

INFLUENCE OF INDIGENOUS SOAP OPERA ON CARITAS UNIVERSITY STUDENTS.

(A STUDY OF SUPER STORY)

BY

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MC/2008/336

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TITLE PAGE

**INFLUENCE OF INDIGENOUS SOAP OPERA ON CARITAS UNIVERSITY STUDENTS:
(A CASE STUDY OF SUPER STORY)**

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**A Research Project Submitted To the Department Of Mass
Communication in Partial Fulfillment of the Requirements for the
Award of Bachelor of Science (B.sc.) Degree in
Mass Communication of Caritas University, Amorji-Nike, Enugu,
Enugu State**

August, 2012

APPROVAL PAGE

This is to certify that this project “on caritas university students (a study of super story) is duely approved by The influence of Indigenous soap opera the department of mass communication, caritas university, Amorji-Nike, Emene, Enugu for Orokpo .A. Orokpo with registration No.MC/2008/336.

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DEDICATION

This work is dedicated to Almighty God; And in Loving memory of my Late Mother, Mrs. Justina Eneode Orokpo.

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I wish to express my profound gratitude to all those who contributed to my academic success in one-way or the other. First to my parents who have been the brain behind my success, I say thank you. I am also indebted to my supervisor Mr. Obasi Ferdinand, who has always being a source of encouragement to me throughout my research work. I also acknowledge my entire lecturers, the Head of Department, Dr. (Mrs.) Regina Acholonu, who has contributed much to get me informed academically. Also, Mrs. Justina Obi, my academic adviser, Mrs. Virginia Benson-Eluwa for her motherly role and words of encouragement, Mr. Felix Ugwuanyi, Mr. Jude Edeh, Mr. D. U. Agboeze.

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Abstract

This project seeks to appraise the impact of indigenous soap operas on the general behavior of students of Caritas University. A survey research method was employed in carrying out this work. At the end of the exercise, findings showed that indigenous soap operas have a great impact on the behavior of the students of Caritas University. It helps in maintaining and sustaining our local cultural value in the students. Recommendations were made that producers of indigenous soap operas on TV should improve on the quality of the programmes to elicit more patronage and interest in the audience. Also, soap operas shown on TV stations should be upgraded to contain more educational values since it has a significant percentage of appeal amongst university students.