLE OF CHURCHES

This question sought to establish the role that young people believe that churches can play to mitigate the effects of portrayal of deviant behaviour on television among young people. The following results were established from young people's perspectives in semi-structured interviews.

**Table 16 The response of young people on the role that they think churches should play to mitigate the effect of the portrayal of deviant behaviour at television**

Sub-theme	Main issues raised
Same sex union teaching	spiritual guidance

Table 16 shows the issues raised by the participant on the role that churches should play to mitigate the effect of the portrayal of deviant behaviour at television.

### 4.9.2.1 Same sex union teaching

The study findings revealed that the majority of the participants believed that the teaching of same sex union in faith based organizations can play a paramount role in enabling young people who resort to such behaviour to understand it is 'ungodly' and stay away from it.

Participant nine mentions that:

*“Churches I think it's high time for them to intervene in the effects of television on young people life than ever before. Churches should ensure that the deviant behaviour that are portrayed in television programmes such as the explicit homosexual behaviour are highly preached at churches as ungodly behaviour and strong teach young people to resist such behaviour by all means”*

Reflecting on these above mentioned quotation shows that these young people believe that churches should teach about homosexual at church as unacceptable behaviour in the eyes of God.

### 4.9.2.2 Spiritual guidance

The study findings revealed that the majority of the participants feel that spiritual guidance from churches is needed to empower young people in spiritual manner to strengthen they morality. Churches are believed to be agents of change in behaviour in that they preach deliverance from wrong and evil. In this regard, they can help to

mould young people's behaviour in many ways. Firstly spiritual teachings can help young people to be cautious about getting involved in deviant behaviour.

Secondly a few participants felt that churches could occupy young people for most of their time in a positive way so they would stay off the streets. Churches could also provide a platform where, combined with the community, they could counsel young people.

Participant eleven mentions that:

*“Churches should ensure that they try by all means to bring young people in churches, so youth will learn more about what is good and wrong. In today's world what is perceived as wrong is tended to be regarded as good while in the eyes of God is wrong”*

Therefore the Church could play a major role in keeping children away from television and teaching them a moral code of conduct.

#### **4.9.3 THE ROLE OF NGOs THAT MAINSTREAM YOUTH DEVELOPMENT**

This question sought to establish the role that young people believe that NGOs that mainstream youth development can play to mitigate the effects of the portrayal of deviant behaviour on television among young people.

**Table 17 The response of young people on the role that they think NGOs that mainstream youth development should play to mitigate the effect of the portrayal of deviant behaviour at television**

<b>Sub-theme</b>	<b>Main issues raised</b>
Youth and social workers' interventions	Regular awareness campaigns

Table 17 shows the views of the participant on the role that NGOs that mainstream youth development should play to mitigate the effect of the portrayal of deviant behaviour on television.

##### **4.9.3.1 Youth and Social workers interventions**

Youth development programmes have been seen as mechanism to eradicate the escalation of deviant behaviour among young people in particular in the urban areas. Thus, this question sought to find out what role NGOs that mainstream youth development can play to mitigate the effects of the level of the portrayal of deviant

behaviour on television on young people's lives. The finding below was established in semi-structured interviews.

The study finding revealed that the majority of the participants believed that youth development programmes should be carried out by the social services profession to address the effects of deviant behaviour among the youth. In addition some of the participants revealed that social and youth workers should render youth programmes in communities.

Participant twelve mentions that:

*“Youth development programmes should be rendered by social workers and youth workers where they can be able to design alternative awareness campaigns in communities that seek to mitigate the negative effects of television on young people lives. The core value of the awareness campaign would to bring all the communities members to provide informal education to young people on the effects of television on youth deviant behaviour”*

The feeling was that social workers and youth workers should offer youth programmes and ensure awareness campaigns are strengthened. Thus, it would enable young people who were already being exposed to television programmes that portray deviant behaviour to stay away from them.

#### **4.9.3.2 Regular awareness campaigns**

The study findings revealed that few participants show that youth development organizations should ensure the establishment of regular awareness campaigns in the communities. The campaigns need to target all the members of the community in order to disseminate information on the need for young people to stop indulging in risk behaviour. Information regarding the various ways of parental control also needs to be provided through awareness campaigns. Awareness campaigns can also provide a holistic approach to reducing juvenile delinquent behaviour. The campaigns can be in the form of dramas, songs, posters and all other media platforms.

Participant three mentions that:

*“Youth development organizations need to work with life orientations educators to ensure there is school campaigns on the bad habits that are always shown on television programmes is the social media”*

Therefore youth organizations needs to ensure they involve educators in the programmes to ensure they reach out to young people since educator spend most of their times with these youth. Therefore identifying them will be easy and they should design programmes to meet their needs.

#### **4.9.4 OTHER ALTERNATIVES TO MITIGATE THE INFLUENCE OF TELEVISION ON YOUTH DEVIANT BEHAVIOUR**

In this question young people were encouraged to come up with any strategies that could be used to mitigate the influence of television on young people. The following results were found in the study.

**Table 18: The response of young people on the strategies that can be used to mitigate the influence of television on young people**

<b>Sub-theme</b>	<b>Main issues raised</b>
Youth desk	Sport and arts programmes

Table 18 shows the main issues raised by the participants on the strategies that can be used to mitigate the influence of television on young people.

##### **4.9.4.1 Youth desk**

The study findings revealed that, complementing parental control and spiritual guidance with education programmes is required in communities especially in the rural areas. Five participants suggested the establishment of a youth desk where youth are taught by either youth workers or social workers on the effects of risk behaviour. A youth desk will also reportedly assist in identifying and counselling young people who would have been involved in deviant behaviour before. Rural areas are mainly isolated from knowledge sources thus education programmes can be a useful strategy to disseminate anti-deviant behaviour programmes. Below is what one of the participants had to say in support of the above facts:

Participant five mentions that:

*“Youth desk are needed in rural area where education about the effect of television and other form of media will be taught after school, because the school curriculum is very silent in this topic and many young people are learning bad behaviour in these form of media”*

Reflecting on the above quotation suggests that a youth desk can play a paramount role in rural areas to combat the effects of the portrayal of deviant behaviour on television through informal education to prevent risk-behaviour among the youth.

#### **4.9.4.2 Sport and arts programmes**

The study findings revealed the need for establishing after school programmes in the community. This includes initiating sports, arts work, choir and other entertainment activities. These activities are necessary for occupying young people after school. This would keep them away from risk behaviour such as alcohol, drug use and early sexual behaviour.

