



## AFRICA IN MOVIMENTO / AFRICA ON THE MOVE

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**TITLE: REALITY TV SHOWS AND THE SHIFTING YOUTH IDENTITY IN NIGERIA:  
'MULTINA DANCE ALL' AS A CASE**

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**ABSTRACT:** Reality TV' indicates a live television programme aimed at capturing and relating the live-life of participants as they occur. Participation in reality TV programmes engenders in the youth the capacity to shape their social world, and at times, the worlds of adults in ways previously unimagined. This paper looks at reality TV show and the shifting identity of young people in Nigeria, taking 'Maltina Dance All' reality TV programme as a case with the aim of determining the extent to which 'Maltina Dance All' reality TV programme represents a redefinition of youth's identity in the Nigerian socio-cultural context. Qualitative methodology was adopted in carrying out this study. Such methods as key informants interviews, focus group discussions and non-participant observation were employed in generating data. Descriptive and interpretive techniques were employed in data analysis. Findings indicate that in 'Maltina Dance All' reality TV shows, there is cultural reversal engendered by role swap as young people play leading role while parents learn from their children. Youth participants are presented not only as leaders and key decision makers, but also giving instructions to their parents thereby shaping the people's attitudes towards young people, as parents learn from their children both the dance steps and the expectations of the panel of judges. This cultural reversal points to the emerging youth's shifting identity in the Nigerian socio-cultural space as occasioned by revolution in ICT and media globalization.

**Key Words:** Reality TV, 'Maltina Dance All', shifting youth identity, capitalizing periphery, Nigerian socio-cultural space

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