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A REPRESENTATION OF RHESUS FACTOR COMPATIBILITY IN POPULAR CULTURE: A STUDY OF SELECT NOLLYWOOD FILMS

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ABSTRACT

This study explores the representation of the Rhesus factor compatibility (Rh factor) in Nollywood films and its impact on popular culture. The Rhesus factor, a protein found on the surface of red blood cells, plays a significant role in blood compatibility and pregnancy-related complications. By analyzing select Nollywood films, this study examined how the Rh factor is portrayed, the themes and narratives associated with it, and the influence on societal perceptions and understanding of this medical aspect. Employing qualitative and quantitative analysis, this project

examines a Nollywood film to identify and analyze instances where the Rh factor is depicted. The analysis delves into the themes, and cultural contexts surrounding the portrayal of the Rh factor, shedding light on underlying messages, symbolism, and potential impacts on audience perceptions and awareness. A significant number of viewers admitted to having limited information on the topic before their exposure to the films. However, after watching the films, a portion of the audience reported an increase in their understanding, signaling the films' potential as a medium for education. The research demonstrates that Nollywood movies serve as a potent tool with the capacity to inform a broad audience about health topics, including the Rhesus factor. Their extensive reach holds considerable sway, capable of shaping public attitudes and actions. The study recommended that Nollywood should enhance collaboration with health experts in other to produce well detailed and informative films that will represent Rhesus factor, alongside establishing platforms for viewer feedback and engagement.

Keywords: Rhesus factor, Nollywood films, Pregnancy related complication, Nigeria.

INTRODUCTION

Nollywood and its prolific production of movies, rivaled only by Hollywood and Bollywood in terms of output (Ogunleye, 2018), with thousands of films produced annually, Nollywood has captured the imagination of not only Nigerians but also audiences across Africa and the African diaspora. The industry's success can be attributed to several factors, including its ability to resonate with diverse audiences by addressing relevant and relatable themes. Nollywood films often explore issues ranging from family dynamics and romance to politics and societal challenges (Okome, 2007). It is within this rich tapestry of storytelling that the representation of the Rhesus factor finds its place. According to Sandler & Cohen (2017), the significance of the Rhesus factor in Nollywood films, it is essential to first understand what the Rhesus factor is and its relevance in medical and genetic contexts. The Rhesus factor, also known as the Rh factor or Rh antigen, is a protein found on the surface of red blood cells. It is a critical component of blood typing, and individuals are classified as Rh-positive or Rh-negative based on the presence or absence of this protein (Sandler & Cohen, 2017). The Rh factor plays a crucial role in blood transfusions, organ transplants, and pregnancy.

In the context of pregnancy, the Rhesus factor can become a matter of medical concern when an Rh-negative mother carries an Rh-positive fetus. If fetal blood enters the maternal bloodstream during pregnancy or childbirth, the mother's immune system may develop antibodies against the Rh factor, potentially leading to hemolytic disease of the newborn (HDN) in subsequent pregnancies (Bowman et al., 2020). This medical scenario forms the basis for much of the dramatic tension and storytelling potential in Nollywood films. While these films often use the Rhesus factor as a central plot device, they also provide educational value by raising awareness about the importance of blood typing and prenatal care, especially for couples with Rh-incompatible blood groups (Ogunleye, 2018). Nollywood's ability to blend entertainment with education has a significant impact on its audience, as it serves as a source of information on crucial medical topics.

Beyond medical considerations, Nollywood's representations of the Rhesus factor also touch upon broader societal issues. These films often delve into themes of love, sacrifice, and the resilience of the human spirit in the face of adversity. They showcase the power of love to transcend medical challenges and societal expectations, resonating with audiences on a deeply emotional level (Okome, 2007). Nollywood's portrayal of the Rhesus factor in its films has a notable influence on Nigerian society. Firstly, it raises awareness about the importance of blood typing and prenatal care, encouraging individuals and couples to take these matters seriously. In a country where healthcare access and information dissemination can be limited in some areas, Nollywood serves as a valuable source of health education (Ogunleye, 2018).

