PORTRAYAL OF WOMEN ON ENTERTAINMENT PAGES OF NIGERIAN NEWSPAPERS: AN EXAMINATION OF DAILY TRUST AND THE NATION NEWSPAPERS

BY

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A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF POST GRADUATE STUDIES, DEPARTMENT OF MASS COMMUNICATION, FACULTY OF SOCIAL SCIENCE, NASARAWA STATE UNIVERSITY, KEFFI IN PARTIAL FUFILMENT OF THE REQUIREMENTS FOR THE AWARD OF A POST GRADUATE DIPLOMA (PDG) IN MASS COMMUNICATION

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DECLARATIONS

I, Adams Momoh hereby declare that this thesis entitled "portrayal of women on entertainment pages of Nigerian newspapers: an examination of daily trust and the nation newspapers '' was written by me and that is the record of my own research. To the best of my knowledge, it has not been presented in any previous application for a higher degree. All sources of information are specifically acknowledged using references.

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CERTIFICATION

This is to certify that this research work has been thoroughly read, scrutinized, criticized and approved by the undersigned as meeting the requirements for the award of post Graduate Diploma (PGD) in Mass Communication, Nasarawa State University, Keffi.

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DEDICATION

To Him who is the maker of men, the Alpha and the Omega and the Giver of life who has called and has chosen me since the foundation of the earth according to the pleasure of his goodwill.

He deserves all the praise.

ACKNOWLEDGEMENTS

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INTRODUCTION

1.1   Background of the study

The world is in the global age of technology and the media is a bigger part of our lives than it was decades ago. People around the globe can communicate with one another instantaneously. Nevertheless; there are evident downsides to the media pandemic even though it seems like a relatively positive phenomenon-one of them being the impact it has on gender equality. When the media depicts something of the sexist or misogynistic which often makes a negative impact nature, it reaches a vast and diverse audience.

The media has been associated with causing young girls to have poor body images, exposing them to limited career options and accepting inferior status to men. The diffusion of the negative impact media has on gender inequality has reached an extent where it is practically conditioning children at young age to adapt to the norms the media has set for societies in Nigeria and around the world.

During the past decade, advances in information technology has facilitated a global communication network that transcend national boundaries and has an impact on public policy, private attitudes and behavior especially of children and young adults.

Everywhere, the potential exist for the media to make a far greater contribution to the advancement of women. All around the world, the profession of newscasters, journalists and other forms of media producers are monopolized by men, according to a study by Mchill University, 82percent of names mentioned in these fields are those of men. The women media

center stated that only 14percent of guests at Sunday television talk show are women, they also claimed that in 2013, a minute 9 percent of the top grossing 250 domestic films were directed by women. The male produced media has shown patterns of being far more successful than that produced by women. It is therefore important to consider female representation in the news media, the portrayal of women in entertainment media and the role social media are contributing to the impact on women's lives.

The portrayal of women in the media is an issue of growing concern; this is because the relationship existing between women and the mass media has always been complicated.

The mass media-television, internet, radio, newspapers, magazines and films plays an important role in the way women are portrayed to the public; whatever news item about women is placed out there is consumed by the general public. The mass media reflects our society and influences the way we think, arguably the media in Nigeria is no different from the media elsewhere in the way they portray women. Studies have been done that shows the way the media in general portray women.

Another important point to consider is how news media and entertainment media can overlap .Many common shows, currently tend to merge entertainment and news, presenting the news in an entertaining context while more light hearted and a comfortable diversion from the standard news media which can seem overly serious at times, this format of media can be especially dangerous for women when they are unfairly portrayed in entertainment ,while originating from deeply rooted stereotypes and gender biases, it tends to be taken at face value in the society. These misrepresentations of women that are so prevalent in entertainment media cut across the informative boundaries of the media and could pose a serious issue.

The portrayal of women in newspapers has significant consequences, for example the pressure on women to look and behave in certain ways is deeply fixed into our culture. It is often easy to overlook the impact that culture has on how people feel about themselves and their bodies especially women. Reading newspapers all people see are airbrushed images of perfect bodies of women, images of female bodies are usually displayed in most pages of newspapers. Abu, (2006) asserts that women and their body parts sell everything from food to cars. As humans; people absorb the relentless message that beauty is the norm.

Although the entertainment media are so important in our society because they dictate images of women but also on the other hand reflect how they are viewed in the society. A retouched and perfected image of celebrities and models have not ceased from appearing on papers and has led the society to have a different idea of beauty that is unattainable and so little girls grow up playing with Barbie dolls and watching cartoon character with impractical proportion, misconstruing their conception of body norms. Recent cases in Turkey and India reflects the potential of social media to close the gap that often separates gender equality from the policy making processes in many nations around the world.

According to Acar, (1993), when people are repeatedly shown images of women as victims, sexualized, or in domestic roles, they are more likely to accept these images as normal. When women are portrayed as passive, dependent or weak, it can seem unusual for them to be active, independent or powerful in the society. Abraham and Appiah, (2006). This can affect both gender's idea about which careers women might be good at, how important it is for women to be sexually attractive and whether women should be in positions of authority. Globally, women have been treated with prejudiced attitude, even though there are changes today and women have been contributing greatly in the society the prejudiced treatment has not stopped. Most people

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consider the women to be the weaker ones in the society which has affected how they are treated Media remains one of the main sources of information, ideas and opinion for most people round the world and have the potential to propagate and perpetuate or to ameliorate the gender inequalities and stereotypes UNESCO, (2012).

In 1995, the Beijing platform for action recognized and predicted the media's potential to make a far greater contribution to the advancement of women but this has not yielded results because over time newspapers have been criticized for its portrayal of women as objects whose values measured in terms of their usefulness to others. It becomes difficult to see them as thinking, feeling and capable people, constantly showing women in a highly sexualized way makes it more likely for all women to be seen as sexual objects Ayse, (2000). These images of women create human identity, particularly from a young age. Thus, the current widespread access to newspaper's limited representations of gender can have undesirable effects. By deciding who gets to talk, who shapes the debate, who writes and what is important enough to report, newspapers shape our understanding of who we are and what we can be The report draws attention to the striking underrepresentation of women who determine the content of news, literature and television and film entertainment, as well as the negative portrayal of women in entertainment newspapers. As a consequence, the role of women has had major social effects, including gender inequality. Adams and Savran, (2000) therefore recommend that attempts made to raise awareness and break the negative stereotypes of women in the media is the right direction to change the future for women in the world. However, the international women's media foundation has strived for 25years to encourage the role female writers .The foundation further explains that accuracy and legitimacy of media can only be achieved with an equal representation of women. A similar non-profit organization, women action and media likewise

support a people powered movement towards gender inclusiveness in the media institutions and calls for global attention to a critical issue that needs to be further addressed.

Similarly, in November 2002 several organizations including the United Nations division for advancement of women organized an expert meeting in Beirut, Lebanon entitled "participation and access of women to the media and its impact on women" this meeting was also geared towards eliminating misrepresentation of women, participants also noted that the emergence of ICT and the profound changes in global media and communication system pose opportunities and challenges for the promotion of gender equality and stressed that they should be used to empower women.

Though women are significant in every aspect of life, the long list of inhuman treatment given seems never ending. The government, judiciary and social action groups are and taking positive action to provide women true dignity in economics, social personal areas. The print media has a pivotal role of reporting wrong doing, following up remedial action, mobilizing public opinion, bringing about social change and highlighting positive development. The pattern of value in any society is reflected in the content of print media, the way subjects dealing with women are treated indicates to a great extent the prevailing attitude of the society towards women. In this regard, the ongoing communication revolution have opened new possibilities of accelerating the uplifting process of women but if it remains unguided and uncontrolled ,this revolution will decelerate the process and it will have adverse effects on the lives of women hence it is worthwhile to understand the way in which women are reflected in the print media.

It is eminent to know that the media paid scant attention to the warrant issued till 1975. In 1975, the findings on the committee on national status of women revealed that the status of women has

declined steadily, yet the national commission for women and other organizations has been striving hard to improve the status of women. Women are used to sell any product as soap and detergent in fact a few years ago an advert showing a daughter winking her dad was banned .Portrayal of women has been erotic and soft focus because soft focus is feminist and feminist is aimed at titillating men.

Finally, ideas were put forward to promote gender equality and women's empowerment such as awards or other incentives which could be given for positive, non-sexist portrayal of women on entertainment pages of Nigerian newspapers.