Participant six mentions that:

*“I think there is need for the establishment of a sporting, arts programme in our rural community so that young people can be taught the need to stay away from risk behaviour because so far there is nothing that is keep us busy we find pleasure on television and other form of social media and learn something which is not education in most cases.”*

Similar to participant six, participant twelve mentions that:

*“We need more sport activities in our community and arts and culture programmes to keep us away from television programmes that contain bad behaviour”*

Commenting on the above quotations it can be argued that sport, art and cultural activities in the community may play a significant role in ensuring young people are occupied and do something healthy and stay away from deviant behaviour that is portrayed in television programmes.

#### **4.10 THE MAIN FINDINGS OF THEME FOUR**

This theme was based on the role that young people think churches, parents, non-profit organizations that mainstream youth development can play in mitigating the effects of the portrayal of deviant behaviour on television among young people. The following points emanated from theme four; after schools programmes, parental

television control, awareness campaigns, and youth desks in rural communities, spiritual guidance, social workers' involvement, and youth workers' involvement.

#### **4.7 SUMMARY OF THIS CHAPTER**

This chapter presented and analysed the data collected for the purpose of understanding the young people's experience of deviant behaviour portrayed in selected television programmes. The data was gathered through interviews with twelve participants. Discourse/thematic data analysis was used as an overall approach of data analysis. Chapter Five will offer a discussion of the research findings

## **CHAPTER FIVE**

### **DISCUSSION OF THE FINDINGS**

#### **5.1 INTRODUCTION**

The previous chapter presented, analysed and interpreted the data. Some of the themes that emerged from this chapter include understanding the types of television programme that young people watch and why, socio-economic factors that contribute to juvenile delinquency, the response of young people to the deviant behaviour portrayed in selected television programmes, and lastly strategies of mitigating the effects on the youth of televisual images of deviant behaviour. This chapter offers a discussion of the results, guided by the themes emerging in the previous chapter. The chapter will make cross reference to some of the literature discussed in Chapter Two.

This chapter will be guided by the following themes and sub-themes.

##### **5.1.1 THEME ONE: TO UNDERSTAND WHAT TYPES OF TELEVISION PROGRAMME THE YOUTH WATCH AND WHY**

###### **5.1.1.1 Sub-themes emanating from theme one**

- Television programmes watched: Uzalo, Empire, Generations: The Legacy, Skeem Sam, Muvhango, and R&B, gangsta rap and hip-hop music videos.
- Reasons provided: modern life style, education about reality, traditional and modern cultural norms, motivational purpose, and overcome life's challenges.

##### **5.1.2 THEME TWO: THE SOCIO-ECONOMIC FACTORS THAT CONTRIBUTE TO YOUTH DEVIANT BEHAVIOUR**

###### **5.1.2.1 Sub-themes emanating from theme two**

- Peer pressure, dysfunctional family, poverty and lack of sporting activities.

##### **5.1.3 THEME THREE: YOUNG PEOPLE'S EXPERIENCE OF DEVIANT BEHAVIOUR AS SEEN ON SELECTED TELEVISION PROGRAMMES.**

###### **5.1.3.1 Sub-themes emanating from theme three:**

- Premarital sex, profane language, youth gangsterism, alcohol and drug consumption, perception of women as sex objects, and human ritual sacrifice.

#### **5.1.4 THEME FOUR: STRATEGIES TO MITIGATE THE EFFECTS OF TELEVISION PROGRAMMES ON YOUTH DEVIANT BEHAVIOUR**

##### **5.1.4.1 Sub-themes emanating from theme three:**

- After-school programmes, parental television control, awareness campaigns, youth desk in rural communities, spiritual guidance, social workers' involvement and youth workers' involvement.

These themes and sub-themes will be discussed in detail to establish similarities and differences between the findings and those of other comparable studies.

#### **5.2 DISCUSSION OF THE FINDINGS**

##### **5.2.1 THEME ONE: TO UNDERSTAND WHAT TYPES OF TELEVISION PROGRAMMES THE YOUTH WATCH, AND WHY.**

In this theme the study attempt to establish which television programmes young people watched, and why.

The findings reveal that young people spend most of their time watching Uzalo, Empire, and Generations: The Legacy, Skeem Sam, Muvhango, and R&B, gangsta rap and hip-hop music videos. This confirmed Kanwal-Gurleen's claim (2011) that the preferred watching of young people included dramas and music videos.

It was found that young people follow a television programmes such as Generations: The Legacy in order to be motivated to work hard in life and be able to leave a legacy behind after they are gone, despite the challenges and the rejection that they may get from their families or friends.

As they grow up, young people encounter various challenges in life. Therefore, being exposed to a television programme in which one of the actors faces problems and overcomes them is inspiring, and might help the viewer deal with his/her own problems. This finding is corroborated by Kanwal-Gurleen (2011), who suggests that young people watch television programmes as a stress management tool that enables them to witness fictional problems being resolved.

It emerges from the study findings that young people gain life experience through being exposed to their favorite television programmes. But they can also witness bad behaviour, assume that behaviour is acceptable emulate it, thereby putting their lives at risk. However, Borinca (2015) claimed that the chances of this happening were slim: young people know what is right and wrong and make decisions accordingly. Kanwal-Gurleen (2011) agrees that the youth watch television in their leisure time not to imitate bad behaviour but to pass the time and relax.

The study findings revealed that young people learn about the modern urban lifestyle from programmes like hip-hop and R&B music videos, discovering new fashion trends, including what people are wearing, eating, drinking and doing for fun. This lifestyle is often not a good lifestyle but one that places their health at risk, through involving the use of alcohol and drugs. Mandlia and Georgiannies (2012) postulate that televised music videos have a strong influence on young people's brand choices and consumption behaviour.

The mortality rates among the elderly are such that there is often no one left to teach the younger generation traditional aspects of culture and social behaviour. It was found in the study that young people watch a TV programme like Muvhango in order to learn about traditions. A programme like Muvhango thus very usefully fills a gap by making young people aware and respectful of their culture. Kanwal-Gurleen (2011) concurs that television programmes can generate cultural, ritual and traditional knowledge among young people.

## **5.2.2 THE SOCIO-ECONOMIC FACTORS THAT CONTRIBUTE TO YOUTH DEVIANT BEHAVIOUR**

### **5.2.2.1 PEER PRESSURE**

This theme attempt to establish whether there is a relationship between peer influence and youth deviant behaviour.

