

Mass Media Representation and the Status of Women in the 2015 General Elections in Nigeria

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Abstract : The issue of women unfavourable representation in the mass media is long standing. While it is a worldwide problem, developing countries in Africa especially Nigeria are considered peculiar. This paper, 'mass media representation and the status of women in the 2015, general elections in Nigeria' therefore aimed to assess the current trend of role playing in the mass media and how this has affected general status of women in Nigeria politics with particular reference to the 2015 general elections. The study employed a review of secondary literature and data regarding previous performances of Nigeria women in politics from 1999 to 2015 and the picture that has been paid by Nigerian mass media about women. Anchoring the paper on the agenda setting theory of the mass media, the paper analysed secondary literature and discovered that from 1999 to date, women have been participating in politics but rather than improve their status in elective offices, the percentage of women for such offices is rather declining. This trend the paper concluded is attributed to the way and manner women are represented in the mass media - as not good for policy making offices except as kitchen and home managers. The paper therefore recommends that, the country should adopt the quota allocation for all the political parties in order to give women a chance to compete with their male counterparts. While women should strive towards the managerial and ownership of media houses in order to represent the interest of women in politics thus offering the opportunity for the favourable representation of women and role models for those who may want to tour a similar part.

Keywords : mass media, media representation, Nigeria elections, women

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