1.2   Statement of Problem

Over the years, women have been misrepresented and underestimated in the media. Yet studies done in this regard have been concentrated in Europe and other parts of the world (Anderson et al., 2011). Very few studies have been carried out in Africa and these have either focused on the general media or on the representation of women in politics and other aspects of social life (Anderson et al., 2011).Though the way women are represented on entertainment pages of newspapers may come across as an obvious assumption, there is still the need to explore this empirically to really ascertain how women are depicted on the entertainment pages of newspapers. This study therefore seeks to examine the way women are portrayed on entertainment pages of Nigerian newspapers and the kind of stories written about them.

1.3   Objectives of the Study

The general objective of the study is to examine the portrayal of women on entertainment pages of Nigerian newspapers. Specifically the study seeks to:

i)   To determine whether women are portrayed on pages of entertainment newspapers.

ii)   The issues in the stories written about women in the entertainment newspapers.

iii)   To determine the issues instigating such portrayals.

iv)   To examine issues arising from portrayal of women on entertainment pages of The Daily Trust and The Nation Newspaper.

1.4   Research Questions

To achieve the stated objectives, the study is guided by the following research questions;

i)   What image of women is portrayed on entertainment pages of Nigerian newspapers?

ii)   What stories are written about women on the entertainment pages of Nigerian newspapers?

iii)   Are the images of women portrayed in the print media undermining the status of women in Africa today?

iv)   What are the issues arising from portrayal of women in The Daily Trust and The Nation newspapers?

1.5   Scope of the Study

The study focuses on the portrayal of women on the entertainment pages of Nigerian newspapers. It focuses on The Nation and the Sun newspapers. The Nation is published daily but the study focuses on all Monday publications from January to December of the year 2018 while the Sun is also published daily but the study narrowed to weekend publications since record has it that the weekends publication carries more entertainment news than the week days, resulting to a total of 72 editions of the sun and the nation newspaper which constitute the scope for this study.

1.6   Significance of the Study

The findings of the study is expected to add up to the numerous 'efforts being made by women groups to enable publishing houses, movie producers and all stakeholders in the media to be aware of how women should be portrayed in the media. The findings of the study will also form the foundation for further studies by other researchers in the study

1.7   Operational Definition of the Terms

In other for this work to be appreciated, I feel it is relevant to define these terms

i)   Portrayal; the act of showing or describing someone in a certain manner.

ii)   Women; a feminine being who has feminine features such as the female reproductive organ. Being that is capable of conceiving and giving birth to children.

iii) Entertainment; films, movies, music etc used to relax or ease oneself. It amuses and interest one making your mind calm and relaxed.

iv)   Newspapers; a set of large printed sheets of paper containing news, articles, advertisement, published daily or weekly.

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2 CHAPTER TWO

REVIEW OF LITERATURE

2.1 Preamble

This chapter presents the review of relevant and related literature on women in the media. It looks at the concept of entertainment, entertainment media and culture, and the effects of entertainment on the achievements of people. It also covers the theories of the study and some empirical reviews.

2.2 Review of concept

The following concepts will be reviewed in the course of this stud

2.2.1 Concept of entertainment.

2.2.2 Concept of entertainment media and culture.

2.2.3 Portrayal of women by the media.

2.2.4 Portrayal of women in the entertainment media.

2.3 Review of concept

According to the oxford advanced learners dictionary (2009)," entertains" in its earliest usage meant to hold mutually; to hold free, to engage, to keep occupied". The word comes from the Latin word "inter", meaning "among", and "tenere" meaning "hold". Entertainment is a form of activity that holds the attention and interest of an audience, or gives pleasure, delight, enjoyment, diversion; amusement and relaxation to an audience. It can be one of the activities or events that have developed over thousands of years specifically for the purpose of keeping an audience's attention. It is, therefore defined as funny or interesting performance or show.

One can construe hold as "focus attention" Shusterman, (2003). Zillmann and Bryant (1994) define entertainment as any activity designed to delight and to a smaller degree, enlighten through the exhibition of the fortunes or misfortunes of others but it's through the display of special skills by others or self. They believe that the definition encompasses any kind of game or play, athletic or not, competitive or not, whether witnesses only, taken part in, or performed alone, including musical performance.

For Barnouw and Kirkland (1992:50-51), entertainment is a commodity that requires profitability. The authors define entertainment as: an experience that can be sold to and enjoyed by a large and heterogeneous group of people: and a particular category of marketed product. Mendelson and Spetnagel (1980) earlier emphasize time and place rather than any money in the definition of entertainment: they define entertainment to occur in designated paces and on schedules that are originated by the entertainers and not by audiences.

Lieb, (2001), and Vorderer, Steen and Chan (2006) cited that what entertains a given individual is certainly a matter of taste. Although people's attention is held by different things, because individuals have different preferences in entertainment, most forms are recognizable and familiar. Entertainment process has been accelerated in modern times by an entertainment industry which records and sells entertainments products .Entertainment evolves and can be adapted to suit any level, ranging from an individual who chooses a private entertainment from a large huge group of prerecorded products, or any size with appropriate music and dance. Some kind of communication under some kinds of conditions, we entertain some kind of people but not others.

Entertainment, which holds the attention and interest of the audience or gives pleasure and delight, is more likely to be one of the activities or events that have developed over thousands of year's .Although people's attention is held by different things because individuals have different preferences in entertainment, most forms are recognizable and familiar

Bosshart and Macconi (1998) suggests that understanding can signal the presence of entertainment .They mention that entertainment requires one to identify himself or herself with fictional persons and' actions .similarly, Oliver (2008) explores tragedy and other serious forms of entertainment and concludes that enjoyment of them correlates with what she terms tender effective states: which are associated with feelings of sympathy, warmth, kindness and understanding However, Zillmann (2003) proposes that people get entertained when they morally assess a characters behavior and either approve or disapprove it. Klimt and Vorderer (2009) posit that mild arousal is an element of entertainment; they argue that people seek a balance of excitement and security through entertainment.

2.4 Entertainment media and culture

Media entertainments are the major links between society and its culture. Zilmann and Bryant [1994] indicate that entertainment is whatever individuals find pleasure and delight in. Baran [2002] defines culture as the world made meaningful. Although culture is constructed within a particular society, it is maintained through communication using the media. Culture limits as well as liberates mankind; it differentiates as well as unites mankind, it shapes mankind's realities thereby shapes the way mankind thinks feels and acts.

The entertainment media has a considerable effect on culture. Entertainment has been a part of all cultures, from the chauvet caves paintings to the ipad. The mass media helps in the process of

preserving and transforming culture. This is on the grounds that as an entertainment family, friends, peers, or community, we also learn a great deal from the mass media as the storehouse of national values Shusterman (2003). Zilmann, (2003) goes so far as to predict that entertainment will define, more than ever before, the civilization to come. The print media so fully saturates the everyday life of mankind that they are often unconscious of its presence, not to mention its influence. It can be argued that communication whether through media or other means as the foundation of mans culture is a process surrounded in our everyday life that informs the way man perceives, understand and construct his or her views of reality and the world. Baran '(2002) advices that the people responsible for the communication process should be able to preserve, maintain, repair and transform our culture.

Entertainment brings pleasure to billions around the world, but it has been accused of harming our children, shortening our attention spans, unconcerned culture, vulgarizing taste, sanctioning violence, polarizing audiences and damaging communities. According to Barnouw and Kirkland (1992), culture informs media and media drives culture. Culture and the media are intrinsically linked together and to understand the different areas of our culture. Barnouw and Kirkland assert that the best way is to look at trends.

The entertainment media, particularly newspapers both reflects and create mainstreams cultural values. This is because anything that will be allowed in newspapers is what people will accept as a society. A newspaper is not a position publication aimed at one group, but a national public source of news and views. A newspaper's image has an even greater power of influence because of the use of newspapers, despite the addition of more frivolous areas of celebrity and entertainment news Baran, (2002).

Media tend to give us a cure of what we should do, think, or act. The media sell not only products but also a way of life Zilmann and Bryant, (1994) in that the messages the media presents reflect ideas about how the world ought to be. McQuail (2005) points out that although it is true that the entertainment media have effects,it is difficult to establish when and to what extent an effect has occurred or is likely to occur. Baran (2002) explains that the hidden, but much more important impact of media operates at the cultural or worldwide level. It can, therefore be argued that the negative portrayal of women in newspapers contributes to the cultural climate in which real-world negative portrayal of women becomes more acceptable.