Peers have a huge influence on a young person's life, whether negative or positive. In most cases the idea for young people to get involved in premarital sex tends to come from peer pressure. A young person associating with peers who are already sexually active is likely to become sexually active him/herself (Mashau, 2011; Fearon et al., 2015). Furthermore, girls are found to be the more easily influenced gender.

The first-time use of drugs and alcohol among young people the motive can also often be attributed to pressure from their friends. The study findings revealed that young people find themselves in situations where they abuse drugs and alcohol not because they desire to do so, but because their peers are doing so. Chauke et al. (2015) argued that peer pressure is a major social force associated with the abuse of drugs and alcohol among young people.

Peers often play a significant role in helping one to do better in life, especially in areas where one might be struggling. The study found that some young people were lucky enough to experience positive influence from their peers, in the sense that friends helped them with schoolwork which they found hard to do well on their own. Peer influence is thus not always a negative phenomenon.

The spirit of belonging among young people may lead to a situation where one begins to behave in deviant manner in order to belong among one's peers. A young man might decide to take multiple sexual partners in order to gain status among his peers. Girls say that casual dating saves them from emotional commitment and avoids the betrayal that may come from being in committed relationship (see Bingenheimer et al., 2015; William, 2011).

### **5.2.1.2 DYSFUNCTIONAL FAMILY**

In this sub-theme the study attempt to established weather there is relationship between the influence of dysfunctional family life and the abuse of drugs/alcohol.

There is nothing in the world that can traumatise a young person more than growing up in family where there is no love. Seeing parents involved in physical fights or any form of domestic violence it has long-lasting effects on young people. The study revealed that young people who come from a dysfunctional family where the parents consistently engage in domestic violence and/or drugs and alcohol abuse influences a young person's behaviour. They will often to end up behaving in a deviant manner (such as the abusing alcohol/drugs) in order to find inner peace or to escape the destructive home environment. Fagan and Churchill (2012) note that broken homes have serious effects on a young person's behaviour and their entire development. Being raised in a broken home often influences young people to behave in a deviant way, such as resorting to criminal activities in order to deal with the pain inside them caused by their parents (Theobald et al., 2015).

Young people who lack proper parental supervision at home and monitoring of their school performance often turn to destructive behaviour. Parental supervision plays a paramount role in the well-being of a young person. The study found differing views among the young people who were interviewed. Some indicated that their parents were always available to help them, which helped them avoid behaving in a deviant manner. But others who were interviewed showed a huge concern about the lack of parental supervision they received. This was definitely a factor conducing to their using drugs and alcohol and engaging in premarital sex. They felt they needed parents to show them the difference between right and wrong in life. Otieno (2012) found that parents with lower educational status and a fondness for drink or drugs tend to be poor supervisors of their children's life. The children of such parents tend to feel alone and often begin to imitate their parents' behaviour (Mokoena, 2002; Otieno, 2012).

### **5.2.1.3 POVERTY**

The discussion that ensues concerns whether there is a relationship between poverty and premarital sex among young people.

Poverty is probably is the predominant socio-economic cause of young people getting involved in premarital sex. This is because sex is perceived as a means of achieving economic freedom. The study found that young girls who have no one to support them financially find it very difficult to survive. In order to escape poverty and live a better life young girl's end up selling their body, having sex with men – in particular, older men – in order to get money to survive. They find this easier to do when they are under the influence of drugs and alcohol. These findings apply to girls and not boys (Onyango et al., 2012; Qauyum et al., 2013).

The study further revealed that poverty often led young people to be vulnerable to the use of cheap drugs in order to forget about the reality of poverty. This finding is supported by Wairimu, (2013), who states that young people from poor backgrounds often become vulnerable to drugs in order to relief and escape from their situation. Theobald et al. (2015) agree that a low-income family is a strong predictor of the use of drugs among young people.

#### **5.2.1.4 LACK OF SPORTING ACTIVITIES**

The findings reveal that some of the young people who participated in the study evinced considerable concern at the lack of sporting activities in their community. After school or during school holidays there is nothing to do other than wander around the streets. Frias-Armenta and Corral-Verdugo (2013) maintain that a community where there are no sporting activities is a great future predictor of criminal activities and substance abuse among young people.

The findings under the rubric for this theme are mixed. Some young people do not agree with the idea that the availability of sporting activities in the community can help young people stay away from drugs and alcohol. They actually maintain that some sporting activities will encourage young people to go to clubs where there is alcohol. The Canadian Centre on Substance Abuse (2016) postulated that participation in sport can be associated with an increase in the use of alcohol and drugs among young people.

Other respondents felt that it was an excuse and a failure to take responsibility for their actions for young people who abuse drugs/alcohol to put the blame on the absence of sports facilities. They should rather assume responsibility for their lives and live a healthy lifestyle. However, Ramboree, Mousavi & Fereshleh (2017) insist that sporting activities play a paramount role in helping young people to stay away from alcohol and drugs.

### **5.2.3 THEME THREE: THE EXPERIENCE ON THE PART OF THE YOUTH OF DEVIANT BEHAVIOUR ON SELECTED TELEVISION PROGRAMMES**

#### **5.2.3.1 PREMARITAL SEX**

This theme attempt to establish whether there is a relationship between the explicit portrayal of sex on television and premarital sex among young people in Madonsi Village.

The findings of the study were that young people's sexual beliefs are indeed influenced by sexually explicit content on their favourite television programmes. Televised music videos and both local and international soap operas emerged as sources of information about sex among young people. They learn how to practise premarital sex, often with multiple partners due to the normalisation of such behaviour on their favourite television programmes. For young people to see their

favourite actors engaging in sexual activities leads them to believe that it is socially acceptable, without giving a thought to the long-lasting effects of having sex before they are mature enough to understand the responsibility that comes with it. This finding corroborates those of Gakahu (2010) (which is similar to the work of Sammy & Hellen, 2014), who postulated that local music plays a leading role in encouraging young people to be sexually active.

Boys are apparently more easily influenced than girls to get involved in premarital sex, after seeing their favourite male actors in television programmes such as *Generations: The Legacy* behaving in a sexual manner. They affirm themselves with this fictional idea of how they should behave. The study found that fewer girls interviewed were tempted to emulate the sexual behaviour witnessed on television.

