

# Content in the Red Cup: Perceived Implication of Substance Use in Nigeria Hip Hop Music Video Performance

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**Abstract:-** Music is an essential part of mass communication that aids the stimulation of concrete information in a lighter mood. The current trend of cup usage by artist in Nigeria music video performance has presently increased the imitation among the upcoming artist and youth. Substance abuse can be referred to excessive use of psychoactive drugs. This study investigates use of red cup and perceived implication of substance abuse in Nigeria music video performance. The study made use of quantitative research approach. The research design for this study is survey method, questionnaires were used gather data needed for the study. Simple random sampling was adopted to select 200 respondents among students of the department of performing art and film studies and mass communication and media technology Lead City University, Ibadan. The result obtained were analysed and presented in percentage tables. The study found out that most of the red cups found in Nigeria Music Video contain drug substance. The study also revealed that use of substance during performance can lead to drug addiction and other related effects. The study concluded that the content in red cup of Nigeria music videos contain drug substance, this can lead to addiction and immoral imitation that can influence viewers and upcoming artist. The study recommends that artist should reduce the use of red cup as it sends negative signals to the viewers who see them as role model and mentor, also, artist should avoid intake of drugs substance and alcohol during performance in order to retain originality in their music performance.

**Keywords:** Content in the Cup, Social Media, Substance, Music Video, Performance.

## I. INTRODUCTION

Music is an essential part of mass communication that helps stimulate concrete information in a lighter mood. Music is seen as quite an important tool of communication that can be used to express various thoughts and emotions as it is a powerful means in uniting people towards a particular thought and respective action (Isomgboawaji et al. 2019). Hip pop music in Africa can simply be identified by her cultural identity that has which is embedded in the lyrics, playing of instruments, dancing and use of various art

craft. Music, over the ages, has proved to be one of the indispensable arts cultivated by man for growth, nurture and transfer of his institution and value to future generations (Folorunso Jayeola 2015)

Nigerian music industry have gained recognition creative world due to its dynamic artistic act that led to rapid growth in entertainment industry. Nigeria music video is known for a very vibrant popular scene that has come to exhibit its cultural richness that has attracted international recognition (Ezekiel et al. 2022)

In the contemporary age, this early musical exposure seems to be eluding the Nigerian youths owing to desperate quest for greener pastures in urban areas and pursuit of modernization (Ebele 2016). Studies have opined that, Nigeria music industry has gone beyond plain immorality but celebrates and glamorise the use of drugs in screen video and other performance in a way that that can influence both teens and youths and the elderly (Tribune 2018). A related study stated that, act of storytelling, singing, minstrels and other kinds of folk entertainments have acted as custodians of culture in the past. It has also aids values, attitudes, beliefs and customs of the people are propagated, reinforced and maintained through these contents (Ojukwu & Esimone 2016)

### ➤ Statement of the Problem

Music video performances undoubtedly are one of the most popular genres of entertainment in the 21st Century which is also a global phenomenon in Nigeria. It is presently noticed that both the artist and crew member now make use of cups such as red disposable cups in the music video performance. The present practice in hip pop Music video performances had call for a research on Content in the Cup and the implication of Substance use in Nigeria hip pop Music Video Performance

### ➤ Objective

- Identify perceived content in cup seen in Nigeria hip pop music video performance
- Examine perceived implication of substance usage in Nigeria hip hop music video performance

➤ *Nigeria Music Video Performance*

Indigenous hip pop is one of the common features of Nigeria music, the music mostly portrays traditional treats emphasizing on certain of way of life, attributes and value of individual culture and identity and these had led to increase and shift from the traditional music style (Folorunso Jayeola 2015)

Nigeria music has shown that music is one of the tools for societal change and development, this is applicable to any nation to a large extent depending on the ability of its citizens to harness it's naturally infused resources as well as making appropriate use of other man-made features, skills, and talents (Folorunso Jayeola 2015)

Nigeria has mostly been described as the musical heartbeat of Africa due to the impact of the music in the world of art. The music industry in Nigeria reflects Nigerian culture by promoting indigenous language through various music genres such Juju, Afrobeat, Reggae, Hip-hop, Rap, Fuji amongst others. The industry has also produced music talents like Femi Kuti, Wizkid, Davido, Adekunle Gold, Burna boy, Tuface, P-square, Asa, potable, rema, asake among others (Ojukwu & Esimone 2016)