2.5   Portrayal of women by the media

Communication is extremely important for women's development and mass media play significant role. Since the 1970s, researchers throughout the world have documented the existence of stereotypes in virtually every aspect of the communication media Crawford and Unger, (2000). The authors explained that these stereotypes were evident in the unequal number of males to females portrayed, the gender specificity of the traits that males and females displayed, and the limited behavioral roles of women compared with the roles of men. The smaller number of occupation in which women could be found and the different physical characteristics associated with each other.

According to UN (1995) continuous projection of negative and degrading images of women in the media have proven that women are more negatively portrayed than the men.BBC news magazine (2012) says that a report by object and three other campaign groups surveyed eleven British newspapers over a fourth night in September 2012 and found that there is "excessive objectification of women in some parts of the press, reducing them entirely to sexual commodity in a way that would not be shown on television nor allowed in the workplace because of equality

legislation", often times, the image of women in the print media is presented in a stereotyped form such as ,nurturing others, dutiful wife, or as sex objects. The media has been persistent in the stereotyped portrayal of women and marginalization of their perceptions and experiences that continue to negate women's roles and their contribution to societal development Sharma (2012) says that, although the media has played an important role in highlighting women's issues, it has also had negative impact in terms of perpetrating violence against women through pornography and images of women as a female body that can be bought and sold.

Overall, the treatment of women is narrow and continually reinforces stereotyped gender roles and assumptions that women's functions are that of a wife, mother and servant of the men. Possi (2001) explains that stereotypes are likely to influence our perception of other people especially where there is little information available and when a person's gender is especially outstanding. It is true that our self identities as individuals or members of a particular community or society are always shaped by the external realities around us. Different communities have different cultures, and members of that community are expected to behave according to the set norms and values.

According to Crawford and Unger (2000) the representation or portrayal of women in the print media has always been abusive. It has, throughout the years reduced women to nothing more than objects to be won,, prizes to be shown off, and playthings to be abused. It has also created a definition of beauty that women compare themselves to. Also, men compare the women in their lives to what they see on papers and television. Both they and society have suffered because of the objectification, sexism, maltreatment and assessment.

Ray, (2008) reports that the media in India does not address the serious issues about abuse and unequal treatments meted out to women in different spheres, but it is also keen in reporting sex

related incidents by way of sensationalizing news of slaughter women. Thus, instead of highlighting the abuse of women, the media ends up becoming one of the reasons to increase violence as its coverage more often ten to glorify crime against women, Ray mentions that it is true that the media has brought to light, as never before, certain misbehavior against women, but in a much understandable manner, it has also perpetuated the stereotyped image of women as a householder and an unimportant entity in the traditional value system.

Generally, women's issue never features on the front page of a newspaper unless it is a horrible murder or a case of rape. Newspapers even on women's page do not usually address relevant issues for women empowerment but mostly concerns with beauty tips, recipes, fashion etc. Possi, (2001). However, Possi points out that newspapers that cover women's problems draw the attention of policy makers to issues requiring immediate attention such as the unpleasant sex ratio, infant and maternal immortality, crime against women and the effect of poverty on women and their families, but this coverage is very limited with the rest of the space occupied by cinema actresses, models, video jockeys alongside rich women and their hobbies. Many of the women's magazines are devoted to fashion, glamour, beauty aids, weight reduction, cookery and how to sharpen feminine instincts, to keep men and their in-laws happy. There are comparatively fewer articles on career opportunities, health awareness entrepreneurship, legal aid, counseling services and financial management.

Ray (2008). Says negative images of women or just portraying reality is not enough, In fact, it can often be harmful, it has been observed that absolute duplication of the dark side of life can often lead to lack of concern and obedience. This can be avoided by depicting the positive images or successful stories of women in whatever area they happen. These portrayals of women in the media have led to the national commission for women [NCW], to recommend amendment

in the indecent representation of women. [Prohibition act], 1986 .The NCW wants to include new technologies like MMS and the electronic media handsome which were left outside the ambit of the act like posters and television serials which perpetuate stereotypes of women.

2.6   The portrayal of women in the entertainment media

The portrayal of women in the entertainment media is no different from the way they are depicted in the media as a whole. Ward (2003) points out that the sexuality of women is commented frequently in soap operas and numerous episodes of TV series, Andsager and Roe (1999) also argued that women's bodies are sexualized across TV genres and they are depicted as sexual objects more often than men. For Sommers-Flanagan et al (1993), women are identified in the entertainment media, especially music videos, according to their study, women usually serve as decorative objects who dance and pose and do not play any musical instrument. In a separate study by Seidman (1992) where he analyzed 182 music videos, 37percent of women wore revealing clothing compared to 4.2% of men in the videos. Commenting on the way women are depicted on TV , Ward 2003 points out that women are objectified on TV and there are several sexist comments that are passed on TV about women and their physique. He also made allusion to the kind of language used on TV about women.

Garner, Sterk and Adams (1998) States that newspaper are an aspect of the media where women are depicted as sex objects, they make reference to the abundant and more graphic sexual images about women in papers. They argue that while TV implies and insinuates about the sexuality of women, the papers are explicit and direct exposing readers to nude and provocatively posed models; including frank discussions on sexual techniques, and specific suggestions on how to improve sexual relationships. Ward mentioned that one of the most dominant themes in these papers is that the focal goal of women should be to present themselves as sexually desirable

being to gain the attention of the men. He argues that these papers encourage women to look and dress in a specific way, use certain product in order to be attractive to men and be desired by them, this study clearly points out how women are depicted in the entertainment media They are portrayed as sex objects who are to present themselves desirable in other to attract men. Garner et al [1998] also argue that the sexual depiction of women in the entertainment media presents a construct of the traditional portrait of sexual roles which tend emphasize more on the sexual roles of women where they are to be pleasing to men, enhancing their beauty and promoting their sexual ability.

2.7   Review of related studies

The topic of media coverage and representation of women has been an ongoing issue that has been of interest of researchers, feminist and scholars like Miller [1993] traced this aspect to previous happenings in history. For example, she recalled the society upheaval and newsroom battles of the 1970s when women activists and journalist demanded the same career and life options as men and the same news coverage and treatments of their activities, she explained ,women bustled at sections as both career and coverage ghettoes. A recent movement that has sparked interest in various states regarding the portrayal of women entertainment papers A film that was produced in 2011 by "misrepresentation" a nonprofit social action campaign and media organization based in California. The film centers on how women are portrayed by the media and has become a major movement in various states campaigning for the fair portrayal of women by the media. The organization has also developed a curriculum for schools interested, in educating the youths on the importance of positive portrayal of women and aims to encourage girls to look beyond what is being shown by the media. The film was written and directed by Jennifer Siebel Newson, an established film producer; speaker and advocate for girls and women

issues, the film featured various stories from teenage girls' interviews with politicians, entertainers and academicians including Condoleezza Rice, Nancy Pelosi, Rachael Maddow, Rasario Dawson etc. According to the website, the film explained how mainstream media contribute to the underrepresentation of women. The film challenges the media as limited and often disparaging portrayals of women which makes it difficult for them to achieve leadership positions. [http://www.missrepresentation.org]. The organization further reiterates that the media plays a critical role in shaping cultural norms and is a persuasive medium in society and thus the message that the media plays.

Ross and Cater (2011) carried out a content analysis which revealed that male coverage in news items tend to appear more often and hence favoured in comparison to female coverage .Their study on representation of women in media was based in Britain and Ireland, and was part of the global media monitoring project 2011, their findings revealed a bias in the portrayal of women in the media, in addition, their findings revealed women were three times more likely than men to be described in terms of their family status.This reveals how women are often displayed as minor or dependent subjects in many cases which demonstrate how they are portrayed in entertainment media.

The global media monitoring project revealed in its 2010 report that only 24% of people represented in print and the other media were women while the other 76% were men. The report revealed that; despite a show of overall steady increase in women's presence in the news over the past 10 years, the male gender has predominantly been portrayed. This picture is incongruent to a reality in which at least one half of the world's population is female, in general the percentage of female to male news has increased between 2 to 5 points across the three mediums. Nevertheless,

girls and women remain grossly underrepresented in the total population of persons heard, seen, or read about in the news.