Secondly, these films challenge societal norms and expectations regarding love and marriage. They encourage viewers to question traditional beliefs that may stigmatize Rh-negative individuals or discourage marriages between Rh-incompatible couples. By depicting the struggles and triumphs of such relationships, Nollywood promotes a more inclusive and empathetic society (Okome, 2007). Additionally, the representation of the Rhesus factor in Nollywood films has sparked conversations about the need for improved healthcare infrastructure and services in Nigeria. The medical challenges faced by the characters in these films highlight the gaps in healthcare access and the importance of investing in healthcare systems to address preventable complications (Sandler & Cohen, 2017).

Nollywood's ability to blend medical drama with compelling storytelling has garnered

international attention and accolades. Some Nollywood films addressing the Rhesus factor have been screened at international film festivals, contributing to the industry's global recognition and influence. This recognition not only boosts Nigeria's cultural diplomacy but also opens doors for collaborations and partnerships in the international film community (Bowman et al., 2020). While Nollywood's representations of the Rhesus factor have brought important issues to the forefront, they are not without their challenges and critiques. Some critics argue that these films can oversimplify complex medical issues, potentially leading to misconceptions or incomplete understandings among the audience (Okome, 2007). It is crucial for filmmakers to strike a balance between storytelling and accuracy when addressing medical topics. Also, there is a risk of sensationalism and exploitation of medical conditions for dramatic effect. Some films may prioritize melodrama over responsible storytelling, which can lead to misrepresentations and reinforce stereotypes (Ogunleye, 2018). It is essential for filmmakers and writers to approach sensitive medical topics with care and responsibility, consulting medical experts to ensure accuracy and ethical portrayal.

Additionally, Nollywood's influence on societal perceptions and behaviors is a double-edged sword. While the industry can challenge stereotypes and norms, it can also perpetuate them. For example, some films may inadvertently reinforce gender roles or traditional views of marriage, even while addressing medical issues. This highlights the importance of critical analysis and discussions surrounding the content produced by Nollywood (Bowman et al., 2020). While there are challenges and critiques associated with Nollywood's approach to this subject, its impact on society and its potential to foster discussions about healthcare and societal norms should not be underestimated. As Nollywood continues to evolve and address pressing issues, its representations of the Rhesus factor serve as a compelling example of how popular culture can both reflect and shape the world in which we live.

Study Objectives: the following research objectives guided the study;

- To assess the level of public awareness regarding the Rhesus factor compatibility and its medical implications as portrayed in Nollywood films.
- To examine how Nollywood's representations of the Rhesus factor compatibility influence societal attitudes and perceptions, particularly with regard to relationships and family planning.

- To evaluate whether exposure to Nollywood films addressing the Rhesus factor compatibility leads to changes in healthcare-seeking behaviors, such as increased participation in blood typing and prenatal care among the audience.

Research Questions

- What is the extent of public awareness regarding the Rhesus factor compatibility and its medical implications, as depicted in Nollywood films?
- How do Nollywood's representations of the Rhesus factor compatibility influence societal attitudes and perceptions, particularly concerning relationships and family planning?
- Does exposure to Nollywood films addressing the Rhesus factor compatibility lead to changes in healthcare-seeking behaviors, such as increased participation in blood typing and prenatal care among the audience?

REVIEW OF LITERATURE

Popular culture, often abbreviated as pop culture, is a phenomenon that permeates the daily lives of people, influencing their choices, behaviors, and perceptions. It encompasses the array of ideas, perspectives, attitudes, images, and other phenomena that are within the mainstream of a given culture, especially Western culture of the early to mid-20th century and the emerging global mainstream of the late 20th and early 21st century (Storey, 2018). Heavily influenced by mass media, this collection of ideas permeates the everyday life of society. The dynamic nature of popular culture stems from its ability to evolve with societal changes and technological advancements. It is not static but is constantly being recreated, influencing and being influenced by other culture elements (Jenkins, 2006). The representations of popular culture in films, especially, are a testament to its pervasive nature. Films not only reflect societal norms and values but also shape them, creating a symbiotic relationship between the screen and the audience (Fiske, 2010).

