

Title of Article: Perception on the Cultural Relevance of BBA II Reality TV Show: A Case of Covenant University Staff and Students.

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Abstract

This study set out to investigate *the public perception on the cultural relevance of BBA II reality TV show amongst Covenant University staff and students*. A sample size of 300 respondents was chosen for the study. Majority of the respondents, which amount to 105 (50.7%), also perceived BBA II as a contradiction of Nigerian moral values in particular and those of Africa in general. Asides respondents that were not sure of the opinions to give, majority of the respondents represented by 91 (44%) believe the Nigerian should be discouraged from transmitting such a programme unlike the 35 (16.9%) that believe the media should be encouraged to transmit such reality TV shows. The study recommended that the National Broadcasting Commission (NBC) be more on alert towards checking the activities of the Nigerian media especially the broadcast media so that the media does not fail to recognize and preserve such cultural values. **Keywords:** African values, Big Brother Africa (BBA) II, mass media, public perception, Reality TV