The report further revealed that women were underrepresented in the news that directly affects or concerns them; in addition, the report shows that topics related to gender equality also revealed some partiality and bias, for example only 34% of news subjects featured in human right stories are women, 34% of women were further featured in education stories, 33% in health stores, 29% in poverty stories, and only 25% in development stories. This creates a picture of how women are being portrayed in media.

Huckles, Hudges and Gamber (2005) held the view that the media has played an active role in reflecting and distorting the lives of people of colour. They carried out a study to demonstrate how magazines advertise in a particular stereotype and distort women of color in ways that can be negative to how these women are perceived by themselves and others. They highlighted the aspects that media sources have the potential to offer effective and positive portrayals of the diverse individuals that compromise society in their role as potential socializing mechanism. They stated that adverts can influence perceptions and create self fulfilling prophesies by contributing to stereotype prejudices and societal iniquities, specifically, advertisements have been identified as one of the most significant factors impacting society. It has been estimated that more than 184 billion adverts are shown daily in newspapers and 6 billion adverts appear in monthly magazines. In the same context, adverts also act as a medium for the portrayal of women including those in entrepreneurial practice, Sanchez-Huckles, Hudgins and Gamble [2005] a content analysis approach was used to study the adverts. Six females of family oriented magazines were analyzed through sampling, and the result interpreted through sample coding. The results revealed underrepresentation in the majority of the magazines and stereotypical

portrayal of women. While the feminist movement have played a significant role in empowering more women to engage in the career world and work outside the home. Biases in society still exist.

Christine Adams (2003) carried out a research study to investigate the portrayal of women by the media which emphasizes on representative Deleta Williams of Missouri in the us . The study was based on two major research questions (1) does sexism still exist in the media? (2) Does the language used in the media promote sexist beliefs about women particularly women politicians? In exploring the research questions, Adams [2003] brought out the co-relationships of language and media in the representation of women and included other researchers' opinion on the same issue to backup her research questions, the research was also based on three major theories; feminist theory, muted group theory and patriarchal universe discourse theory which provided a conceptual framework for studying and understanding the research concept. Feminist theory for example is further categorized into five segments with the underlying concept of women right and improving women's conditions in the world. The methodology used is content analysis. Adams, (2003) carried out the research by examining and analyzing newspaper texts and excerpts from the Warrensburg daily star journal (1993-2002) and from Representative Deleta Williams's collection. This was a favorable choice of medium as it provided a reasonable scope for the research, since it is also a newspaper serving a small town, Warrensburg Missouri. The process involved cutting newspaper clippings and categorizing them .Out of a total of 80 clippings; Adams [2003] eliminated 37 as irrelevant and carried out intensive analysis of the test based on the classes of sexism, giving detailed examples in her outline. In conclusion, her research supports assertions presented by previous studies done on sexism in the print media. Newspapers emphasize stereotypes of women and the language used to reveal sexism as well,

there was also a lack of sufficient coverage for women and the articles about them received smaller headlines and are shorter in nature.

The journal article by Covert (2003) examined the portrayal of working women in magazine articles and the topics in articles written about or for working women. The research findings were obtained through content analysis, a sample of five popular women's magazines were chosen and examined with two issues of each sample magazine chosen randomly from the months of January to December 2002.Analysis were carried out in two level. One focusing on individual women and the other on the employed, noting attributes and characteristics related to stereotypical implications about the women. At the article level, the topics discussed were coded and analyzed .Both level involved a critical, quantitative analysis in the translation of texts in the coding process and in the interpretations of the findings.

According to the results, 65% of women presented in magazines were reported as working women taking up roles as musicians, artists, professionals and management careers. Both hypothesis were favored by the results and thus turned out positive indicating the use of stereotypical feminine attributes in descriptions of working women. One of the magazines however did not feature anything on working women. An in-depth analysis of the results from each sample magazine was outlined revealing the differences and similarities and differences between magazines and their presentation styles, varied aspects were thus noted. For instance Cosmo-politan features articles on celebrity working women while good housekeeping, had close to none. The use of language and choice of words stand out as key factors in the critical analysis of the samples and reveals underlying attitudes and messages, Covert, (2003) discussed several issues arising from the study relation to the hypothesis tested, and she concluded that the study supports both hypothesis presented, the study also reveals evidence of sub typing and

stereotyping following e.g. by favouring celebrity working evident in some magazines like the cosmopolitan. She noted that mainstream women magazines reach many women and this play a role in influencing their attitudes on various issues including work and thus the presence of stereotypes may affect readers view on working women.

Researchers generally claim that stereotypes are tools that allow those in the majority to keep those in the minority positions of limited or subordinate power particularly through messages to other members of the majority group facilitated by the mass media outlets. Even though women are technically the majority of the world's population, society has revered males as the dominant social group, therefore the newspapers directed at a target male audience might be more inclined to a negative stereotypic portrayals of female character or ones that reinforce a stringent idea of what a woman should be. Even though the media messages and portrayals of stereotypes have drastically decreased in severity over the last few decades, they still exist in the society today, and they still serve a facilitating purpose for prejudice. According to DeFleur and Dennis (1998) "the process is still there, however serving the foundation on which meanings leading to prejudices and biases towards various categories of people can be learned from exposure to mass communication content, thus it is important to understand how stereotype theory relates to the mass media messages of today and how the media managers help to form and facilitate these stereotypes.

Stereotypes of women found in the papers often come from other aspect of life, as well. For example, the sports industry establishes the stereotypes of female athletes first and then the media content further perpetuates them. According to Schmalt (2006)," because of its aggressive and highly competitive nature, sports fall on the masculine end of the scale. Given the social construction of gender and the characteristics associated with "acceptable" gender behavior, the

consistent finding that boys have higher physical self-concept than girls is not surprising. The media directors have been known to be partially responsible for these stereotypes that exist in the sports industry by further perpetuating the stereotypic portrayal of female athletes or strong powerful women in general as masculine, abnormal, undesirable and socially unaccepted.

Feminist film scholars have discussed the misogyny of the mainstream media, and particularly the film industry, which often classifies women as objects. However, they do note that the female roles in films today have expanded beyond their original stereotypic roles that existed several decades ago. In the early years of media, filmmakers produced movies that operated under a social value system designed to regulate women's sexuality, keeping them virgins only for men to use them for pleasure and domination. They were to have no real sexual desires of their own, but were only there to serve the male desires. Feminist film scholars identified the way camera follows women on screen as sexual objects, a concept called the "male gaze" noted feminist scholars Carol Clover discusses "the monstrosity of women in horror films as reflections of collective fears about women's power over men" some scholars have even suggested the specific portrayal of rape throughout the mainstream media and film industry as more sensitive due to the post-feminist age.

According to recent studies, slasher films may actually be working to decrease aggression towards female in the society. Researchers think this to be a reaction of Hollywood filmmakers who no longer wish viewers to see them in the same misogynistic light as their predecessors. Clover, (1992) argues that men's reaction to the women's movement helped direct the slasher film towards stories that involved the females rescuing themselves. In fact, modern slasher films of the 1990s often portray male character as jokes or helpless bystanders King, (2007)]. However;

this does not mean that the audience abandons the male characters in support of the female characters. On the contrary, viewers often form a bond with the killer instead.

Feminist film criticism of slasher films suggests that the viewer often watches the film through the eyes of the killer as he stalks the female victim or "final girl". The simple fact is that, the victim or the inevitable hero is usually female, yet the majority of the audiences for slasher films are male. Feminist often claim that the reason for this is that the slasher film allows male viewers to live out carnal fantasies in the safety of a dark theater Boyle, (2005). The cathartic reaction to slasher films often allows men to step outside themselves, release social tension, mentally act out their aggression towards females. Thus, it is observed that audience for slasher films, male versus female viewers, as much as it analyzes the context of the actual films. While the slasher film have helped portray women strong at the end, it still contributes to the problem of stereotyping.

In the women who knew too much, Modleski, (2005) explains that the study analyze the elements of love and fear in slasher films, particularly in the films of Alfred Hitchcock. Hitchcock often portrays women as victims of the men they love. Sexual violence is the key to feminist analysis of the film of Alfred. "In film studies, Hitchcock is often viewed as the archetypal misogynist, who invites his audience to indulge their most sadistic fantasies against the female. Some critics have even argued that Hitchcock's work is prototypical of the extremely violent assault on women that make up so much of our entertainment today"

In men, women and chainsaw, Clover (1992) explains that there have been some developments in the portrayal of female characters in horror films since the mid 1970s, mainly the female hero. The female characters take on more protagonist roles. These characters have also become more

significant in the modern genre than they were in earlier horror films. Filmmakers have given female characters more autonomy and allowed them to become more resourceful, witty and clever than their predecessors. "It is not only in their capacity as victims that these women appear in these films. They are in fact, protagonist in the full sense; they combine the function of suffering victims and avenging hero". Clover also suggests a turn of fate in the modern slasher film. She explains that over the last 20years, traditional masculinity does not count for much in the slasher film; the killer inevitably kills the men who insist on taking charge and becoming hero.

