

PDF - AN ASSESSMENT ON THE EFFECTS OF ENGLISH PREMIER LEAGUE MATCHES SHOWING ON DSTV ON NIGERIA YOUTHS A CASE STUDY OF NASARAWA STATE UNIVERSITY UNDERGRADUATES - researchcub.info

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## **ABSTRACT**

The research proffer an assessment of the effect of English premier ship matches on youths. It appraises the current trend of wide support, interest and love for the game of football. It analyses the effects it exacts on the youth and the society in fostering integration, unity, peace, passion, energy, and a means of entertainment and social relaxation. However the research also analyses some negative effect such as the outcome of conflict arising from the game and the growing trend of youth fraternizing and even negating their studies for the passion of football. A case analysis is conducted to determine the effect of the game on nasarawa state university undergraduate.

## **CHAPTER ONE INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

Nigerian youths have formed part of the global followers of the British premier league matches. The national media's specialty at covering and broadcasting the league has been

unprecedented. The passion, zeal, accuracy, and dexterity with which presenters of football matches broadcast and run commentary of the premiership and other leagues in Nigeria increases viewers' love and interest for the game of football. Also developed in viewers is the interest to identify with a club side as a fan/supporter. The followership could be compared to that experienced with the Nigerian local football league in the 1970 and mid 80s, which has since been reduced drastically because of poor organization. Apart from the national media, another medium providing Nigerians with the avenue to view live coverage of these matches is the pay per-view centers, scattered all across the nation's cities. These viewing centers, specializing in providing pay per view services of European football matches, have increased tremendously since the beginning of the 21st century when more cable television networks entered into the business with fairly affordable subscription rates. Audiences viewing games, plus fanatic support for particular clubs, have increased. An average Nigerian youth and adult (male and female) are happy to identify as fan of a chosen clubside in the British Premier League. Visits at these viewing centers will find fans displaying knowledge of clubs history and player's profiles, as well as mini-fans club (non-formalized club). All members are known and are identified as "our man" and "our club" showing their unflinching support and love for their chosen club.

The dexterity with which Nigerian youths have in support and love for the Premier League matches constitute the fundamental basis for this research. The league had in recent times fosters a common front in enhancing cultural and ethnic integration, peace, unity, love, harmony. However there is the social negative effect such as conflict, youth fraternity, and anti social behaviors. And in recent times many youths have been found spending more times in betting houses than on their studies. In 2006 and 2007, the effects of English premiership on Nigerians (youths and adults alike) took a new dimension when fans began to label streets after particular football club in the English premiership. There was conflict in parts of Lagos and Ibadan, and other parts of the country, which in some cases lead to violence and killings between supporters of different clubs. Is ethnic identity growing from this? On the surface, it seems that the characteristics of ethnicity are observably on the rise. With this picture, one can conclude that football is an instigator in causing conflict and at the same time at integrating people a strong point or element in peace and community building. The research

therefore intends to provide an assessment on the effect of English premier league matches on Nigerian youths with a case appraisal on nassarawa state university undergraduates.

## **1.2 STATEMENT OF THE PROBLEM**

The problem confronting the research is to proffer an assessment on the effects of English Premier league showing on Dstv on Nigerian youths with a case study of nassarawa state university undergraduate.

## **1.3 RESEARCH QUESTIONS**

1. What is the nature of English premier league.
2. What is the effect of English premier league matches on Nigerian youths.
3. What is the effect of English premier league matches on nassarawa state university undergraduate.

## **1.4 OBJECTIVE OF THE RESEARCH**

1. To determine the nature of English premier league
2. To appraise the effect of English premier
3. To determine the effect of the league on nassarawa state university undergraduate.

## **1.5 SIGNIFICANCE OF THE RESEARCH**

The research intends to determine the effect of English premier league and to assess its effect on nassarawa state university undergraduates.

It shall also serve a veritable source of information concerning sports and social effect.

## **1.6 STATEMENT OF THE HYPOTHESIS**

Ho The level of nassarawa state university undergraduate watching premier league is low.

Ho The level of Nassarawa state university undergraduate watching premier league is high.

Ho The positive effect of English premier league on nassarawa state university undergraduate is low.

Hi The positive effect of English premier league on nassarawa state university undergraduate is high

Ho The negative effect of English premier league on nassarawa state university undergraduate is low.

Hi The negative effect of English premier league on nassarawa state university undergraduate

is high.

## **1.7 SCOPE OF THE STUDY**

The research shall proffer an assessment of the effect of English premier league matches on Nigeria youths, with a case appraisal of the effect on nassarawa state university undergraduate.

## **1.8 DEFINITION OF TERMS**

### **SPORTS DEFINED**

Wuest and Bucher (1999) define sport as recreation, as a socially acceptable and non-profit oriented activity performed during leisure hours which provides immediate and inherent satisfactions to participants.

### **RECREATION DEFINED**

Mull, Bayless, Ross and Jamieson (1997) see recreation as a means, through which people are educated on how to lead a positive life in their leisure hours.

### **LEISURE DEFINED**

Leisure is taken as a period when an individual is not engaged in any activity to earn a living. Derived from this then, sport is not just leisure; it is also employable for other uses.

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