In the context of Nollywood, Nigeria's film industry, popular culture finds a unique expression. Nollywood films are not just entertainment; they are a mirror reflecting the societal issues, beliefs, and narratives prevalent in Nigerian society (Haynes, 2016). These films often delve into themes that resonate with the audience, ranging from economic hardships, love, and betrayal to more

profound aspects like traditional beliefs and medical practices, including the portrayal of the Rhesus factor. Cultural imperialism, a critical concept in understanding the global influence of popular culture, refers to the creation and maintenance of unequal relationships between civilizations, favoring the more powerful civilization (Tomlinson, 1991). The portrayal of medical science in Nollywood films, for instance, might be seen as a blend of Western medical paradigms and traditional African healing practices, presenting a unique intersection of global and local cultures (Okome, 2007).

The Rhesus factor

The Rhesus factor, commonly referred to as the Rh factor, is a protein found on the surface of red blood cells, playing a pivotal role in the intricate dynamics of blood transfusion and maternal-fetal health (Landsteiner & Wiener, 1940). The presence or absence of this antigen classifies blood as either Rh-positive or Rh-negative, respectively. This distinction is crucial, as it influences blood compatibility, affecting blood transfusions, organ transplants, and pregnancy outcomes (Avent & Reid, 2000). Understanding the Rhesus factor is not just a matter of scientific or medical concern; it also carries significant cultural and societal implications. The perception of the Rh factor varies across different cultures, often influenced by the level of awareness, myths, and traditional beliefs prevalent in the society (Moore & Persaud, 2003). In some cultures, a lack of understanding about the Rh factor and its implications in pregnancy can lead to misconceptions and stigmatization, particularly towards women with Rh-negative blood, who may face complications in Rh-incompatibility scenarios during pregnancy (Bowman, 2005).

Societal attitudes towards negative occurrences resulting from the Rhesus factor, such as hemolytic disease of the newborn (HDN), are often shaped by the prevailing cultural narratives and the level of medical literacy. In communities where traditional beliefs are strong, adverse outcomes associated with Rh incompatibility may be attributed to supernatural causes rather than recognized as medical conditions, thereby influencing the community's approach to prevention and treatment (Anya, 2002). The intersection of traditional beliefs and modern medical understanding presents a complex landscape. While modern medicine provides the tools and knowledge to manage and prevent Rh-related complications effectively, integrating this knowledge into societies with deep-rooted traditional beliefs requires sensitive and context-aware health communication strategies (Mazokopakis, 2008). This intersection is particularly evident in societies where traditional healing

practices coexist with modern medical practices, necessitating a harmonious blend of both worlds to ensure comprehensive healthcare delivery (Peprah, 2014). Comprehending the Rhesus factor extends beyond the scientific understanding of its biological implications. It involves an appreciation of the cultural, societal, and psychological dimensions that shape the perception and management of Rh-related issues. Addressing these multifaceted aspects requires a multidisciplinary approach, combining medical expertise with cultural sensitivity and effective communication strategies to foster understanding and acceptance across diverse cultural contexts.

Rhesus factor in the Realm of Film

The portrayal of medical phenomena like the Rhesus factor in films is not just a narrative choice but a powerful medium to disseminate knowledge, shape public perception, and sometimes, even influence policy and healthcare practices (Snyder & Mitchell, 2006). Films, with their wide reach and emotional impact, have the unique ability to humanize complex medical concepts, making them accessible and relatable to the general public (Kirby, 2011). In the realm of film, particularly within the Nollywood industry, the representation of the Rhesus factor often transcends mere storytelling; it becomes a tool for social commentary and education. Nollywood, known for its vibrant storytelling and deep cultural roots, has the potential to play a pivotal role in shaping public understanding of medical issues like the Rhesus factor (Haynes, 2000). By weaving narratives around the challenges, misconceptions, and societal implications associated with the Rhesus factor, these films can stimulate discourse, raise awareness, and possibly drive change in societal attitudes and health practices (Larkin, 2008).