2.8   Review of empirical studies

"Much work has been done on the portrayal of women in the media and their effects on the society. For example, Chambers, Steiner and Fleming (2004) argue that sexualisation of news and information is an important feature of market driven journalism.

Kayoka (2001) analysed an article from a Tanzanian tabloid in which the reporter of the article was busy elaborating the models beauty instead of the issue at hand. Tengamba, (1999) revealed that 30 stories which were covered in 10 newspapers in Tanzania between 1998 and 1999 portrayed women negatively to an extent of 50%. Additionally, Kwaramba and Mona (2004) reveal that many stories that appear in Tanzanian tabloids on women are about abuse and rape. They report that Tanzanian women carry more labels than men. Women are identified more by their private roles such as wives. Daughter, girlfriend or in relationship to a husband, son, father, boyfriend, than a man is likely to be identified. Eleven percent of women sources were labeled as such compared to only three percent of men, labeled in a relationship such as son, father, boyfriend.

Swilla, (2000) examined how lexical choices construct negative stereotypes in research combining content and linguistic analysis. In a content analysis of advertisement in United Kingdom magazines, Plakoyiannaki and Zotos (2009) studied the frequency of female role stereotypes appearing in different types of magazines and also the association of female role and product. Their study indicated that women are portrayed for decorative purposes and this portrayal differs in different types of magazines.

Berberick, (2010) explored the way women are objectified in the US media and how this impact on the American society. She argues that women are presented as ideal objects which the American society is to measure up with. Her study was done by employing both qualitative and quantitative methods in exploring the impacts, on macro and micro level of a media which presents objectified images of women to its audience (American public) her study revealed that the media reflect women as ideal objects to be imitated. Citing Jacobson and Mazur (1995), she demonstrates this by focusing on the way women are portrayed in advertisement where she points out that: The mechanism used in these ads is quite simple, attractive bodies are employed to draw attention and stimulate desire which advertisers hope will then be transferred to the product. Buy the beer, get the girl.

In this way their bodies are equated with commodities, presented as results of consumption, by instructing men to regard women's bodies as objects. Ads help create an atmosphere that devalues women as people, encourages sexual harassment and worse (Berberick, 2010).

She goes out to point out that women are not portrayed in these adverts as whole human beings rather they are portrayed as parts in that the adverts only show for example: the leg, torsos, an open mouth with red lipstick provocatively placed on top a glass cup etc. This, she argues

reduces women to a collection of body parts which makes them something less than human. These images of women portrayed by the media has a consequent effect on women. Beberick (2010) states that these images become the yardstick by which women in general begin to view themselves, and as a result of this many women have gone for all manner of surgeries to look like the ideal object presented to them in the media .Again some men she argues, tend to compare their women to these objectified personalities presented in the media adding that the objectification over the years has led to and reinforced the notion among men and boys that women are objects or playthings to be used and dumped.

Mansoor, (2013) examines the way women are portrayed in the media by studying the perception that are formed through written text in the media .His study established the relationship between the portrayal of women in the print media and the existence of gender bias in the language content in the print media. A total of 100 graduate students and professionals took part in the study and data was collected through self administered questionnaires. He also carried out a content analysis of some selected English language daily newspapers as well as conducted some face to face interviews. The findings of the study firstly, indicates that issues about women are generally ignored or downplayed in the media, Secondly, the study revealed that insensitivity in the newspapers is mostly gained by the usage of the masculine form or generic "he" for a specific woman's title or profession. Thirdly, Mansoor (2013) revealed that the Pakistani press uses terms such as "doctor: for a man and a "woman doctor" for a woman, "lawyer "for a man and a "woman lawyer" for a woman. This, he points out only serve as a function of polarizing and justifying the maintenance of unequal relationship between men and women. Finally, he adds that the Pakistani press tends to over lexicalize women in relations to men. Women are more likely to be modified by items describing their physical appearance.

2.9   Theoretical framework

Two theories have been used in this session to provide the appropriate theoretical framework within which to carry out the study. These are the gate keeping theory and agenda setting theory.

2.10   The Gate keeping Theory

The gate keeping theory was developed by Kurt Lewin in the 1940's. It was initially developed as a communications theory. Although, Lewin proposed the gate keeping theory in his post-World War II research on social change, he did suggest that his theory of how "items" are selected or rejected as they pass through channels could be applied to the flow of news (shoe maker et al., 2001). He argued that the Lewin gate keeping theory was applied to communication by David Manning White who studied how a news paper wire service editor selected news items. This study by White set in motion a series of studies that has been done in the last half century on news selection using the gate keeping theory (Shoe maker et al, 2001).

Lewin used his theory of channels and gate keepers to explain how social change might occur and how that might affect food consumption. In laying out a model to explain his theory, Lewin proposed a model that illustrated how food items that came from varying "channels" like the garden or the grocery had to pass through several gates before they are made for consumption Lewin, (1947) as sighted by (Shoe maker et al.,2001). Lewin used the term "gate keeper" to refer to the person or persons buying, transporting and preparing the food items. He also explained the channels as the sections through which the food items are manipulated Lewin (1947) as sighted by (Shoe maker et al, 2001).

Westley and MacLean (1957) sighted by (Shoe maker et al, 2001). In applying Lewins model to the communication process argued that the channels in Lewin theory can be (perceived as the gates manned by CS who in various ways altered the messages been communicated. For Westley and MacLean, the CS are the individuals or organizations in the communication process (for example the editors or the reporters or the media outlets) who selects information for the audience, especially when the information is beyond the immediate reach of the audience Westley and MacLean, (1957) sighted by (Shoe maker et al, 2001). (Shoe maker et al, 2001) argued that channels used by Lewin, Westley and MacLean ought not to be taken literally. For them, channels refer to the elements of the process through which news items are passed on from the moment of discovery to transmission. They further explained that in the context of a mass media channels refer to communication leakages: the passages in the source-journalist relationship or within the organizations themselves. They further made a distinction section and gates. Sections they explained at the events or states of being that occur within each channel, for instance the editing process and a channel may have multiple sections such as multiple editing points. The gates on the other hand are decision pints at which items may be stopped or moved from section to section or channel to channel. The gate keepers are therefore either the individuals or set of routing procedure that determines which items pass through the gates. The simplest conceptualization or gate keeping in mass communication is explained by shoe maker eta. (2001:233) as "...the process by which the vast array of potential new messages are winnowed, shaped, prodded into those few that are actually transmitted by the news media." Gate keeping is also defined as "a series of decision point of which news items are either continued or halted as they pass along channels from source to reporters to a series of editors" (shoemaker et al., 2001:233). But the gate keeping process does not simply consist of selecting

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or rejecting news items. It also includes how messages are shaped, termed for dissemination and handled (Donohue et al, 1972). In essence, gate keeping has to do with the way social reality is constructed by the mass media and not simply an issue of what is selected or rejected.

The gate keeping theory has been criticized as failing to pay attention to the broad political, economic, and social structures of the society in which the mass media operate The gate keeping theory reduces the news production processes only to the internal dynamics between editors and journalist. In doing so, the theory falls short of exploring the impact of dynamics and constraints that these gate keepers are faced with, e.g. time frames, influences of advertisers, owners and audiences Radebe, 2007).

In the context of this study, gate keeping theory provides the framing to know that not all stories written about women get published. Only particular stories written about women portraying them in a certain way get published on entertainment pages of news paper.

2.3.1   The Agenda Setting Theory

The Agenda Setting theory was developed in 1972 by McComb and Donald Shaw. The theory was developed out of the study conducted by McCombs and Shaw during the 1968 presidential election in the US. The theory also known as the agenda certain function of the mass media stipulates that the media sets the public agenda by telling the public what they are to think about, although not exactly what to think. McCombs and Shaw (1972) argued that editors, news room staffs and broadcasters play a crucial role in political reality by the items they choose and display as news. They further noted that the readers not only learn about the given issues that are put out there by the media but also learn the level of importance they ought to attach to the issue given the amount of information provided and the position of the news item in the news. In context of a

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presidential election during the campaign period, it is the mass media which more or less determines the important issues, thus the media may set the agenda for the campaign McCombs and Shaw (1972).

