



CASA AFRICA 2009

TV PROGRAMMES AS SOCIAL INTEGRATION MODEL

Presentation by

AFOLABI ADESANYA

Filmmaker & TV Director



Introduction

1959 – WNTV (Western Nigeria Television) the first television broadcaster on the African continent commenced broadcasting in Ibadan, capital of the defunct Western Region, a year before Nigeria became an independent nation.

VILLAGE HEADMEASTER (VH), originally a Radio programme created by Segun Olusola, was adapted by same Content Creator for TV, as a half hour drama serial for Television.



Introduction

Situated in **OJA**, Yoruba word for Market, it is evident that that **VH** television situation drama locale is in Yoruba-land of Southwest Nigeria. The synopsis states, “**Oja** is an unusually large village located on the main road connecting the capital with the country’s great trade centres starting off as a roadside camp for workers fifty years back. Its history is the history of the nearly 5,000 inhabitants who settled there at the various times from different parts of the country.

“What makes Oja a unique settlement is the presence of the Hausa kolanut traders, the Ibo shop owners, the Yoruba farmers and teachers, and the Urhobo farmers”.



Introduction

The established premise is that of a collection of characters from diverse ethnic/tribal groups (each speaking a peculiar language), professional/work-life, and eclectic socio-cultural values.

VH's characterization further reinforces this premise, drawing strength from the four cardinal points of the country, Nigeria. As well as being inclusive of various demographic groups (adults, children; professionals, artisans, craftsmen; etc)

Gabriel Fagade, the **Village Headmaster** is a Yorubaman. He is a Teacher, Pastor, Organist, and community leader. **Clara**, his 2nd wife, having remarried after the demise of his 1st wife, is an Itsekiri woman. A Seamstress, and proprietress of the village Sewing Institute.

Bassey Okon, the Dispenser, had lived up country in the North, a widower, he was once married to a Fulani woman from that part of the country. They had a daughter, **Fatia**.



Introduction

From the 1st broadcast in 1968 on national television, NBC-TV, **VH** ran for about two decades before it was rested. It was repacked in the mid-80s, but could not recapture its audience who had either outgrown the programme, or win over a new generation. However, it inspired a movie, **DINNER WITH THE DEVIL**, a socio-political commentary film.

Most importantly, **VH** became a model for network television series in Nigeria, some of these include, **SAMANJA** (set in a military formation, in the spirit of Military rule era), **THE MASQUERADE**, **COCKCROW AT DAWN**, and most recently **FAMILY CIRCLE**, **DEAR MOTHER**, and **HARMONY ESTATE**.



TV PROGRAMMES AS SOCIAL INTEGRATION MODEL

Social integration – weaving the diverse social, cultural, religious values of a society/community into an acceptable tapestry of wholesome acceptance, fusion and integration of common values binding such society/community to foster, among others:

- ❖ Understanding, co-operation & collaboration
- ❖ Mutual tolerance
- ❖ Peaceful co-existence & Socialization
- ❖ Unity
- ❖ Economic growth & development
- ❖ Empowerment of the populace
- ❖ Infrastructural provision & development
- ❖ Welfare



TV PROGRAMMES AS SOCIAL INTEGRATION MODEL

- ✓ Learning & acquiring a new language of expression
- ✓ Audience (family, friends, community) – most crucial factor that makes television a powerful tool of social integration {fosters common interest, reinforces family/relationship/communal ties, bonding}



End Slate

- TV – a veritable tool for social integration through deliberate Content creation & programming

THANK YOU.