Africa and Nigeria music in particular is a complete institution, which is based on the societal phenomenon of the people it represents, in this case it can easily influence its audience to a large extent. The concept of the music is based on societal fact and values through musical arts so there is a need to be careful in the artistic props used, lyrics and material so it will no pass wrong information to its lovers. (Folorunso Jayeola 2015)

➤ *Implication of Substance use in Nigeria Music Video Performance*

Nigeria music video now portrays more negative themes recently with some performance that are associated to nudity, graphic violence, drugs and alcohol glamorization. This themes was intentionally included to the content due to the lyrics of the music, this is common and worse in popular hip-hop music videos without minding the effect of the consumption on viewers (Isomgboawaji et al. 2019)

A related study opined that, slangs and other expression such as act of smoking and drinking that are included by various music video producers and individual can influence other related immorality in the society (Ezekiel et al. 2022). Nigeria is gradually losing its native culture value by circumstances of Western civilization with the crumbling and disappearing cultural portrayal embedded in Nigeria music video, these should be a great concern as it is recently causing negative cultural dynamism amongst youth (Ebele 2016)

Abuse of Drugs and alcohol among performing artists has become rapidly increasing act in Nigerian society and has caused serious health and social implications. It has led to mental illnesses and deterioration of the health among youngster. Drug and alcohol abuse have contributed significantly to various illicit behaviours such as domestic

aggression, violent crimes, broken homes and juvenile delinquency in Nigeria (Nwadigwé 2008)

Intake of Drug leads to habitual dependence otherwise known as addiction which gives rise to mental, emotional, biological or physical, social and economic instability. The act no doubt, has distressing and extremely awful implication on the society. The person feels very uncomfortable and does not function optimally any time the regularly abused drug is not available, this may have negative effect on the originality of creative performance such as music and performing art Ojukwu & Esimone (2016)

**II. THEORETICAL REVIEW**

The study is anchored by media Cultivation is which sociocultural theory regarding the role of consumption of media contents and how it can shape viewers' perceptions, beliefs, attitudes, and values (Shrum 2017). This theory shows the relationship of the media contents such as the Nigeria music hip hop video and the use of cups such as red cups and how it can influence the viewers who might see the act as new normal and would want to imitate the culture. The theory further based its assumptions on three components such as media institutions, message production, and message effects on viewers these are inextricably intertwined.

**III. METHODOLOGY**

The study adopted quantitative approach using Survey research design. The instrument used is structured questionnaire. Simple random technic was used in carrying out the study among student of performing art and culture and mass communication student to of lead city university Ibadan, 200 questionnaire were shared among 300 and 400 level students of the department, 183 were found valid and was presented in percentage table

**IV. DATA PRESENTATION, ANALYSIS**

➤ *Analysis of Data*

**Table 1: Gender of Respondent**

Gender	No of Respondents	Percentage
Male	98	53.6
Female	85	46.4
Total	183	100

The table that revealed that 98(53.6%) of the respondents are male while 85(46.4%) are female

**Table 2: Awareness of the Use of Red Cup in Nigeria Hip Hop Music Video Performance**

Awareness	No of Respondents	Percentage
Yes	183	100
No	-	-
Total	150	100

The table that revealed 183(100%) of the respondents are aware of the use of red cup in Nigeria Hip Hop music video performance. In other to get accurate information about the study, the questionnaire were only administered among does who are aware of the use of red cup in Nigeria music videos.

**Table 3: How Often have Respondents Seen Artist Using Red Cups in Nigeria Hip Hop Music Video Performance**

Seen using Red Cups	No of Respondents	Percentage
Very often	133	72.7
Often	21	11.5
Less often	18	9.8
Not often	11	6.0
Total	183	100

The table that revealed that 133(72.7%) of respondent have seen artist used red cups in Nigeria Hip Hop music video performance very often, 21(11.5%) of the respondents have often seen artist used red cups in Nigeria Hip Hop music video performance, 18(9.8%) of respondents less often seen artist c red cups, while 11(6.0%) of the respondents have not often seen artist used red cups.

**Table 4: Respondent Who Perceived the Cups Seen Contain Drug**

Perceived Drug Substance	No of Respondents	Percentage
Yes	147	80.3
No	36	19.7
Total	183	100

The table revealed that, 147(80.3%) of the respondents perceived that the cup seen in Nigeria Hip Hop music video performance contain drug substance, 36(19.7%) Respondent who perceived that the cup seen in Nigeria Hip Hop music video performance does not contain drug substance.