Agenda setting theory is based on the fact that the media filter and shape reality and concentrate on some issues and subject leading the public to perceive those issues as more important than others. Miller (2002) sees the agenda as when "the media agenda influences the public agenda not by saying "this issue is important in an overt way but by giving more space and time to the issue, it could be tackled.

The core principle of the agenda setting theory is the creation of public awareness and concern of salient issues by the news media (Agenda setting theory, 2014), The two most basic assumptions of the agenda setting theory are; (1) the press and the media do not reflect reality; they filter and shape it. (2) Media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues Agenda setting theory, (2014). Iyengar kinder,(1987) points out that the agenda setting occurs through a cognitive process known as "accessibility". Accessibility has to do with the fact that the more frequently and prominently the news media covers an issue, the more that issue becomes accessible in the memories of the audience.

One of the most common criticisms against the agenda setting theory is that it is entirely too difficult to measure. Rogers and Dearing (1988) criticizes the agenda setting theory by noting that the surveys regarding media content and public responses are typically divided into very broad categories and the results are usually too inflated to be considered truly relevant or accurate. The theory itself is inherently casual both in its surveying method and in the sheer number of variables that affect the results. The theory provides the needed framing for the study,

in that it helps the researcher to identify the fact that what is placed out there by the media determines what the audience accepts. In the light of the study, the theory provides the framing to see that what people know and make of women in the entertainment industry is largely dependent on what the media publish about women in the industry.

2.11   Summary

The above study intensively presented a review of concepts which are the concept of entertainment, the concept of entertainment media and culture, and the portrayal of women by the' media. It also focused on the theories of Gate keeping and Agenda setting these theories provided the framework within which this study was carried out and it finally considered relevant studied related to this research work.

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CHAPTER THREE:

RESEARCH METHODOLOGY

2.12 Preamble

This chapter presents the methodology that was employed in the study. It outlines the sampling method used, strategies or processes that were employed in data collection the research population and the sample size

2.13 Research design

The study adopted the quantitative approach to content analysis as the research design. This enabled the researcher to analyze the Nigerian newspapers selected for the study; The Nation and the Sun newspapers. Again since the study focuses on an analysis of newspapers, quantitative content analysis becomes appropriate because it is a "systematic procedure designed to examine the content of recorded information. Walizer and Wienir (1978), cited in Wimmer and Dominick (2011).

Content analysis has been defined by Neuendor (2002) from a quantitative perspective is "… the systematic, objective, quantitative analysis of message characteristics". The quantitative approach to content analysis focuses on the methodical exploration and examination of content in order to accurately access the true extent of a phenomenon and its potential to influence or cause harm Taudt, (2005). (Riffe et al. 2005) further explains the quantitative content analysis as "...the systematic and replicable examination of symbols of communication, which has been assigned numeric values using statistical methods to describe the communication, draw inferences about its meaning, or infer from the communication to its content both of production

and consumption". Arguably, quantitative content analysis has been said to be the preferred choice among content researchers Wimmer and Dominick, 2003. Since the Nation- publishes daily, the researcher picked Mondays and Thursdays for the research, placed Mondays and Thursdays on two separate pieces of paper, placed them in a bowl and randomly selected Monday. The dates of all Mondays in the month of January to December were selected for the study this resulted in a sample size of 48 for the Nation, i.e., four publications per month.

Daily trust is published daily, so from January to December, all the dates of Fridays and Saturdays were picked because entertainment news is mostly gotten weekends. The researcher then wrote the dates of Fridays and Saturdays on pieces of papers and placed in a bowl. These were shuffled and one was selected, the bowl was shuffled again and another piece of paper was selected to represent two Fridays for the month of January. The same was done for February through to December resulting in a sample size of 24. In all, a total of 72 editions of the Nation and the daily trust respectively were randomly chosen for the study.

2.14 Population and Sample size

The study population for the work was 48 publications of the Nation newspaper published in the year 2018. The Nation is published daily but the research considered the dates of all Mondays from January to December so as to ensure efficiency in the research thereby resulting to a sample size of 48 editions of the Nations publication. The Daily trust on the other hand is also published daily but the researcher made use of the weekend's publication of the year 2018 because it has been discovered that weekends carry more entertainment stories than week days as earlier stated in the scope of the study. Having selected weekends publication, the researcher went down to randomly select two Fridays each from January to December resulting to a sample size of 24 thereby summing total of 72 editions serving as the sample size of this research work.

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2.15   Sampling technique

Simple random sample was used as the sampling method in this study. As

Kumekpo (2002) argues that probabilistic sampling technique gives each unit population an equal chance of being selected. Owing to the large number of editions published by The Nation newspaper, the simple random technique was used in selecting a sample from the Nation newspaper. Since the nation is published daily.

2.16   Unit of analysis

Unit of analysis here refers to the actual thing counted when coding which were tested based on prominence, frequency of reports, quality of reports, tone of reports and source of reports. Frequency is determined by the degree of coverage of women in entertainment as against other women issues and reports the newspaper stand can either be favorable, unfavorable, or neutral. Favorable reports occur when the news stirs up positive reactions, while the unfavorable report occurs when the news story stirs up negative reactions. A neutral report occurs when an indifferent reaction is stirred.

Prominence is determined by the placement of each item on women's portrayal on entertainment pages. Front page appearance signifies that the news stories are the most important for that day while those that appear on the back page are regarded as semi important. The inside story pages are counted least important stories and they usually appear from page two to the last page before the back page. The source of the report can be identified which refers to sources either within the Nigerian print media industry news agencies. They could also be unidentified which implies that the stories were written without by-lines.

For the quality of report, It can be very high which means those reports adjudged by the reporter are excellent in quality with regards to the content and language or presentation of reports. High reports are those reports that are seen as very good as regards to content, language, and presentation of reports.. Low reports on the other hand refer to those reports adjudged to be poor in quality as regards to content, language, and presentation of reports.

2.17 Content Categories

i)   **Story types**: sex, violence, movie, music and lifestyle.

ii)   **Prominence**: front page, inside page and back page

iii)   **Quality**: very high, high, very low and low.

iv)   **Slant/tone**: favorable, unfavorable and neutral.

v)   **Frequency of coverage**: women on entertainment news.

vi)   **Sources**: identified and unidentified.

3.1   Coding

Coding outline.

A. **Media**

1.   The nation.

2.   The sun.

B. **Gender**

1.   Female

C. **Year**

1.   2018

D. **Topics covered**

1.   Sex

2.   Violence

3.   Movie

4.   Music

5.   Lifestyle

E. **Stories covered**

1.   Entertainment

F. **Direction**

1.   Neutral

2.   Favorable

3.   Unfavorable

G. **Story placement**

1.   Front page

2.   Inside page

3.   Back page

4.   Entertainment page

5.   center spread

    H. **Illustration**

1.   Photograph

2.   No photograph

    I. **Illustration**

1.   1"-15"

2.   16"-30"

3.   31"-45"

4.   45"-1 page

2.18   Coding

Cohen kappa's reliability test method was adopted for this study to calculate the inner coder reliability. Six variables were examined and this includes: prominence, source, quality, frequency of report, quality, frequency of reports, tones of reports, and story types. The values interpretation of these variables are examined and presented as follows:

Prominence: 0-75, this shows that is substantial agreement between the two coders.

Source of report: 0-71, this shows there is substantial agreement between the two coders

Quality of report: 0-88, this shows that there is almost perfect agreement between two ratings.

Tone of report: 0-77, indicating that there is substantial agreement between the two coders.

Frequency of the report: 0-84, this shows that there is almost perfect agreement between the two ratings.

Story types: 0-85, this shows' that there is almost perfect agreement between the two ratings.

2.19 Method of data analysis

The researcher used the quantitative method of data analysis to analyze the data that was gathered in this research. Quantitative data analysis enables the researcher to present statistics which confirmed or invalidated the thesis and answered the research question that were posted in this study. The research gathered was broken down into nominal variables so that tables of frequencies and percentages could be used to explain the research findings

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CHAPTER FOUR

DATA PRESENTATION AND DISCUSSION OF FINDING

This chapter presented the data analysis of the data obtained through the

Instrument Frequency distribution and percentages were used for analyzing the data.