The intersection between the Rhesus factor, film, acceptance, and believability is a delicate balance. Films that accurately portray the medical intricacies of the Rhesus factor contribute to public education, demystifying the condition and dispelling myths and misconceptions. However, the impact of these narratives is contingent upon the audience's willingness to accept and believe the portrayal, which is influenced by factors such as cultural resonance, narrative authenticity, and the credibility of the source (Hinyard & Kreuter, 2007). Moreover, the portrayal of the Rhesus factor in films often reflects broader societal attitudes towards health and medicine. In contexts where traditional beliefs and practices are prevalent, films that depict the Rhesus factor may also explore the tension between traditional healing practices and modern medicine. This portrayal not

only highlights the cultural complexities surrounding health and illness but also offers a platform to examine the coexistence and potential integration of different medical paradigms (Okome, 2007).

Nollywood: a cultural exposition

Nollywood, the sobriquet for Nigeria's film industry, stands as a formidable cultural force, not only within the confines of Nigeria or Africa but on the global stage (Haynes, 2000). It is a phenomenon that has captured the imagination of audiences worldwide, offering a vibrant tapestry of stories that resonate with themes of love, conflict, tradition, and modernity. As the second-largest film industry in the world in terms of output, Nollywood's prolific nature is matched only by its dynamic storytelling and its ability to reflect and shape the cultural and social ethos of Nigeria (Larkin, 2008).

The industry's inception, often traced back to the early 1990s with the release of the film "Living in Bondage," marked the beginning of a new era in African storytelling. Nollywood films, predominantly produced in English, Yoruba, and Igbo, quickly became a staple in Nigerian households and soon spread across the African continent and its diaspora (Okome, 2007). The appeal of Nollywood lies in its grassroots nature; it is an industry by the people, for the people. Its narratives, often drawn from the everyday experiences of Nigerians, offer a mirror reflecting the society's virtues, vices, dreams, and realities (Barrot, 2005). The role of Nollywood in shaping and reflecting cultural norms cannot be overstated. Through its narratives, the industry has become a custodian of Nigerian culture, preserving traditional values while also challenging societal norms and sparking dialogue on contemporary issues (Onookome, 2004). Films exploring themes such as family dynamics, gender roles, corruption, and religion speak to the heart of societal concerns, resonating with audiences and provoking reflection and discourse (Haynes, 2016).

Moreover, Nollywood's portrayal of medical science, including nuanced topics like the Rhesus factor, demonstrates the industry's potential as a medium for health education and social change. By integrating medical themes into its narratives, Nollywood has the unique opportunity to demystify health issues, dispel myths, and promote informed health choices among its vast audience (Uwakwe, 2000) **METHOD**

This study employs a mixed-methods approach, blending quantitative and qualitative

methodologies. The population of the study includes the people in Awka South LGA. The records according to the local government statistics office in the council are 270,300 [Awka South LGA Database, 2022]. The sample size for the study was 399 individuals in Awka South L.G.A. The research made use of the cluster sampling technique to select towns from Awka South LGA with regard to their proximity. The selected areas are Amaenyi, Amawbia, Okpuno, Aroma, Ifite, and Government house axis. Thereafter, the simple random technique was used to select 66 youths from each of the 6 areas selected, however after data cleaning and quality control the sample size was reduced from 399 to 377 due to the removal of inconsistent and incomplete data.

