

THE POWER OF NOLLYWOOD: ADVANCING VOCATIONAL EDUCATION AND ENTREPRENEURSHIP IN NIGERIA

By

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Abstract

This study explored how Nollywood's skills and business potential might be used to improve vocational education and entrepreneurship in Nigeria. The study used a quantitative descriptive survey research design. The population of the study consisted of lecturers who teach film and related courses at the Federal Polytechnic, Nekede, Owerri, Imo State, Nigeria. Twenty lecturers who teach film and related courses at the Federal Polytechnic, Nekede, Owerri, were sampled using purposive random sampling technique as respondents for the study. A questionnaire was used to collect the information from the respondents and data analysis of the data gathered was done using mean scores. The study revealed that Nollywood demonstrates valuable vocational skills, has the potential to guide others in entrepreneurship and could be adopted into vocational education to help individuals get jobs, fuel new ideas and strengthen their problem-solving and teamwork skills. It is concluded in this study that Nollywood provides helpful lessons and examples for vocational education in Nigeria. The study recommended that institutions and the film industry to join forces to ensure the right curricula and policies are in place to highlight the businessminded talents of Nollywood for the country's progress.

Keywords: Nollywood, Vocational education, Entrepreneurship

1. Introduction

The Nigerian film industry, popularly known as Nollywood, has grown into a cultural and economic powerhouse over the past few decades. Adesanya and Oyedele (2019) elucidated Nollywood's film industry as an entertaining and engaging activity with multifaceted social impacts, like culture and economic empowerment to sustain change. It is now considered one of the top movie-producing industries worldwide. As noted by Okoro and Emeka-Nwobia (2023), the growth of this industry was propelled by its influence both domestically and internationally. The film and music industries have also created more employment opportunities in the country. Adesanya and Oyedele (2019) explain that these productive arrangements have expanded opportunities for entrepreneurship.

Nollywood dominates due to its cultural profundity which can sway public opinion while also serving as a precise representation of societal norms. Nollywood has the ability to spark interest in different jobs like fashion design, makeup, carpentry, event planning, cinematography, and many others for people interested in the production side of film (Okoro

& Emeka-Nwobia 2023). Vocational education is a systematic program aimed at equipping individuals with practical skills, knowledge, and competencies essential for specific trades or careers.

In Nigeria, Rotimi and Olaoye (2021) argue that the challenge of integrating theory and practice within the formal education system makes vocational training a useful alternative for youth empowerment and poverty alleviation. Nollywood plays a vital role in this form of vocational education by showing the importance of practicality and self-education. The rise to fame of numerous actors, directors, and even costume and makeup designers, illustrates the sufficiency of vocational training due to the absence of formal degrees (Odugbemi, 2018). Entrepreneurship, the ability to identify opportunities, take risks, and establish businesses or ventures is not just an option but a necessity for survival and growth. Through Nollywood, a fertile ground has been created for entrepreneurship by opening up so many value chains – from scriptwriting and directing to production, marketing, and distribution (Bankole & Adediran, 2020). Also, it has aroused entrepreneurial ventures in fashion, hospitality, photography, and digital content creation, all of which are tied to the industry's ecosystem. Being unemployed or having low-level jobs causes numerous problems for Nigerian youths (Adesanya, 2020). In many cases, the knowledge and skills students gain at schools are not enough to match what is required for a job in the real world. Gaining practical skills in vocational programmes could help solve these matters (Chukwu & Nwanne, 2019). Aiding entrepreneurs often ensures individuals succeed, prompts original thoughts and moves the economy ahead. Previously, studies looked into how Nollywood supports the economy by contributing to GDP and helping create jobs in sectors involving acting, filmmaking, distribution and services (Bankole & Adediran, 2020). Various studies noted that the stories told in Nollywood films have an effect on how society thinks (Nwabueze, 2017). Even so, few studies looked into how the frameworks, techniques and talents from Nollywood can help advance vocational learning and spark entrepreneurship in Nigerians. The objective of this paper is to identify successful vocational skills found in the film industry and explains how Nollywood could shape entrepreneurship. This study aims to point out how the various arts and skills needed in film can be used in making vocational and entrepreneurship training programmes in Nigeria. Additionally, it examines how the ideas and business structures found in Nollywood's Film Industry could inspire and guide people especially the youths looking to start businesses in other areas. The findings of this research will reinforce and boost our vocational and technical education programmes and contribute to

improving the government's efforts toward promoting entrepreneurship programmes and diversity in the country.

