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TRADITIONAL GOVERNANCE PERSPECTIVES FROM NIGERIAN VIDEO FILMS

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ABSTRACT

This inquiry is a qualitative content analysis of four Yoruba epic films focusing on traditional governance. The films analyzed include Oranmiyan, Ija Ominira, Ilu Ominira and Aworawo. The study examined the varying perspectives and themes on African traditional governance portrayed in Nigerian video films popularly called Nollywood. Some of the content categories examined are themes, exhibition of power relations and interactions, symbols of governance, subordination and super ordination, royalty, communications, servitude, setting among others. Ambivalence was found in home video's framing of traditional governance among the Yorubas in South-West Nigeria, as the institution was presented as neither good nor bad. Some of the themes found include maintenance of social order and security, prominence of the monarch, administration of justice, festivals and culture, among others. The authors called on the media, including, the entertainment industry, especially Nollywood, to consciously frame traditional institutions for informed decisions on the institutions' relevance in modern governance.

Keywords: *Traditional Governance, Video Film, Nigeria, Perspectives, Yoruba.*