Results

Table 1: Socio-demographic Characteristics

Variables under consideration		**Frequency (f)**	**Percentage (%)**
Gender	Male	174	46.21%
	Female	203	53.81
Age (in groups)	18 - 24	125	33.2
	25 - 30	168	44.6
	31 and above	84	22.3
Academic Level	Student	88	23.34
	Civil Servant	100	26.53
	Trader	106	28.12
	Teaching	83	22.02
Religious Affiliation	Christianity	274	72.68
	Islamic	5	1.33
	Traditional	98	25.99
Marital Status	Married	190	50.40
	Single	187	49.60

The table above reveals that there were 174 (46.21%) males and 53.81% are female, 125 (33.2%) of the respondents are of age 18 to 24years while 44.6% of them are within 25 to 30years and 22.3% of them are 31 and above. According to the study result; 88 (23.34%) of the people were students, 100 (26.53%) of them civil servants, while 106 (28.12%) of traders and 83 (22.02%) of them are into trading. Majority 274 (72.68%) of the respondents were Christians, 5 (1.33%) of Islamic religion, while 25.99% of them are Traditionalists and also, one half 190 (50.40%) of the respondents were married while 187 (49.60%) of them are single (See table 1 for details).

Table 2: Research Question 1: How often do you watch Nollywood films?

Variable	Frequency	Percentage
Rarely	131	35.0%
Monthly	122	32.10%
Weekly	97	25.73%
Daily	27	7.16%
Total	377	100%

Source: Field Survey, 2024.

This table shows that the whole respondent of 377 people watch Nollywood films. 35.0% rarely watch it, 32.10% watch monthly, while 25.73% watch weekly ant 7.16% watch daily.

Table 3: Research Question 2: Do you know about the Rhesus factor? Do you have knowledge on the effects of Rh Factor incompatibility?

Variable	Frequency	Percentage
Yes	166	44.07%
No	130	34.50%
Maybe	81	21.48%
Total	377	100%

Source: Field Survey, 2024

This table shows that 44.07% of people are aware of Rhesus factor while 34.50% are not aware of the Rhesus factor and 21.48% are not completely aware of Rhesus factor.

Table 4: Research Question 3: How aware were you of the Rhesus factor and its medical implications before watching Nollywood Films?

Variable	Frequency	Percentage
Not aware at all	149	39.50%
Moderately aware	118	31.30%
Extremely aware	110	29.20%
Total	377	100%

Source: Field survey, 2024

This table shows that 39.50% are not aware of Rhesus factor before watching a Nollywood film while 31.30% were only slightly aware. And 29.20% were extremely aware of Rhesus factor before seeing a Nollywood film.

Table 5: Research Question 4: Since watching Nollywood Films, do you feel more informed about the Rhesus factor and its medical implications?

Variables	Frequency	Percentage
Not informed	161	42.71%
somewhat informed	97	25.73%
moderately informed	71	18.84%
Extremely informed	48	12.72%
Total	**377**	**100%**

Source: Field survey, 2024.

This table reveals that 42.71% of respondents did not feel more informed about rhesus factor and its medical implications after seeing a Nollywood film and only 12.72% felt informed.

Table 6: Research Question 5: Do you think Nollywood films have the potential to raise awareness about health issues like the Rhesus factor among the general public?

Variable	Frequency	Percentage
Not at all	99	26.26%
Moderate	125	33.20%
Completely	153	40.69%
Total	377	100%

Source: Field survey, 2024

This table reveals that 26.26% out of 377 that responded do not think Nollywood films have the potential to raise awareness about health issues, While 33.20% respondent think that there's a possibility for Nollywood films to raise awareness and 40.69% think that Nollywood films have the full potential to completely raise awareness about Health issues among the general public.

Table 7: Research Question 6: To what degree do you believe Nollywood Films accurately depict the medical implications of Rhesus factor?

Variables	Frequency	Percentage
Not at all	126	33.42%
Moderately accurately	158	41.94%
Extremely accurately	93	24.73%
Total	**377**	**100%**

Source: Field survey, 2024

This table shows that 33.42% of respondent believe Nollywood does not accurately depict the medical implications of Rhesus factor, while 41.94% respondents think it is moderately depicted and then 24.73% out of 377 believe it is well accurately depicted.

Table 8: Research Question 7: To what extent have Nollywood Films influenced your perceptions about the importance of blood typing in Health care?

