



Survey of the influence of Ekiti FM's Total Woman (TW) on campaign against gender discrimination.

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ABSTRACT

This study aimed at examining the influence of Total Woman Program on Ekiti FM on the Campaign Against Gender Discrimination. The study used Agenda setting theory and Uses and Gratification theory. Survey method was employed using purposive sampling type of non-probability sampling method. Copies of questionnaire were used as the instrument to gather relevant data. The finding revealed that Ekiti FM's Total Woman Programme has influenced the campaign against gender discrimination in Ekiti State because it has unveiled women's ability and potentialities, hence, giving them boldness and courage to take up responsibilities. However, the study recommended that The National Broadcasting Commission should mandate all broadcast outfits in the country, to include gender equality oriented programmes on their programming on daily basis. This will reduce inferiority complex on the part of women and in no long time, eliminate women discrimination in Nigeria

Introduction

Women discrimination can be considered an unequal treatment of a person based solely on that person's (Cambridge Advanced Learner's Dictionary, 2008). Discrimination against women has been an ongoing concern for years. In many societies, especially in the patriarchal societies, men are considered as the authority of the family while women's role is only for child bearing and house-keeping.

Discrimination against women is at every level. Women and girls traditionally have limited access to education, ownership of land and assets in Nigeria, they are denied equal treatment in inheritance rights, human resources development and sustainable economic growth. It is therefore, worrisome that at a time when they are seeking equal treatment and participation in issues that concerns them and their families, some respected traditional rulers, who ordinarily should know better are making utterances that are entirely unhelpful.

The general notion in our country that women are inferior to men was reinforced when President Muhammadu Buhari, at a press conference in Germany, said the role of his wife did not extend beyond the kitchen and "the other room". This statement coming from the number one citizen is quite unfortunate considering the fact that Nigerian women are making wave both in the political and economic sphere across the globe. Only recently, a Nigerian woman, Amina Mohammed, was named as the deputy Secretary General to United Nations,

This study is therefore to show how human rights oriented programmes influenced gender discrimination by broadcast media industry in Nigeria? This study will therefore, in the whole, analyze the implication of discrimination on women in their aspirations in sports, education, politics, religion, etc.

History of the Broadcasting Service of Ekiti State (BSES)

Sequel to the creation of Ekiti State as distinct from the old Ondo State on October 1, 1996, the Broadcasting Service of Ekiti State was established on February 14, 1997. The corporation was, at the initial state situated at the former Ado-Ekiti Local Government Secretariat in Okeyinmi area of Ado-Ekiti.

The headquarters office was built and commissioned by the then military governor of Ekiti State, Navy Captain Yusuf Atanda while the former office was made to house the corporation's commercial and marketing arm. The major areas of the corporation are news broadcast, programming and advertising and it has over three hundred work-force. The corporation is financed by the Ekiti State Government. The state, the same generate revenue from charges on advertisements, news coverage and programmes production.

There are three arms in the corporation, the television arm, christened Ekiti Television, Ekiti Channel 41: the radio named Ekiti 91.5FM and the 549KHS AM, but now FM station located at Ifaki Ekiti.

The Broadcasting Service of Ekiti State, in its pursuit of excellence in broadcasting, has certain principles, philosophies and policies laid down to guide the operation of the corporation in line with the aspirations of its founding fathers. These policies are summarized below:

The station shall reflect understanding and appreciation of Ekiti culture and Nigerian values while at the same time providing a window to the world through which an appreciation of other cultures can be brought in with a view to enhancing the community's understanding of a culture.

The station shall, at all times, educate, inform, entertain and help in molding and shaping public opinion through agenda setting on sensitive issues.

These issues are however, to a large extent, commercialized.

Research Questions

The study sets to proffer answer to the following questions and objectives respectively.

1. To what extent do listeners resident in Ado-Ekiti aware of total woman programme?
2. To what extent do listeners use total woman programme for education about their right?
3. To what extent does total woman programme changes listeners' orientation about gender discrimination?
4. Does total woman programme influence listener's decisions in taking up political responsibilities?

Objectives of the Study

1. To examine the extent at which women listeners in Ado- Ekiti are aware of total woman programme on Ekiti FM radio channel 91.5.

2. It also looks at the level at which listeners use total woman programme for education about their right
3. To know the extent at which total woman programme changes listeners' orientation about gender discrimination.
4. To examine the influence of total woman programme on listeners' decisions in taking up political responsibilities.

LITERATURE REVIEW

SEXISM

The term gender is derived from the Latin noun, which means kind or group. The act of subjugating women is an inherent tradition. As society has been grappling with the problem of creating a fair, just and equitable arrangement among different people, the mainstream agenda of development is challenged through; how to enhance the role of women in politics and governance.