Elders in Madonsi Village argue that television programmes such *Generation: The Legacy* have been promoting a homosexual agenda, luring the masses to believe that such behaviour is acceptable. The study found that the young people who were interviewed were not influenced by portrayals of same-sex relationships to practise such behaviour. But they believed that people with a tendency in that direction would indeed be encouraged to experiment with homosexuality. This finding is supported by the work of McGovern (2011), shows that televised programmes representing same-sex scenes encourage young people to be involved in homosexuality.

In the ideal world of men on television, they should have more than one sexual partner. This fantasy undoubtedly feeds the minds of young men, who are led to think that promiscuity is the right of stronger men. The study found that the young men who were interviewed believed it was permissible for men to have more than one sexual partner, that it had been common practice for years for men to do this as a measure of their masculinity.

Young girls are exposed to television scenes wherein a girl's losing her virginity is portrayed as not as something to regret but as something to be proud of. The study found that some girls felt it was not such a big deal for them to lose their virginity. Akintayo and Adebola (2015) show that foreign televised programmes that contain sexually explicit images play a huge role in pushing young girls to start dating at an early age and become sexually active. Laura et al. (2015) agree that young people are sexualised by TV programmes. There is the associated problem of older female

actors being portrayed as teens in steamy sex scenes, which sends a misleading message to young girls.

There is trend towards sexual lyrics in modern music such as R&B, hip-hop and rap. It appears to be commercially driven: sex sells, especially among young people. The study found that a few of the young people who were interviewed admitted that listening to songs with sexy lyrics tended to enhance sexual desire. This finding concurs with the work of Zhang (2012), who postulated that listening to sexy songs is great a predictor of a positive attitude towards premarital sex among young people. On the other hand, Moswang (2010) argues that young females do not believe that television sexual scene influence young people to get involved in sexual activities, while conceding that there are other factors that influence young people to get involved in sexual activities, such as peer pressure and parental guidance.

Sexual abuse is sometimes portrayed on television scene, even rape. The study found that young males who were interviewed admitted that being exposed to a television programme that portrays the sexual act does trigger their sexual desire. If their girlfriend refuses to give them pleasure, this may result in sexual abuse. Kistier (2012) stresses that men in hip-hop are portrayed as powerful and sexually assertive, and young males were exposed to such imagery may begin to develop a condescending attitude towards women. Mitchell et al. (2014) argue that young people exposed to explicit sex on television may result in coercive sex victimization and attempted rape.

#### **5.2.3.2 PERCEPTION OF WOMEN AS SEX OBJECTS**

This theme attempt to establish whether there is relationship between the way women are portrayed on television and the perception of them as sex objects by young people exposed to TV.

The study revealed that in televised popular music videos there is no appreciation of women. Women are portrayed as sex objects and for that reason young people begin to regard women as sex objects rather than human beings who can make a significant impact in the world. Young men exposed to televised programmes where women are dressed in an inappropriate manner, such as wearing mini-skirts, develop inappropriate perceptions of women – imagining they are dressing thus because they are trying to attract men to sleep with them. This is simply not the

case, as mostly women dress simply to please themselves. Patowory (2014) found that women on television are generally portrayed as people who dress expensively, are self-centred and superficial, and perceived by men as sex objects. On the other hand, Doveselfesteem (2014) argues that not all music videos degrade women as sex objects, but on the contrary, help young girls to make judgements about self-presentation and conduct, show them how to protect their body and boost their self-confidence.

The study found that the young girls who were interviewed are concerned about the way women are portrayed in popular music videos, on the ground that they degrade women by portraying them as needing men to attain their goals in life and thus inviting disrespect. This finding concurs with the work of Zicherman (2013), who found that women are disrespected and their sexuality exploited on television. Brand (2013) argues that music videos continuously display content that sexualises women, inviting sexist responses.

The bombardment of media imagery tends to leave women feeling insecure and possessing little self-respect. They may allow themselves to be exploited rather than saying no to such behaviour and fighting for the rights of women. It has to mention that a dissenting study by Jennifer et al. (2011) revealed that music videos such as rap or hip-hop do not normalise the idea of disrespecting young women.

Overall, the study findings revealed that the young people who were interviewed, both male and female, suggests that women tend to be portrayed on TV as sex objects and people with no ability or ambition to work hard toward the realisation of their dreams. They would rather prefer to seduce men and sleep with them in order to attain their goals in life. Women are also still portrayed as individuals who cannot outsmart men in business (e.g., in Samborn).

#### **5.2.2.4 YOUTH GANG**

This theme attempt to establish whether there is any relationship between the portrayal of the gangster lifestyle on TV and youth behaviour.

The study revealed that the portrayal of the gangster lifestyle in televised programmes plays a huge role in the formation of real-life youth gangs. R&B and hip-hop videos and local and international soaps were identified as strong promoters of young gangs. Young people who were interviewed claimed that seeing their favourite

actors making a large amount of money and achieving massive success without working hard toward it, led them to develop the wrong perception of success in life. They started thinking that hustling in the street and committing crime, while despising education as a route to success, is the only way for people to become rich. Young people can become preoccupied with the life of fame and riches that hip-hop and gangsta rap music videos portray, and attempt to follow suit by joining a youth gang. The violent behaviour associated with gangs is also an incentive to demonstrate their masculinity. This concurs with Emanuel et al.'s (2016) claim that young people who have been exposed to hip-hop music videos such as a Lil' Wayne song in which guns and fire arms are presented as fashionable accoutrements, may get involved in youth gangs to gain access to guns. Cox (2011) claims that the growing number of youth gangs in the UK result from the portrayal of violence and gangs in televised pop music videos (Cox, 2011).

The study revealed that, among the young people interviewed, some had been in trouble with the law after getting involved in illegal activities as result of the formation of a youth gang. This finding shows that gangster scenes on television can lead to a young person's finding himself on the wrong side of the law, and possibly ending up in prison and destroying his life. Belonging to a youth gang can have a long-lasting effect on a person's life and carries a high risk of doing jail time (Magana, 2016). Omboto et al. (2013) agree that gangsta rap plays a huge role in attracting young people to youth gangs, which puts their future at risk.

#### **5.2.2.5 THE USE OF ALCOHOL AND DRUGS**

This theme attempt to establish whether there is relationship between the portrayal of alcohol and drugs on TV and alcohol and drug consumption among young people.

The study revealed that televised programmes like soap operas and popular music videos continue to be a great educator for youth about alcohol consumption behaviour. The young people who were interviewed in this study are exposed to television programmes where alcohol is presented in a glamorised manner and portrayed as a way of living a good life achieving some class in society. Young people see an actor they regard as a role model on television drinking alcohol tend themselves to begin to drink alcohol, which ends up interfering in their education and development. As suggested in the work of Bremmer et al. (2011) and Mapulane (2014), the normalisation of alcohol and drinking on television such soap operas and

music videos has resulted in a situation in which young people have become the biggest consumers of alcohol.