Variable	Frequency	Percentage
Not at all	101	26.77%
To a small extent	122	32.38%
To a moderate extent	98	25.99%
To a very large extent	56	14.87
Total	377	**100%**

Source: Field survey, 2024.

This table represents that out of the 377 respondents 26.77% say that Nollywood films doesn't influence their perception on the importance of blood typing, but 32.38% think that to a moderate extent Nollywood films influence their perception on the importance of blood typing in Health care and 14.87% says that to a large extent they are being influenced.

Table 9: Research Question 8: How likely are you to seek prenatal care or encourage others to do so base on the information presented in Nollywood films about the Rhesus factor?

Variables	Frequency	Percentages
Not likely	113	30.01%
Somewhat likely	102	27.04%
Moderately likely	85	22.55%
Very likely	77	20.42%
Total	**377**	**100%**

Source: Field survey, 2024.

This table reveals that 30.01% of respondents are not likely to seek prenatal care or encourage others to do so, while 20.42% of respondents say they are very likely to seek prenatal care based on information presented in Nollywood films about Rhesus Factor,

Table 10: Research Question 9: In your opinion, do Nollywood Films contribute to promoting discussions about family planning within communities?

Variables	Frequency	Percentage
Not at all	77	20.42%
To a small extent	113	29.97%
To a moderate extent	118	31.32%
To a large extent	69	18.30%
Total	**377**	**100%**

Source: Field survey, 2024.

This table shows that 20.42% don't think that Nollywood films contributes to promoting discussions about family planning within the community, while 29.97%, 31.32% and 18.30% of respondents feel that to an extent it is possible.

Table 11: Research Question 10: Do you think there are enough Nollywood films that feature the Rhesus factor and its medical implications?

Variable	Frequency	Percentage
No	309	82.01%
Yes	68	18.01%
Total	377	**100%**

Sources: Field survey, 2024.

This table above shows that a significant number of 82.01% don't think that there are enough films on Rhesus factor while 18.01% think there are enough Nollywood films.

RESPONSES FROM THE 7 FOCUS GROUP DISCUSSION

Table 12: Question 1: Did you understand the Rh factor before the Film

NO.	RESPONSES
Member 1	No, I didn't
Member 2	I actually had no idea about it.
Member 3	I knew about the term but I didn't know how in depth and serious it was
Member 4	Nope not at all.
Member 5	Yes, I understood the entire concept of rhesus factor because I'm a mother and I learnt from my doctors during my pregnancy.
Member 6	I didn't know of it.
Member 7	I kind of understood it, like it being about blood typing nothing more.

Table 13: Question 2: HOW WAS RHESUS FACTOR REPRESENTATED IN THE FILM

NO.	RESPONSES
Member 1	I didn't really notice anything
Member 2	It was not well represented at all; it was not in depth we were just given surface information.
Member 3	I agree, the knowledge was at surface level, I was a bit confused cause they were just hovering around the place.
Member 4	In my opinion it was poorly represented, cause they had been going to the hospital but still they weren't told the reason why they kept having miscarriage, they still tried to make it seem like it was the woman's fault.
Member 5	In this film I don't think it was well represented, I believe they could have done more.
Member 6	It was not represented actually because the couple in question they didn't know about it, and even the first doctor on his own part failed by not telling them about it and that brought about lots of issues even to the point of divorce from the wife.
Member 7	It wasn't represented well at all, I'll still need to read up on this RH factor to fully understand everything.

Table 14: Question 3: WHAT DO YOU THINK THEY SHOULD HAVE DONE TO ACCURATELY REPRESENT THE RHESUS FACTOR?