	Frequency	Percentage%
Positive	44	31.4
Negative	42	30
Neutral	54	38.6
Total	140	100

Table 1 Direction of news

The principal objective of the study was to investigate how women are portrayed on entertainment pages of Nigerian newspapers. From the above table, it can be' seen that the positive representation of women in the sampled newspapers was 44 representing 31.4%, negative representation was 42 representing30% and then neutral representation was 54 representing 38.6%this indicates that generally, both papers were neutral' in their representation of women. It can therefore be deduced that both papers represented a balanced view of women in the media.

Table 2: Comparing direction of news in both newspapers.

	Positive		Negative		neutral		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
The nation	38	41.8	17	18.7	36	39.6	91	100
Daily Trust	9	18.4	26	53.1	14	28.6	49	100
						Total	140	100

In comparing the direction of news in both newspapers, it was discovered that The Nation covered more positive stories about women than The Daily Trust, from the table above can be seen that The Nation had 38 positive stories representing 41.8%, 36 neutral stories representing 39.6% and 17 were negative stories (18.7%). The Daily Trust on the other hand had only 9 positive stories (18.4%), 14 neutral stories (28.6%), and 26 negative stories (53.1%)

2.20 Stories covered.

Having established the direction of news and which paper gave positive representation of women, the research was interested in finding out what kind of stories about women were being published in The Nation and the daily trust newspapers

Table 3: Stories covered

	Frequency	Percentage
Sex	49	35%
Violence	6	4.3%
Movie	43	30.7%
Music	18	12.8%
Lifestyle	10	7.1%
Other	14	10%
TOTAL	140	100

The table above indicates that most of the stories analyzed about women's representation on entertainment pages of Nigerian newspapers were stories about sex. These stories made up of 35% of the total stories analyzed it was followed by stories about women in movies (30.7%) and music (12.9%).

2.21 News makers

The study was also interested in stating clearly or rather establishing the caliber of women who make the news on entertainment pages.

Table 4: The news makers.

	Frequency	Percentage
Elite person	85	60.7%
Ordinary persons	55	39.3%
Total	140	100

The elite persons are still the news makers on the entertainment pages:60.7% of the stories covered were about them while only 39.3% of the stories were about ordinary people.

2.22 Story placement.

In other for us to discover or determine the kind of prominence given to women on entertainment pages of Nigerian newspapers, the study examined the pages where such news items are placed.

Table 5: Story placement.

	Frequency	Percentage
Front page	12	8.6%
Center spread	59	42.1%
Back page	13	9.3%
Others	36	40%
Total	140	100

It can be observed from table 5 that stories about women are slightly given due consideration in that 42.1% of such stories about women were placed in the center spread while 40% were placed in other pages 9.3% back page and 8680 front page.

2.23 The size of the story.

The space allotted to a story is another means by which the prominence gives to a story is measured. To this end, the research work analyzed the stories to determine the space allocated to stories about women.

Table 6: Size of the story.

	Frequency	Percentage
Less or equal to a quarter of a page	75	53.6%
More than a quarter of a page	65	46.4%
Total	140	100

It was observed that most of the stories (53.6%) about women occupied less or equal to a quarter of a page of both newspapers. The remaining 46.4% were given more than one quarter of a page by the editors.

2.24 Picture placement.

Photographs attached to stories serve as giving prominence to the stories and also making them credible. The kinds of photograph attached to the stories about women were analyzed and the findings are presented below.

Table 7: Picture placement.

	Frequency	Percentage
Positive	27	19.3%
Negative	78	55.7%
None	35	25%

Total	140	100

The table indicates that 27 stories representing 19.3% had positive picture enhancement that accompanied the stories while 78 stories (55.7%) had negative picture enhancement and 35stories (25%) had no picture enhancement.

2.25 Discussion of findings

2.25.1 Research question 1.What image of women is portrayed on entertainment pages of Nigerian newspapers.

Following the data being analyzed, it reflects that both the nation and the daily trust newspapers have a neutral (38.6%) representation of women in their publication. From a generalized perspective, this neutral representation is clear as both newspapers present a however balanced image of women in their publications. However in comparing both newspapers in their representation of women, it was observed that the Nation published more positive stories (41.8%) about women than the daily trust which published more negative stories (53.1%). Thus the daily trust did not present a positive image of women in their publications. These findings echo elements of gate keeping theory where shoemaker et al. (2001) argue that it is individuals or the procedures of processing news that determines which news item gets to be published. In this light, it is the editor(s) and /or the editorial policies in these two newspapers which determine the kind of stories about women which should be published and thus determine which image of women to portray.

By determining which news item gets to be published, the media sets the agenda for the public As McCombs and Shaw (1972) have argued, it is the media that determines what people are to

think about although they do not exactly determine what they are to think. This is seen in the way both newspapers apart from deciding stories about women to be published also determine where to place those stories in the newspapers to achieve the desired effect. The analyzed data revealed that most (42.1%) of the stories about women are placed in the center spread of the newspaper while 40% f the stories of women going to other pages. Though the center spread is an important page, stories about women which should have made the headlines by being placed in the front and back pages are few 8.6% and 9.3% respectively .both newspapers give less or a quarter of page (53.6%) to stories about-women. Most of the stories about, women in the newspapers do come with negative picture enhancement (55.7%).it can be deduced from the foregone argument that though newspapers present a balanced view of women in their publication, most of the stories are kept in center spread and they come with a negative picture enhancement.

2.25.2 Research question 2. What stories are written about women on the entertainment pages of the Nation and the Daily trust newspapers?

The analyzed data reveal that most of the issues captured in the stories about women are about sex (35%), then issues about women in the movie industry (30.7%) and the music industry (12.9%) the findings are consistent with the observations made by Crawford and Unger (2000) who had pointed out that the media is filled with stories about the objectification of women, sexism and the maltreatment of women. Having sex related stories as the most covered issue about women confirms the position of Chambers et al. (2004) who argued that the sexualization of news and information is an important feature of market driven journalism, leading to a rise in the reporting of sexual scandal stories of women.

Most of these stories hovered around celebrities who constitute a large proportion (61.5%) of those who made the news. This also confirms Elders argument (1996) that the elites are considered by journalists as very important to their stories because their actions draw the attention of the general public the dynamics in the data analyzed resonates with possi's (2001) argument that very little coverage is given to issues concerning policies on women on entertainment pages of newspapers, rather the greater proportion of the newspaper is dedicated to cinema actresses, models, video jockeys(vee-jay) and the rich women and their hobbies. Having analyzed, it can be deduced that both newspapers covered more on sex stories about women on their entertainment pages, and a greater part of the news that was published was about celebrities.

It is instructive to know that there is a crucial difference between a person who occupies a central role in a story and a person who is merely one of the characters mentioned in the background or as the story line develops-that is when the activities of the person is dependent on the actions of the main character. Therefore when analyzing the portrayal of women in thematic sections of the newspapers. It exclusively focuses on the placing women side by side the position they occupy within the stories. Findings from this study further indicate there was clear objectification of women. In other words, findings from the study indicates that women are allowed access to roles which are traditionally regarded as female duties, besides that, it also showed that these stories are kept in center or back pages where it won't the attention of readers on time, this way the importance of content is diversified such that 'serious stuff' belong to the front pages. This has an important implication on the gender identities and roles in media discourse because women are assigned less important roles therefore we can say that the positioning of women in both newspapers analyzed in this study suggested a systematic marginalization of females which obviously strengthens stereotypical images of gender relations.

Results obtained from the study also confirmed that the stories written about women are those that portray them as sex objects or rather as adverts for sales of product in that when a perfectly shaped woman is not shown at one point, it doesn't draw the attention of the public. As Roland Barthes quoted in Gamble [1998] observed women's and image is an object that has been chosen and treated according to 'professional, aesthetic or ideological norms which has so many factors of connotation'. Therefore implying that the picture enhancement of women is negatively portrayed it naturally follows that their appearance on newspaper pages has a direct implication on the sales of publication. Thereza Straw ford [2004] further clarifies this when she writes that 'the phenomenon and idea of the inclusion of partly or completely nude women has nothing to do with news itself but might be in direct relationship, with the sale of paper and the need for higher circulation figures.