**Table 5: Perceived Prevalent Substance in the Cup Seen in Hip Hop Music Video Performance**

Perceived Prevalent Substance	No of Respondents	Percentage
Alcohol	57	31.1
Drug mixture (skushi)	49	26.9
Codeine	33	18.0
Tramadol	13	7.1
Cannabis	31	16.9
Total	150	100

The table revealed that, 57(31.1%) of the respondents perceived that the prevalent substance in the cup seen in Nigeria Hip Hop music video performance are alcohol, 49(26.9) of the respondents perceived that the prevalent substance in the cup seen in Nigeria Hip Hop music video performance are Drug mixture (skushi), 33(18.0%) of the respondents perceived that the prevalent substance in the cup seen in Nigeria Hip Hop music video performance are codeine, 13(7.1%) of the respondents perceived that the

prevalent substance in the cup seen in Nigeria Hip Hop music video performance are tramadol 31(16.9%) of the respondents perceived that the prevalent substance in the cup seen in Nigeria Hip Hop music video performance are cannabis.

**Table 6: If Use of Substance in Nigeria Music Video Makes Better Performance**

If Use of Substance Allows Better Performance	No of Respondents	Percentage
Yes	65	35.5
No	118	64.5
Total	183	100

The table revealed that, 118(64.5%) of the respondents perceived that use of substance in Nigeria music video does not makes better performance, 65(35.5%) of the respondents perceived that use of substance in Nigeria music video makes better performance

**Table 7: Perceived Implication of Substance Usage in Nigeria Hip Hop Music Video Performance**

Response through the Radio Programme	No of Respondents	Percentage
Deterioration of performance	56	30.6
Evoked emotion	22	12.0
Drug addiction	61	33.3
Immoral imitation	44	24.0
Total	183	100

The table revealed that, 56(30.6) of the respondents Perceived that substance usage in Nigeria Hip Hop music video performance can lead to Deterioration of performance, 22(12.0) of the respondents Perceived that substance usage in Nigeria Hip Hop music video performance can lead to Evoked emotion, 61(33.3) of the respondents Perceived that substance usage in Nigeria Hip Hop music video performance can lead to Drug addiction, 44(24.0) of the respondents Perceived that substance usage in Nigeria Hip Hop music video performance can lead to Immoral imitation

**V. DISCUSSION OF FINDINGS**

Data gotten have revealed 183(100%) of the respondents are aware of the use of red cup in Nigeria Hip Hop music video performance, this is because the study was only carried out among respondent who have noticed the use of cup in Nigeria hip pop music video. The study also revealed that, 133 (72.7%) of respondent have seen artist used red cups in Nigeria Hip Hop music video performance very often, 21 (11.5%) of the respondents have often seen artist used red cups in Nigeria Hip Hop music video performance, 18(9.8%) of respondents less often seen artist using red cups, while 11(6.0%) of the respondents have not often seen artist used red cups. The result from the data stated that, 147(80.3%) of the respondents perceived that the cups seen contain drug substance, while 36(19.7%) respondent perceived that the cups seen does not contain

drug substance, moreover 57(31.1%) of the respondents perceived that the prevalent substance in the cups seen in Nigeria Hip Hop music video performance are alcohol, 49(26.9) of the respondents perceived that the prevalent substance in the cup seen in Nigeria Hip Hop music video performance are Drug mixture (skushi), 33(18.0%) of the respondents perceived that the prevalent substance in the cup seen in Nigeria Hip Hop music video performance are codeine, 13(7.1%) of the respondents perceived that the prevalent substance in the cup seen in Nigeria Hip Hop music video performance are tramadol 31(16.9%) of the respondents perceived that the prevalent substance in the cups seen in Nigeria Hip Hop music video performance are cannabis.

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## VI. CONCLUSION

The study concluded that viewers are aware of the use of red cup in Nigeria Hip Hop music video performance and have seen artist used red cups in their music performance very often. The study also concluded that the cup contains drug substance and alcohol. Viewers also perceived that use of substance in Nigeria music video does not makes performance better and can lead to Drug addiction or Immoral imitation.

## RECOMMENDATION

The study recommends that, artist should reduce the use of red cup as it sends negative signals to the viewers who see them as model and mentor, also, artist should avoid intake of drugs substance and alcohol during performance in other to retain originality in their music performance.

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