NO.	RESPONSES
Member 1	I feel basically that after the film they should have done a separate longer more detailing memo/ info about the rhesus factor.
Member 2	I think they should have brought in professionals and medical personnel to develop the storyline more and given it more depth.
Member 3	I feel like they should have given us more basic information not just rushing to tell us her Rh Factor is why she lost her children. Like a more detailed, informative conversation or storyline would have been better.
Member 4	I feel like when the second doctor attended to her, and she realized it was the rhesus factor that was the initial problem, the doctor should have been given more knowledge since they are trying to educated people and the audience are completely unaware of the rhesus factor, they didn't give us enough information to fully understand this rh factor and the best was to go about it.
Member 5	I feel like when the second doctor attended to her, and she realized it was the rhesus factor that was the initial problem, the doctor should have been given more knowledge since they are trying to educated people and the audience are completely unaware of the rhesus factor, they didn't give us enough information to fully understand this rh factor and the best was to go about it.
Member 6	I believe this movie is supposed to be centered on educating people about the rhesus factor, they should have brought in more medical personnel to speak on it, and definitely not just talk about such a major medical issue in one scene.
Member 7	Well I agree with what my others respondents have said, this rhesus factor is actually a very interesting and enlightening subject if only they developed it well. For every problem there should be a solution, so if they want to give us the solution to the problem they have to dissect it, tell audience the cause of this, instances where rh factor becomes a problem, how to move forward and the rest, but in the movie they just went straight and like that the kid was grown already.

Table 15: Question 4: DO YOU THINK THE REPRESENTATION OF RH FACTOR IN NOLLYWOOD FILMS CAN INFLUENCE PUBLIC AWARENESS AND PERCEPTION OF HEALTHCARE? HOW?

NO.	RESPONSES
Member 1	A large population of Nigerians are ardent followers of the industry. Infusing health care information into the stories told in the films (with accurate and elaborate information) will definitely increase public awareness and perception of crucial health issues like RH, blood typing, and genotype. Conscious effort on this will yield a lot of positive changes, like was done at a time for HIV.
Member 2	Generally what we watch registers in our subconscious. If issues associated with rhesus factor are properly represented in Nollywood movies that are easily accessible, a great number of people will get curious and start asking the right questions. Such movies haven been registered in their subconscious will serve as a reference if such people come across any rhesus factor issues in the future.
Member 3	Absolutely! The representation of RH factor in Nollywood films can definitely influence public awareness and perception of healthcare. Nollywood films have a wide reach and are popular among a diverse audience. By incorporating storylines that highlight the importance of RH factor and its impact on healthcare, these films can educate and raise awareness among viewers. This can lead to increased knowledge about healthcare issues, encourage discussions, and ultimately promote positive healthcare behaviors. Films have a powerful way of shaping public opinion, and Nollywood has the potential to make a significant impact in this area.
Member 4	Absolutely! The representation of RH factor in Nollywood films can definitely influence public awareness and perception of healthcare. Nollywood films have a wide reach and are popular among a diverse audience. By incorporating storylines that highlight the importance of RH factor and its impact on healthcare, these films can educate and raise awareness among viewers. This can lead to increased knowledge about healthcare issues, encourage discussions, and ultimately promote positive healthcare behaviors. Films have a powerful way of shaping public opinion, and Nollywood has the potential to make a significant impact in this area.
Member 5	Nowadays films occupy a significant portion of the media products consumed by people. The representation of RH factor in Nollywood films can influence public awareness by educating the audience about the importance of RH factor in human life

Member 6	Yes it will greatly influence the population, especially the uneducated population. Nollywood movies are produced in various local dialects and seen in almost every household in Nigeria.
Member 7	Most families in the country currently see Nollywood films at all times maybe during family times or at their leisure. Therefore, it can influence public awareness through making the representation of RH factor visible and a lesson to emulate at the end of the films!

Table 16: Question 5: IN YOUR OPINION TO WHAT EXTENT DO NOLLYWOOD FILMS INFLUENCE SOCIETAL ATTITUDE TOWARDS HEALTHCARE.