The study further established the following finding regarding girls' alcohol consumption. If girls are exposed to television programmes in which their female role models are drinking alcohol they begin to think that they themselves can drink too. This finding concurs with the work of Bremmer et al. (2011), who found that on television, alcohol was portrayed as a glamorous and sophisticated aspect of female celebrity events and day to day activities. Female celebrities are portrayed drinking expensive drinks and dressing in glamorous ways, which attracts young girls to copy them (see Matthes & Mayrhofer, 2017). Mapulane (2014) found evidence of alcohol brand "placing" in R&B music videos to encourage young people to drink that brand.

The study further revealed that the way alcohol is depicted on television could influence youth to indulge in unprotected sex while they under the influence of alcohol. This finding concurs with the findings of Jones and Magee (2011), that alcohol consumption among young people conduces to health-risk behaviour.

The Life Orientation curriculum at school played a paramount role in teaching young people that smoking is unhealthy and has a long-lasting effect on their bodies. However, young people still believe that smoking is cool and the dominant factor in that perception is its portrayal on television. The young people interviewed in the study said that smoking was an undesirable habit that they associated with drug taking, though they conceded that it was attractively presented on TV. This finding was in agreement with the work of the Department of Health & Human Service (2012) that the depiction of smoking in movies and soap operas could lead to smoking among young people.

The study revealed that young males are more susceptible to influence by images on TV while young people under the age of eighteen were more likely to be influenced than those above eighteen years old. This is presumably a reflection of maturity and the ability to discriminate reality from what is fantasied on television.

#### **5.2.2.6 THE USE OF PROFANE LANGUAGE**

This theme attempt to establish whether there is relationship between bad language on television and the use of profane language among young people.

The study revealed the normalisation of rude language in hip-hop and rap music videos, such as the practice of referring to women as bitches. Young people begin to see such language as a viable way of speaking and living. This is corroborated by the work of Cundiff (2013), who found that the disrespect normalised on TV directly influenced the attitude of the youth towards language. The lyrics of gangsta rap and hip-hop songs play a leading role in promoting profane language among young people. Many songs refer to sexual conquest, and it seems that young men are easily influenced by sexist language. Swearing is often encountered in a positive context, such as the expression of solidarity: “we are fucking family”.

The study found that, unlike young men, young women were not tempted to use profane language after being exposed to such language. The fear remains that boys will continue to pick up expressions that degrade women, such as “bitches”, “whores” and “sluts”, and use them to talk about or even address women (Zicherman, 2013).

#### **5.2.2.7 HUMAN RITUAL SACRIFICE**

This section attempts to establish whether there is relationship between the portrayal of human ritual sacrifice on television and the practice of such behaviour among young people.

The study revealed that the young people who were interviewed indicated that human ritual sacrifice on television does not influence them to practice human ritual sacrifice. They see such material as showing the reality of the African context, and how some Africans practice their religion in other nations. Church & Chukwudu (2010) note that the portrayal of human ritual killing in Nigerian soap operas may or may not reflect an actual social reality, but it is certainly part of the social imaginary. It may be that such representations may influence a young person from a poor family to resort to such behaviour in order to accumulate wealth without thinking long and hard about the consequences. Certainly the subject is an unsavoury one that does not belong on TV.

## **5.3 THEME FOUR: STRATEGIES TO MITIGATE THE EFFECTS OF TELEVISION PROGRAMMES ON YOUTH DEVIANT BEHAVIOUR**

### **5.3.1 PARENTAL ROLE**

This section explores the responses of the young people who were interviewed on the question of what parents can do to mitigate the effects of television programmes on youth deviant behaviour.

The study revealed that the respondents believed that parents need to be sufficiently technologically advanced to be able to block programme content by using a password for the satellite signal decoder. The study also found that young people believed that parents need to also spend more time with their children, even watching television programmes with their children to prevent them from being unduly influenced. Baya and Mberia (2014) claim that parents can and should play a significant role by making their children to understand what is real and what is fiction or fantasy on television. Mwaura (2014) argues that parents need to supervise their children's choice of television programme to watch in order to avoid those featuring deviant behaviour

The study found that the interviewees believed that parents should also monitor the use of smart phone among their children, because today's smart phones can pick up television and other content downloaded and streamed from the internet. In short, parents need to monitor the media that their children spend most of their time with and help them understand the effects that the media can have on them (Mukul, 2015).

### **5.3.2 THE ROLE OF CHURCHES**

This theme attempted to find out from the young people who were interviewed whether they thought that churches could play a role to mitigate the effects of television programmes on youth deviant behaviour.

In biblical terms, same-sex unions are forbidden, which simply means that such behaviour is unacceptable in the eyes of God. The interviewees believed that to mitigate such behaviour churches should not deviate from the teachings of the Bible.

Churches should teach young people Christ's message of tolerance and understanding, and empower young people to the fullest while teaching them what is right and wrong. Mashau (2011) insisted that churches could play a significant role by reminding young people that sexual immorality is a sin in the eyes of God. They could provide sexual guidance for young people and teach them that marriage is the key to the enjoyment of sexual intimacy.

### **5.3.3 THE ROLE OF NGO THAT MAINSTREAM YOUTH DEVELOPMENT**

The findings revealed that the respondents in this study believe that the effects of harmful images on television can be mitigated through mainstream youth development by NGOs. NGOs staffed by social services professions, such as Youth Workers and Social Workers, can be commissioned to design positive youth development programmes to combat the influence of the media. Mukul (2015) suggests that non-governmental organisations and the national Department of Education should work together to make young people aware of the risks associated with the non-critical viewing of televisual images.

The findings reveal that the young people who were interviewed in the study would welcome awareness campaigns within local communities to educate the youth about the danger of television programmes that portrayed deviant behaviour, and thus avoid their influence. Through such an awareness campaign, parents would also learn how to help their children to be less vulnerable to such television programmes. According to Baya and Mberia (2014), there is an urgent need for schools and counseling units to raise awareness of the pros and cons of the effects of the portrayal of anti-social and morally dubious behaviour on television.