2. Objectives

The main objective of the study is to investigate how Nollywood advance vocational education and entrepreneurship in Nigeria. Specifically, the study seeks to:

- i. identify the core vocational skills and expertise inherent in Nollywood's film production processes.
- ii. explore the potentials of leveraging Nollywood's operational structures and practices as models for fostering vocational education and entrepreneurial development among Nigerians.
- iii. assess the potential impact of integrating Nollywood's skill sets and entrepreneurial ethos into vocational education programmes in Nigeria.

Three research questions are raised for the study. These are:

- i. What are the core vocational skills and expertise inherent in Nollywood's film production processes?
- ii. What are the potentials of leveraging Nollywood's operational structures and practices as models for fostering vocational education and entrepreneurial development among Nigerians?
- iii. What are the potential impacts of integrating Nollywood's skill sets and entrepreneurial ethos into vocational education programmes in Nigeria?

3. Materials and Methods

A descriptive quantitative survey research method was chosen to examine Nollywood's best practises, potential in entrepreneurship and what would happen if its knowledge and principles are merged with vocational studies in Nigeria. As described by Nworgu (2016), a descriptive survey is used to clearly outline the views or attitudes of a given group of people. It was chosen as the correct method for gathering information about lecturers' opinions on the research questions. All lecturers who are working at the Federal Polytechnic, Nekede, Owerri, Imo State, Nigeria, teaching courses related to film production,

theatre arts, performing arts, creative arts and cinematography, were part of the study. Due to their backgrounds in academics and what they might contribute to the discussion, these individuals were thought to be key informants in the field (Okoro, 2022). The study included twenty (20) lecturers of Federal Polytechnic, Nekede, Owerri, Imo State, Nigeria, teaching courses related to film production, theatre arts, performing arts, creative arts and cinematography. Purposive random sampling was used in the research study. Participants were selected based on their expertise in the topic related to the study (Creswell & Guetterman, 2019; Etikan et al., 2016). A structured questionnaire was used to collect the data for the study. The questionnaire was divided into two sections, A and B. Section A sought for the demographic information of the respondents such as gender. Section B contained statement items on a four-point scale named Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD) to determine how Nollywood advance vocational education and entrepreneurship in Nigeria. To ensure the research instrument is reliable, a Cronbach's alpha coefficient was calculated and a reliability coefficient of 0.87 was obtained. The questionnaire was highly consistent and reliable, as reflected by a Cronbach's alpha value of 0.87 (Tavakol & Dennick, 2011). The data gathered through the administration of the research instrument was analysed using descriptive statistics.

4. Results

Demographic Information of the Respondents

Figure 1: Gender distribution of the respondents

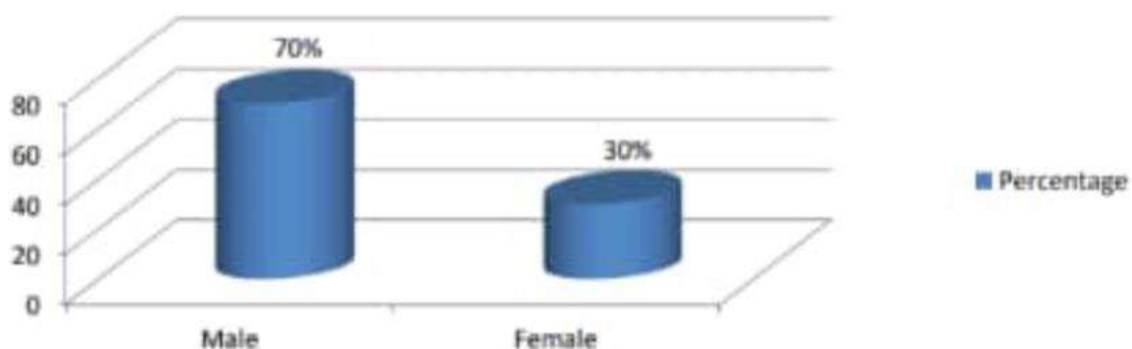


Figure 1 showed that 14 (70.0%) of the respondents were male while 6 (30.0%) were female. This infers that, majority of the respondents were male.

Research Question One: What are the core vocational skills and expertise inherent in Nollywood's film production processes?