NO.	**RESPONSES**
Member 1	I think they influence societal attitude to a minimal extent but they need to do more.
Member 2	It can be a very influential medium if they work well on it
Member 3	I feel like the society we are in follow trends and so if this topic of rhesus factor is made into trending films and series then it will definitely influence the society.
Member 4	To an extent they are trying because personally there are some things that I got to know from nollywood films about my health like the discussion of blood group and sickle cell.
Member 5	Well I think they really influence societal attitude cause there use to be times when sickle cell children were addressed as ogbanje but with constant productions of movies talking about blood group the society changed their attitude towards them and understood it was medical rather than spiritual.
Member 6	I think its slightly influential.
Member 7	I think they just need to do more, work harder in creating important and vital information like this into movies to enlighten the public, when they create well detailed and informative films it will surely influence how the society act towards healthcare

DISCUSSION OF FINDINGS

The findings of this study reveal a significant knowledge gap regarding the Rhesus factor and its medical implications among Nollywood film viewers with. According to the study results 44.07% of respondents had prior knowledge of the Rhesus factor, while 34.50% were completely unaware and 21.48% had some knowledge but lacked a comprehensive understanding. Despite the popularity of these films, with 100% of respondents watching them, substantial proportions remain uninformed. This finding contradicts the study by Eze, U.C (2020), which found that exposure to Nollywood films addressing health issues, including the Rhesus factor, significantly improved viewers' knowledge and attitudes towards health behaviours.

The study findings opined that Nollywood films may have the potential to shape audience perspectives on family planning; this finding corroborates with Mubangizi (2022) who asserts that after watching the films, most participants expressed a positive attitude towards family planning and intended to start using the implant. Also, findings from the Focus group discussions (FGD) revealed that consistent, engaging, and trending films can positively influence audience attitudes towards healthcare (Mubangizi, 2022). Additionally, Chile & Targema (2018) poised that the hypodermic needle theory argues that media has a direct and powerful influence on audiences and well-executed films can shape societal perceptions and attitudes, making Nollywood a valuable tool for promoting family planning and healthcare which corroborates with Chile & Targema, (2018). This effort is geared towards providing the viewers with contents to base their opinions, exhibit their reactions and exercise their actions plans in safeguarding personal and public health.

The majority of respondents believe that Nollywood films can influence their healthcare seeking behavior and perception of blood typing and prenatal care. According to Ojiambo-Hongo et al., (2017), the cultivation theory suggests that long-term exposure to media can shape individual perspectives and to this effect, filmmakers employ films as suitable media through which they explore health-related concerns about their societies (Ojiambo-Hongo et al., 2017). The study highlights the potential of Nollywood films to impact audience perceptions and knowledge on medical topics like the Rhesus factor. While some viewers reported increased understanding, others remained skeptical about the accuracy and depth of medical content. The findings suggest that Nollywood films can be a valuable tool for public education on health matters, but their impact

can be inconsistent. To foster trust and efficacy, a more deliberate and accurate portrayal of health-related information is necessary. Reinforcement through other educational strategies may also be required to promote significant behavioral change." This discourse corroborates Rabiger's (2003) position on films as conduit or channels for venting socially-relevant ideas and expressions

Conclusions

The study reveals that Nollywood films are a powerful medium with the potential to educate a wide audience about health issues, such as the Rhesus factor. Their reach is significant, and they can influence public perception and behavior. However, there is a noticeable gap in providing in-depth and accurate health information. This limitation underscores the need for a more effective approach in using these films as educational tools. The impact of these films on changing health behaviors is present but not consistent across the audience, highlighting the variability in how cinematic narratives are received and interpreted in terms of health education.

Recommendations

Based on the findings, the study recommends:

- **Enhanced Collaboration with Health Experts**: Involving medical professionals in the scriptwriting and storytelling process to ensure the accuracy and depth of health-related content.
- **Increased Focus on Educational Content**: Encouraging producers and directors to incorporate educational segments, possibly at the end of films, to reinforce health messages.
- **Audience Engagement and Feedback**: Establishing platforms for viewer feedback and engagement to tailor health messages more effectively to the audience's needs and comprehension levels.
- **Follow-up Studies and Impact Assessment**: Conducting longitudinal studies to assess the long-term impact of health narratives in Nollywood films on audience knowledge, attitudes, and behaviors regarding health issues like the Rhesus factor.

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