### **5.3.4 OTHER ALTERNATIVES TO MITIGATE THE INFLUENCE OF TELEVISION ON YOUTH DEVIANT BEHAVIOUR**

The findings reveal that the participants interviewed saw a need for the establishment of a youth desk in the community, where young people already affected by the seductive portrayal of deviant behaviour on television might be able to get professional help. Mwaura (2014) and Okpala and Okpala (2012) proposed that counseling programmes in schools should be strengthened to help young people make the right choices about who they associate with and how they behave.

The community youth desk might organise sports and arts programmes to ensure that young people have something to do after school and during the school holidays, to limit their exposure to television.

#### **5.4 SUMMARY OF THIS CHAPTER**

In this chapter the main findings of this study were discussed, according to the following themes: the television programmes watched by young people, such *Uzalo*, *Generations: The Legacy*, *Muvhango*, *Empire*, and the reasons why they did. These included broadening their education about the “outside” world, learning to recognise and overcome life’s challenges, and learning modern and traditional cultural values. The next theme comprised the socio-economic factors that contribute to youth deviancy: peer pressure, poverty, lack of sporting activities, and dysfunctional families. The chapter then summarised the participants’ responses to the influence of the portrayal of deviant behaviour on certain television programmes, in terms of youth premarital sex, alcohol/drugs consumption, youth gangs, the perception of women as sex objects, ritual human sacrifice, and profane language. The next theme consisted of strategies identified by the respondents to mitigate the effects of televisual imagery, considering the role of parents, of the church, of NGOs and the government, especially in terms of the provision of recreational and counselling facilities.

## **CHAPTER SIX**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **6.1 INTRODUCTION**

This chapter summarises the findings of the study in terms of the themes identified, makes recommendations and concludes the study.

#### **6.2 REVIEW OF THE STUDY PROBLEM**

The study was conducted on the understanding that the portrayal of deviant behaviour on television has a huge influence on young people. It was found that young people typically spend a couple of hours watching television programmes to learn and be entertained. But often they are exposed to the wrong sort of information. It was found in the study that the more young people are exposed to television programmes that portray deviant behaviour, the more they tend to emulate this behaviour, which can have a long-lasting effect on their lives.

Young people do not watch such television programmes with the aim of being corrupted. They are deceived by seductive images of power, wealth and sexuality into believing that such fantasy is real. It was found that the most common forms of deviant behaviour that young people resort to after being exposed to such television programmes are premarital sex, the use of profane language, the perception of women as sex objects, and the use of alcohol and drugs. Gakahu (2010) argues that a young viewing population exposed to R&B music videos with sexually explicit scenes ends up practicing sexual intercourse themselves. Bleakley (2011), on the other hand, offers a more balanced view that sexual activity among young people is motivated by a combination of factors, including the young person's domestic circumstances, existing attitudes, self-efficacy, and self-confidence. The influence of sexually explicit material on television would have to overcome all these factors.

#### **6.3 SUMMARY OF THE STUDY FINDING**

The main findings of this study are summarised according to the four themes identified.

##### **6.3.1 THEME ONE: TO UNDERSTAND THE TYPES OF TELEVISION PROGRAMMES THAT THE YOUTH WATCH AND WHY**

The study's findings revealed that the interviewees' favourite television programmes include Generations: The Legacy which is shown on SABC 1 at 20h00 weekdays, Skeem Sam shown weekdays on SABC 1 at 18h30, Uzalo shown as SABC 1 at 20h30, Muvhango shown weekdays on SABC 2 at 21h00, Empire shown on ETV every Wednesday at 21h30; as well as R&B, hip-hop and gangsta rap music videos, which are shown on various channels every day.

The study found that young people watch television programmes such as Muvhango in order to learn about culture and traditions. They watch the soaps to get a glimpse of adult (urban) life and learn how to deal with and overcome life's challenges. Such programmes motivate young people to learn about modern lifestyles and gain a broader understanding of the way the world works, which helps them to perform well at school.

### **6.3.2 THEME TWO: THE SOCIO-ECONOMIC FACTORS THAT CONTRIBUTE TO YOUTH DEVIANT BEHAVIOUR**

The study's finding revealed that the respondents identified socio-economic factors such as peer pressure, poverty, dysfunctional family life, and the absence of sports facilities as possibly conducting to deviant behaviour.

Peer pressure: young people have sex and drink or take drugs in order to fit in with their peers.

Poverty: Young people, who come from disadvantage backgrounds, in particular young women, can find themselves in a situation where they are dating older men in order to get money so as to escape poverty at home.

Dysfunctional family: young people who come from a dysfunctional family in which the parents frequently fight or get drunk can lead to a young person him- or herself taking drugs/alcohol in order to alleviate the stress. Some also get involved in premarital sex because there is no one at home to show them the right path.

Lack of sporting activities: being raised in a community where there are no sports facilities or activities results in a situation where young people wander all over the streets and "hang out", often turning to drugs/alcohol in order to find something to keep them busy. But some of the respondents believe that blaming a lack of sporting

activities in the community for the abuse of drugs/alcohol is simply a failure to take responsibility for oneself.

### **6.3.3 THEME THREE: THE EXPERIENCE OF THE YOUTH OF DEVIANT BEHAVIOUR IN SELECTED TELEVISION PROGRAMMES.**

The study found that the interviewees agreed that being exposed to television programmes that portrayed deviant behaviour could influence them to behave in a deviant manner. The forms of deviant behaviour addressed were premarital sex, alcohol/drugs, profane language and the perception of women as sex objects, youth gangs and human ritual sacrifice.

**Premarital sex:** the respondents admitted that television programmes that contain sexually explicit material had a huge influence on their sexual beliefs. In some cases they started having sex, even with multiple partners.

**Youth gangs:** the participants allowed that being exposed to gangsta rap music videos might tempt them to imitate such behaviour and adopt a gangster lifestyle. Gangs are associated with glamour, power and huge wealth, rather than with violence and crime.

**Drugs/alcohol:** the respondents agreed that exposure to the consumption of drugs and alcohol in their favourite television programmes affected their attitudes towards drugs/alcohol consumption. The more the youth were exposed to drugs/alcohol on television, the greater the likelihood that they might begin to experiment with such behaviour.

**Profane language:** the study revealed that young people felt that being exposed to profane language on television could lead to them themselves using bad language toward other people. Insulting terms like “slut” and “bitch” can too easily enter and shape youth culture.

**Perception of women as sex objects:** the study revealed that the way women are portrayed on television, such as dressing inappropriately and appearing half naked,

and seducing men to attain their goals, inevitably conducted to young people perceiving women as sex objects.