Table 1: Core vocational skills and expertise inherent in Nollywood's film production processes

S/N	Items	Mean	Remarks
1	Nollywood film production heavily relies on practical onset skills such as cinematography and sound recording.	3.49	Agreed
2	Expertise in storytelling and scriptwriting is a fundamental vocational skill within the Nollywood industry.	3.51	Agreed
3	The ability to manage production logistics and coordination is a crucial vocational expertise in Nollywood.	3.49	Agreed
4	Nollywood professionals possess specialized technical skills in editing and post-production processes.	3.45	Agreed
5	Proficiency in acting and directing are considered core vocational skills valued in Nollywood film production.	3.38	Agreed

Cut-off point = 2.50

Table 1 reveals that majority of the respondents agreed that; Nollywood film production heavily relies on practical on-set skills such as cinematography and sound recording (mean = 3.49), expertise in storytelling and scriptwriting is a fundamental vocational skill within the Nollywood industry (mean = 3.51), the ability to manage production logistics and coordination is a crucial vocational expertise in Nollywood (mean = 3.49), Nollywood professionals possess specialized technical skills in editing and post-production processes (mean = 3.45), proficiency in acting and directing are considered core vocational skills valued in Nollywood film production (mean = 3.38).

Research Question Two: What are the potentials of leveraging Nollywood’s operational structures and practices as models for fostering vocational education and entrepreneurial development among Nigerians?

Table 2: The potentials of leveraging Nollywood’s operational structures and practices as models for fostering vocational education and entrepreneurial development among Nigerians

S/N	Items	Mean	Remarks
1	Nollywood’s ability to produce films with limited resources demonstrates a resourceful and entrepreneurial approach that can inspire others.	3.49	Agreed
2	The collaboration and networking nature of Nollywood’s production teams offers valuable lessons for building successful vocational skills and entrepreneurial ventures.	3.01	Agreed
3	Nollywood’s direct-to-consumer marketing strategies provide a potential model for Nigerian entrepreneurs to reach their target audiences.	3.20	Agreed
4	The rapid adaptation and innovation seen within Nollywood’s film-making practices can encourage a similar vocational and entrepreneurial spirit in other industries.	3.38	Agreed
5	Nollywood’s focus on creating content that resonates with local audiences highlights the importance of understanding market needs for vocational and entrepreneurial success.	3.35	Agreed

Cut-off point = 2.50

Table 2 shows that majority of the respondents agreed that; Nollywood’s ability to produce films with limited resources demonstrates a resourceful and entrepreneurial approach that can inspire others (mean = 3.49), the collaboration and networking nature of Nollywood’s production teams offers valuable lessons for building successful vocational skills and entrepreneurial ventures (mean = 3.01), Nollywood’s direct-to-consumer marketing strategies provide a potential model for Nigerian entrepreneurs to reach their target audiences (mean = 3.20), the rapid adaptation and innovation seen within Nollywood’s film-making practices can encourage a similar vocational and entrepreneurial spirit in other industries

(mean = 3.38), Nollywood's focus on creating content that resonates with local audiences highlights the importance of understanding market needs for vocational and entrepreneurial success (mean = 3.35).

Research Question Three: What are the potential impacts of integrating Nollywood's skill sets and entrepreneurial ethos into vocational education programmes in Nigeria?

Table 3: Potential impacts of integrating Nollywood's skill sets and entrepreneurial ethos into vocational education programmes in Nigeria

S/N	Items	Mean	Remarks
1	Integrating Nollywood's practical film-making skills into vocational education can enhance the employability of graduates in the creative industry.	3.21	Agreed
2	Exposing vocational students to Nollywood's entrepreneurial mindset can foster innovation and selfreliance among them.	3.27	Agreed
3	Incorporating Nollywood's collaborative production models into vocational training can improve teamwork and project management skills.	3.20	Agreed
4	Teaching Nollywood's resourcefulness in vocational programmes can equip students with valuable problemsolving abilities in resource-constrained environments.	2.89	Agreed
5	Integrating Nollywood's storytelling techniques into vocational training can improve students' communication and presentation skills across various fields.	3.24	Agreed

Cut-off point = 2.50

Table 3 reveals that majority of the respondents agreed that; integrating Nollywood's practical filmmaking skills into vocational education can enhance the employability of graduates in the creative industry (mean = 3.21), exposing vocational students to Nollywood's entrepreneurial mindset can foster innovation and self-reliance among them (mean = 3.27), incorporating Nollywood's collaborative production models into vocational training can improve teamwork and project management skills (mean = 3.20), teaching

Nollywood's resourcefulness in vocational programmes can equip students with valuable problem-solving abilities in resource-constrained environments (mean = 2.89), integrating Nollywood's storytelling techniques into vocational training can improve students' communication and presentation skills across various fields (mean = 3.24).