2.25.3 Are the images of women portrayed in the media undermining the status of women in Africa today?

The researched showed that women are still portrayed seductively in some of the adverts; in some of the pictures their cleavages were showing which does not speak well and it has certainly undermined the pride of womanhood, since everything is made public, some will go as far as telling one to her face that there is nothing to hide. The study has shown that there has been cases of rape even little girls who have not approach puberty, now why is this so, because the minds of the male counterparts have been poisoned with what they see and read which is nude pictures of women all in the name of adverts. You will also agree with me that theses rape

cases have led to unwanted pregnancies which invariably kills the dreams of the victims, aside that, there is the sexually transmitted infection which does not spare lives but causes the mortality of such victims not to talk of the scar such an incident has left on the minds of those affected either directly or indirectly.

In the aspect of politics you discover that despite the fact that women are more populated than men, only a few are into politics not because they are not interested but because they are not taken as serious people that can actually hold public offices. The ascension of women to high profile political office has been the subject of countless scholarly research, that is because less attention has been given to women female heads of state largely due to lack of females occupying those positions as earlier stated. In the United States, no woman has occupied the white house as the president but the moment women can overcome the barriers the media has placed and decide to run for public offices, the media will still be the greatest challenge to women. While much research has been written concerning the bias media serving a systemic barrier to women in attaining political equality, very few studies have included media coverage of a first lady, a female presidential candidate al[in the same work.

The expansive power of the media in politics is undeniable. The mass media has routinely demonstrated that it has the vast capacity to singlehandedly destroy a candidate. Scholars Iyengar and Kinder [1987] attest to the power of the media when they observe that 'the media serve as agenda setters, helping to determine which political event are newsworthy and which problems readers regard as the nation's most serious. The findings further reveal that the politicians [women] largely receive different types of coverage and attention from the newspaper media. It appears clearly that one of the most common and notorious aspects is the overwhelming attention journalists pay to female politicians' physical appearance through the

analysis, it can be argued that women's physical appearance and sexuality has always attracted more attention in terms of the media and it is more appealing to the public than male physicality which takes the readers mind from the real deal. In the case of Theresa May and others, it is acceptable in the press to be spotlighted and labeled as 'an ugly bunch' [the daily trust 2012] in analyzing the media construction of Louise Mensch, it seems even more difficult for the public to gather information about her as a politician and to look at her as a serious candidate for political elections when she has been treated as a celebrity/ beauty contestant with overwhelming attention paid to her photo shoot and interview published by GQ in the last few months.

2.25.4   Research question- 4 what are the issues arising from the portrayal of women in the nation and the daily trust newspapers

Several issues has risen from the portrayal of women on the pages of the selected papers one of which is the eyebrow feminist group have risen on gender inequality and female stereotypes. It has also undermined the role of the media as agenda setters since they have obviously proved to have failed in this regard. This is because the media decide what the public gets. The findings also discovered that men have become unsatisfied with the looks of their women because they see perfectly shaped women and want theirs to look that way; some men have gone to the extent of cheating to get what is almost an impossibly. Little girls are growing up and sticking to Barbie dolls with the hope of looking as perfect as the doll when they grow up.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

2.26 Summary of findings.

This research work on how the nation and the daily trust portray women was set to determine if actually women are been portrayed in the media, it then sought to discover what kind of portrayals are made concerning women, whether negative or positive. Having done that, the study was out to investigate the consequence of such portrayals on the lives of women .In the course of the study, it was discovered that women have a neutral image in these newspapers that is to say they are actually been portrayed but also discovered that the male folks are more represented than the women and for the fact that their stories are placed in the front pages of these newspapers while that of the women are placed in the center or back page as their issues are regarded as less relevant.

The findings of the study further revealed that both the Nation and the Daily trust newspapers have a neutral (38.6%) representation of women in their publications. However, in comparing both newspapers in their representation of women, it was observed that the Nation published more positive stories (41.8%) about women than the Daily trust newspaper which published more negative stories (53.1%).

Most stories about women were stories about sex (35%), followed by stories about women in the movie industry (30.7%) and then the music industry (12.9%).Most of the stories on these entertainment pages involve the elite in the society (60.7%).

2.27 Conclusion

There is a clear imbalance in the portrayal of women on entertainment pages of Nigerian newspapers systematically placing women in the center page of the newspaper while the male counterpart get to feel the front pages, this is obviously expected since men occupy most of the important public positions while women have been fixed to domesticated spheres of life.

Women rarely have the central role in newspaper stories and are hardly the main source of information when compared to their male counterpart. They are rather relegated to the background, are passive or usually not regarded as a voice of authority or expertise like the men. The competence of women in their profession is usually undervalued but is rather associated with family relations, reproductive issues and other household duties.

In the area of picture representation, the research has shown clearly that the selected newspapers portray negative pictures of women that give readers a certain mindset. These pictures are put purposely to attract reader's attention that is by depicting style and bodily characteristics.

It is clear that the newspapers systematically reconstruct and reconfirm dominant gender stereotypes in Nigeria. Moreover, the media still ignore gender issues as an important topic worthy of coverage neither do the media effectively portray women when dealing with different socially related issues. The portrayal that seems neutral and somewhat negative does not however mean a distortion of reality and social facts but more likely points to a process of negotiation and reconstruction of social power.

Media discourse and social identities of men is therefore constantly being constructed or reconstructed by employing various techniques of reinforcing and nurturing symbolic women's portrayal in the world of old, dominant, fixed and homogenous identities and relations, within these power, competence, production and authority belong to men while silence, dependence family, reproduction and sexuality are the place of women.

The study further concluded on the following

Both the Nation and the Daily trust newspapers present a neutral image of women in their publication

1. Most stories about women are placed in the center spread of the newspapers but that they come with negative picture enhancement depicting that issues about women are not mostly taken seriously or as a matter of priority.

2. Both newspapers tend to be covering more sex stories about women thereby making them vulnerable to abuse.

3. A greater part of the news covered about women on entertainment pages of these newspapers is about celebrities those that attract attention of the society.

2.28 Recommendations

The image of women inside and outside the newsroom can be changed and made more visible by the media. It is the duty of Nigerian journalist to encourage women to tell their stories and make them, know that stories about them are of relevance.   It is necessary for the mass media practitioners to reject caricatures of women which seem to be the most usual trend in publications about women. Young reporters should be sensitized about those repressive and

inimical cultural norms which serve to relegate women to the background and affect the way women are perceived in the society, thus, there is the need to encourage decent and gender sensitive journalism in terms of sources, context and language used in writing the stories. If this is done, it implies that no gender group will be misrepresented and women will gain their grounds in the eyes of the general public.

Furthermore, consistent and sustained capacity building of all members of the media institutions on women's portrayal will not only raise awareness on the complexities and implications but will also broaden the base of experts who work on these issues meaningfully. More space and airtime should be allocated to women related issues, a breakaway from the usual areas traditionally regarded as 'women's stuff. A concrete example is an increase in portrayal of women as significant contributors to the society, leaders, workers and positive thinkers not just as sex objects, victims in misconducts and the images behind the successful husbands or male bosses.

Organizations and bodies concerned with fair portrayal of women through the media should make concerted efforts to develop a set of guidelines or policy which may be used to improve media portrayal of women. The assumption is that policy is necessary for such an improvement

Another thing is the organizations responsible for the release of music videos have a responsibility of regulating what goes out to the public because one will discover a video with more than twenty naked girls just showing themselves not even singing or playing any instrument. Which although people find attractive not considering the consequence which is diminishing the pride and integrity of womanhood. Hence there is an utmost need for women to work on themselves, this include women inside and outside the media, the women folk need to

build confidence in themselves because if they do not say 'I am' nobody will say 'you are', thus there is a need for women to work together in ensuring positive representation of their image.

Based on the above drawn conclusions, the following are recommended:

1. The government need to consider regulatory measures on the kind of images depicted about women in various newspapers especially those that have to do with entertainment.

2. The (N.UJ) Nigerian Union of Journalist and media owners ought to be constantly reminded on the need to be objective in their reportage and also to positively present issues relating to females.

2.29 Suggestions for further studies

The study has not exhaustively researched on portrayal of women in the print. So based on the findings, the researcher has listed topical issues that are related to this study which can form the focus of further studies below. They are:

1. Media portrayal of women in the Nigerian society.

2. The impact of gender insensitivity and language used by mass media practitioners on the image of women in Nigeria.

3. Gender mainstreaming in Nigeria mass media implication for women empowerment

And

4. The impact of gender bias on recruitment in the Nigerian mass media.

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