Human ritual sacrifice: the interviewees insisted that they would not be influenced by such scenes on television to practice such behaviour. However, they were not so sure about the influence this might have on Nigerian youths determined to accumulate a massive fortune in life without working hard toward it (to acknowledge the logic of the superstition).

#### **6.3.4 THEME FOUR: STRATEGIES TO MITIGATE THE EFFECTS OF TELEVISION PROGRAMMES ON YOUTH DEVIANT BEHAVIOUR**

Young people who took part in the study were asked to outline possible strategies that might be introduced to mitigate the effects on the youth of the portrayal of deviant behaviour on television. The following strategies emerged:

Parents: parents should monitor the television programmes that their children watch, and also keep an eye on their children's use of smart phones to access problematic content.

Churches: the churches should make sure that young people are aware of biblical teachings about homosexuality. They should offer spiritual guidance to empower young people.

NGOs: NGOs and government departments should offer professional social services and design and manage programmes to assist young people already involved in deviant behaviour.

Youth desk: the respondents believed that the establishment of a youth desk and regular awareness campaigns would play a significant role in mitigating the effects on young people's lives of the portrayal of deviant behaviour on television.

### **6.4 RECOMMENDATIONS**

#### **6.4.1 School deviant behaviour literacy**

The provision of information/orientation programmes to raise awareness about the consequences of deviant behaviour should be considered. Schools should introduce orientation programmes to provide regular information to learners on the effects of deviant behaviour on themselves and the community. Provision of such programmes could assist young people to avoid getting involved in deviant behaviour. It will also groom young people to be responsible citizens who are not easily influenced by the media.

#### **6.4.2 Strict television programme content censorship**

All the television programmes that negatively influence young people are seemingly legally permitted. This implies that there is limited control of these programmes from a government perspective. In my view a parliamentary communication committee should establish strict television programming censorship measures. This would mean that gangsta music, explicit sex, nudity and other inappropriate material on television would be stopped. Young people would consequently spared such exposure.

#### **6.4.3 Provision of after-school programmes**

There is a great need for the establishment of after-school programmes in the community. This includes initiating sports, arts work, choirs and other entertainment activities. These activities are necessary for occupying young people after school. This would keep them away from risk behaviour such as alcohol, drug use and early sexual behaviour. Media literacy could be included in these after-school programmes to equip young people with information relating to all the aspect of the media, to enable them to become more sophisticated and discriminating viewers of television.

#### **6.4.4 Parental media workshop**

The Department of Social Welfare's community development division should provide parental workshops on media literacy to provide parents with more insight and negotiation skills on how to talk to their children regarding the deviant behaviour portrayed on television – especially when it comes to sexually explicit material, because parents often find it difficult to talk to their children about sex. Such workshops could teach parents how to deal with problems of such a nature.

#### **6.4.5 Community library**

The municipality should build a community library in this rural area, programmed to restrict access to YouTube and pornography, to ensure that after school young people go to the library and read books, rather than going home to spend time watching some television programme that promotes deviant behaviour.

#### **6.4.6 National Youth Policy 2020-2025**

The previous and current national youth policy is very silent on issues pertaining to media health. In order to eradicate factors associated with risk behaviour among young people, the National Youth Policy 2020-2025 should include youth media health issues, in order to mitigate the effects on youth behaviour of the media portrayal of sexuality, alcohol and drugs (to mention but a few) and design specific youth media policy .

#### **6.5 IMPLICATIONS FOR FUTHER RESEARCH**

In this study it emerged strongly from the participants' point of view that parents' involvement with their children is very limited, for a variety of reasons. The result is that young people are vulnerable to any level of deviant behaviour portrayed on television. Therefore, the researcher recommends that a study be conducted on the role of that parents can and should play in combating the effects of their children's exposure to deviant behaviour as portrayed on television.

#### **6.6 EVALUATION OF THE OBJECTIVES**

The following aims of the research were achieved:

- To explore the extent to which the portrayal of deviancy in some television programmes results in youth deviant behaviour.
- To identify socio-economic factors that contribute to deviant behaviour among the youth.
- To identify alternative strategies to mitigate the negative effects of some television programmes on the youth.

All the study's objectives as formulated above were achieved through the use of semi-structured interviews with a sample of young people from Madonsi village.

## 6.7 THE STUDY'S LIMITATIONS

- The participants were twelve young people of between the ages of 14 and 19. The data pertains to this (representative?) sample from Madonsi village only. Thus, the study's findings cannot be generalised to reflect the effects on youth generally of deviant behaviour on television. The study focused on television and not the social media, where no doubt young people are also exposed to varieties of deviancy.
- The research was based on selected varieties of deviant behaviour. Other kinds of deviant behaviour encountered on television could also have been investigated, e.g. masturbation, the disrespect of elderly people, violence toward educators in schools, eating disorders, and many more. Constraints of time prevented this.

## 6.8 CONCLUDING REMARKS

This study was very important to me in my postgraduate journey as it enabled me to interact with young people from different background and probe their experience hip-hop, R&B, and gangsta rap music videos, and programmes like Generations: The Legacy, Empire, Muvhango and Uzalo. This had lead me to believe that there is a lot to be done in South Africa to mainstream positive youth development programmes to ensure that young people stay away from the sort of deviant behaviour that is portrayed on television – if we are to stand a chance of realising the goals of the national development plan by 2030. This awareness has convinced me that from now on, life is no longer only about me and my family, but about the hope that I can use the knowledge I have acquired to change the lives of young people in our country and the continent one day.

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## LIST OF APPENDICES

### APPENDIX A: INTRODUCTION LETTER

Dear Sir/Madam

#### **RE: LETTER OF INTRODUCTION**

I am a student at The University of Venda doing Master of Arts (Youth Development). As a Requirement for the fulfillment of the master's degree, I intend to carry out research on the "Experience of the Youth on Deviant Behaviour Portrayed in Some Television Programmes: In case study of the youth of Madonsi Village, Limpopo Province, South Africa" Kindly steal some of your God given time to complete the questionnaire attached herein. The information given will be handled with utmost confidentiality.

Yours faithfully

Chauke Thulani Andrew

#### **APPENDIX II: QUESTIONNAIRE**

**"Experience of the Youth on Deviant Behaviour Portrayed on Some Television Programmes: In Case Study of the Youth of Madonsi Village, Limpopo Province, South Africa"**

Please take a few minutes to complete this questionnaire. Your honest answers will be completely anonymous. The knowledge that your will outlined on below questionnaires will be highly appreciate and add a body of knowledge on the portrayal of deviant behaviour in selected television programme influence on youth deviant behaviour at Madonsi Village.