5. Discussions

According to the results of the study, most lecturers at the Federal Polytechnic, Nekede, Owerri, are in agreement about the core skills and knowledge employed in Nollywood filmmaking. People involved in Nollywood generally think that having filming and audio skills is essential. This is similar to what Odugbemi (2018) described as the hands-on making of films in Nigeria. In addition, the study found that being able to create and present storeys in script form is seen as essential for a career in the industry. The coordination of production logistics, as Rotimi and Olaoye (2021) noted, is rather overwhelming in terms of managing a film's production. In addition, the post-production processes of editing and other skills were noted to be crucial in determining the quality of a film's final cut (Chukwu & Nwanne, 2019). Skilled acting and directing were regarded as essential in Nollywood performers and artistry, as documented in previous research, are indeed fundamental to the industry (Adesanya, 2020).

Most of the study participants were unified in consensus that the approaches employed in Nollywood possess high adaptability towards achieving vocational and entrepreneurial development in Nigeria. The modesty with which Nollywood handles film production was highlighted as a jewel of wisdom for any prospective entrepreneur. They mentioned how Nollywood production teams collaborate and build networks which help people develop productive and successful jobs as well as their own businesses. Besides, respondents mentioned that this approach, in which Nollywood reaches consumers directly, is a useful strategy for Nigerian entrepreneurs to consider. It was found that Nollywood's fast adaptation and new approach could lead to others using the same mindset in various areas of work and business. The lectures agreed that centering films on familiar subjects to Nigerian markets is an important way to succeed in the business. Researchers have observed that these features are important in the creative and resourceful methods Nollywood production and operations use (Adesanya, 2019; Chika & Onuoha, 2023; Nwachukwu et al., 2021) and that Nollywood normally tends to repeatedly produce such work (Nwachukwu et al., 2021).

According to the study, Nollywood's experts can contribute positively to vocational education, in the opinion of many lecturers. In summary, most participants thought that using familiar Nollywood filmmaking ways can help vocational graduates increase their employment opportunities in the creative sector. It was also believed that letting students experience Nollywood's entrepreneurship might help them develop innovative and independent ideas. Nollywood's team-based way of making movies was considered a useful approach for improving everyone's team skills in vocational training. Moreover, the resourceful methods used in Nollywood were seen as a way to help students learn how to solve problems with limited resources. Furthermore, those involved saw how the unique way Nollywood storeys are presented might boost students' skills in various academic settings. Previous studies indicated that by engaging with film industries, vocational training gains significance and offers better chances for students to find employment; enterprise training encourages new concepts and adds benefits to the economy (Okoye et al., 2020; Uduji & Okolo-Obasi, 2017). Just like professionals advise, young actors in Nollywood are often taught through hands-on experiences with others (Akinyemi & Yusuf, 2023).

6. Conclusion

In conclusion, this study pointed out the major types of vocational skills used in Nollywood, mainly the practical work on set, the manner of storytelling, handling production and lastly, proficient post-production work. Moreover, it demonstrated that Nollywood's style which includes being resourceful, collaborating and connecting with the audience, is a worthy model for helping Nigerians become entrepreneurs. Finally, including Nollywood's abilities and attitudes in vocational training can help graduates succeed in creative jobs, invent new solutions, become selfsufficient, cooperate better with others, resolve different problems and develop better speaking skills. These findings influence at least two aspects of economic theory. First, they show that informal and indigenous training programmes in creative fields in developing countries ought to be studied further as they offer useful examples. Besides, the study confirms the connexion between skillfocused training at work, higher chances of getting a job and better performance of the economy. According to the study, partnership between vocational education and the Nollywood industry is needed to develop courses teaching both practical film skills and ways to run a film business. It could take the form of internships, mentorships and schools using Nollywood for learning in different fields. Authorities should see and assist in supporting the informal ways that people learn in Nollywood as possible means for learning job skills and developing businesses.

According to this study, it is recommended that vocational educational institutions in Nigeria should team up with Nollywood experts and production houses to come up with and provide relevant training programmes. Subject creators should include lessons on practical efforts in movie-making, joining forces with others and utilising innovative approaches similar to those used in Nollywood. It is also important for the policy makers and schools/institutions to develop policies to support learning in industries and examine the skill sets and business acumen found within Nollywood for use in growth across the nation.

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