

Chapter 11 Global Media, Television, and the Americanization of Young Africans.....210 Nelson Okorie, Covenant University, Nigeria

This chapter examined the perception of young Africans on American values as portrayed in popular entertainment programs. This chapter examined use of DSTV as a study example because it is the most popular digital-pay TV with the highest subscription in Africa. Furthermore, the objectives are: (1) To ascertain the major type of western programmes preferred on DSTV among young Africans, (2) To examine the perception of young Africans on whether these TV channels influence the adoption of western values. This research adopted the use of the survey method to achieve the objectives of the study. A value contribution of this chapter is that global television has created multiple media products that have unique elements of American culture, which will distort African values. Also, the influence of American values will have a snowball effect on African youths in different spheres of life.