Kindly answer all questions.

## **SECTION A: SOCIAL AND DEMOGRAPHIC CHARACTERISTICS**

How old are you?

1. Educational level: Choose one from (primary, secondary or tertiary level)?
2. Do you stay with your mother or father or others?
3. What is your marital status? (Single, Married, Co-habiting, Separated, Divorced)
4. What is your religion?
5. What is your ethnic group?
6. What is your mother educational background?
7. What is your father educational background?
8. What is your elder siblings' educational background?
9. What is your living condition at home? (Choose from: RDP houses, Informal settlement, Flats or apartment, Town houses)
10. How many siblings do you have? What is their age: less than 5 years, 6-12 years, and 13 year and above?
11. What is your gender?
12. Do you have any disabilities if yes classified it?

## **SECTION B: INFORMATION ON THE TYPES OF THE TELEVISION PROGRAMME THAT YOUTH WATCH.**

1. What is your favourite television programme?
2. What is the amount of time do you spend on watching such programme?
3. What are the reasons that make you love the above mention television programme?

## **SECTION C: INFORMATION OF THE SOCIAL-ECONOMIC FACTORS THAT CONTRIBUTE TO YOUTH DEVIANT BEHAVIOUR**

1. What is the influence of peer in your behaviour?
2. How does dysfunctional family make you abuse drugs and alcohol?
3. Is there any relationship between poverty and pre/early sexual activities?  
Explain how.

4. What is the relationship between lack of sport facilities drugs and alcohol abuse?

**SECTION D: INFORMATION ON THE EXPERIENCE OF YOUTH ON DEVIANT BEHAVIOUR PORTRAYED ON SOME TELEVISION PROGRAMMES INFLUENCE ON YOUTH DEVIANT BEHAVIOUR.**

1. How do sexually explicit R&B/Hip-hop/Gangsta rap music videos or soap opera make you to get involve in premarital sex?
2. Does the representation of women as sexual beings in Hip-hop/R&B/Gangsta rap music videos or soap opera makes you see women as sex objects? Explain why
3. How does the representation of gangster lifestyle in gangsta rap/R&B/Hip-hop music videos makes you want to get involve in youth gangs?
4. How does the representation of alcohol/drugs usage at R&B/Hip-hop/Gangsta rap music videos or soap opera make you take drugs and alcohol?
5. How does bad language in gangsta rap/R&B/Hip-hop or soap operas lead you to use profane language towards other people?
6. How does the representation of human ritual sacrifice in Nigerian/other soap opera make you think of practicing it in order to get rich?

**SECTION D: INFORMATION ON THE ALTERNATIVE STRATEGIES THAT CAN BE USED TO MITIGATE THE NEGATIVE EFFECTS OF SOME TELEVISION PROGRAMMES ON YOUTH?**

1. What role do you think parents can play to prevent the negative effects of Gangsta rap, R&B, Hip-hop, Soap opera on youth behaviour?
2. What role do you think NGOs that mainstream youth development can play to prevent the influence of the portrayal of deviant behaviour at television on youth behaviour?
3. What role do you think Churches can play to prevent the influence of the portrayal of deviant behaviour at television on youth behaviour?

4. What other alternative do you think can be put in place to mitigate the influence of the portrayal of deviant behaviour in selected television programmes on youth?

***I Thank You***

## APPENDIX B: INTERVIEW SCHEDULE

MAIN QUESTION	GUIDING QUESTIONS	POSSIBLE INTERVIEW QUESTIONS
How does the portrayal of deviant behaviour at selected television influence youth to behaviour in deviant manner?	<ul style="list-style-type: none"> <li>➤ Explore types of television programmes that youth watch.</li> </ul>	<ul style="list-style-type: none"> <li>• What is your favourite television programme?</li> <li>• What is the amount of time do you spend on watching such programme?</li> <li>• What are the reasons that make you love the above mention television programme?</li> </ul>
	<ul style="list-style-type: none"> <li>➤ To identify socio-economic factors that contributes to deviant behaviour among youth.</li> </ul>	<ul style="list-style-type: none"> <li>• What is the influence of peer in your behaviour?</li> <li>• How does dysfunctional family make you abuse drugs and alcohol?</li> <li>• Is there any relationship between poverty and pre/early sexual activities?</li> <li>• What is the relationship between poor sport facilities drugs and alcohol abuse?</li> </ul>
	<ul style="list-style-type: none"> <li>➤ Explore the extent nature in which the portrayal of deviant in some television programme result to youth deviant behaviour.</li> </ul>	<ul style="list-style-type: none"> <li>• How does sexual explicit at R&amp;B/Hip-hop/Gangsta rap music videos or soap opera makes you to get involve in premarital sex?</li> <li>• Does the duplication of women as sexual being in Hip-hop/R&amp;B/Gangsta rap music videos or soap opera makes you see women as sex object?</li> <li>• How does the duplication of gangster lifestyle in gangsta</li> </ul>

		<p>rap/R&amp;B/Hip-hop music videos makes you get involve in youth gang?</p> <ul style="list-style-type: none"> <li>• How does the duplication of alcohol/drugs usage at R&amp;B/Hip-hop/Gangsta rap music videos or soap opera makes you takes drugs and alcohol?</li> <li>• How does rude syndrome language at gangsta rap/R&amp;B/Hip-hop or soap opera led you to use profanely language toward other people?</li> <li>• How does the duplication of human ritual sacrifice in Nigerian/other soap opera makes you think of practicing it in order to get rich?</li> </ul>
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	<ul style="list-style-type: none"> <li>➤ To identify alternative strategies to mitigate the negative effects of some television programmes on the youth</li> </ul>	<ul style="list-style-type: none"> <li>➤ What role do you think parents can play to prevent the negative effects of Gangsta rap, R&amp;B, Hip-hop, Soap opera on youth behaviour?</li> <li>➤ What role do you think NGOs that mainstream youth development can play to prevent the influence of the portrayal of deviant behaviour at television on youth behaviour??</li> <li>➤ What role do you think Churches can play to prevent the influence of the portrayal of deviant behaviour at television on youth behaviour?</li> <li>➤ What are the other alternative do you think can be done to mitigate the influence of the Portrayal of deviant behaviour in selected television programmes on youth?</li> </ul>
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