Hardly can one find any society today where women are not discriminated or marginalized. That is why Margaret (1982) confirms that women have been traditionally designated to occupations, which require such skills with cultural values.

According to Fred (1985 p.5), the term "sexism" was most likely coined on November 18, 1965, by Pauline M. Leet during a "Student-Faculty Forum" at Franklin and Marshall College. Specifically, the word sexism appears in Leet's forum contribution "Women and the Undergraduate".

Though Nigeria like other countries in the world could be said to have been responding positively to the call for gender equality by the United Nations to rid societies of all forms of discriminations especially gender based discriminations. The modern society has made clear, women have the ability to perform with equal skill and success in virtually every endeavor engaged in by men

What Constitutes Sex Discrimination?

The essence of sex discrimination is unequal treatment on the basis of sex. The treatment must not simply be different, but also unequal, and therefore unfair. For example, requiring women and men to use separate restrooms does not constitute sex discrimination. But it is sex discrimination to provide different working conditions, salaries, hiring, promotion or bonus criteria to women and men. A unique form of sex discrimination is sexual harassment. Women and men have the right to secure and perform their jobs free of unwanted demands for romantic or sexual relationships, or unwanted communications or behaviors of a sexual nature that interfere with their ability to work.

Sex Discrimination and the Law: Title VII

Title VII of the Civil Rights Act of 1964 provides strong protections against sex discrimination in employment. Specifically, Title VII makes it illegal for an employer:

"1) To fail or refuse to hire or to discharge any individual, or otherwise to discriminate against any individual with respect to his [or her] compensation, terms, or privileges of employment, because of such individual's...sex...; or

"2) To limit, segregate, or classify employees or applicants for employment in any way which would deprive or tend to deprive any individual of employment opportunities or otherwise affect [the individual's] status as an employee, because of such individual's sex."

It (VII) also prohibits sex discrimination in or on-the-job and apprenticeship programs, retaliation against an employee for opposing a discriminatory employment practice, and sexually stereotyped advertisements for employment positions.

Besides, section 17 (1) (2) of the 1999 Constitution of the Federal Republic of Nigeria which

That every citizen shall have the equality of right, obligations, and opportunity before the law; section 42 of the same constitution also says that no Nigerian citizen shall be discriminated against because of a particular sex, religion or ethnic group.

And it also guarantees the right to private and family life. Furthermore, Article 18(3) of the West African Charter on the People's Human Rights also frowns against discriminatory practices on grounds of sex." And Nigeria is signatory to this charter.

In the light of the above assertion, it is worrisome to note of the plight of a dismissed former employee of the National Drug Law Enforcement Agency, Miss Udoka Tochukwu, on account of her engagement to a driver with the Niger Delta Development Agency, Mr. Ozorumba Osondu. In her recent testimony to the Senate Committee on Ethics and Privileges she said that the agency recommended the abortion of her pregnancy in an attempt to stop her from getting married. Its more dishearten that this kind of policy is in operation in the 21st Century Nigeria. Also, some government agencies still operate such obnoxious rules and barbaric practices that contravenes the constitution amidst the fight against discrimination of women, and gender equality around the world.

Suffrage and Politics

According to Kenney and Pankhurst, (1950, p.6), gender has been used, at times, as a tool for discrimination against women in the political sphere. Women's suffrage was not achieved until 1893, when New Zealand was the first country to grant women the right to vote while Saudi Arabia was the most recent country, as of August 2011, to extend the right to vote to women in 2015. Some Western countries allowed women the right to vote only relatively recently: Swiss women gained the right to vote in federal elections in 1971, and Appenzell Innerrhoden became the last administrative division to grant women the right to vote on local issues (in 1991, when it was forced to do so by the Federal Supreme Court of Switzerland). French women were granted the right to vote in 1944. In Greece, women obtained the right to vote in 1952. In Liechtenstein, women obtained the right to vote in 1984, through the women's suffrage referendum of 1984.

While almost every woman today has the right to vote, there is still progress to be made for women in politics. Studies have shown that in several democracies including Australia, Canada and the United States, women are still represented using gender stereotypes in the press. Multiple authors have shown that gender differences in the media are less evident today than they used to be in the 1980s, but are nonetheless still present.

Nigeria has indeed responded to this development from the international arena by articulating policies and programmes that seek to reduce gender inequalities in socio economic and political spheres, however, the success of bridging the gap between men and women is farfetched. The question is, what are the factors that is still engendering gender inequalities in Nigeria?

Gender

CIRDDOC (2001) defines gender as a system of roles relationship between women and men that are determine not biologically but by the social, political and economic context. Scott (1988:2) captures the

nature of gender, thus: Gender is the social organization of sexual differences but this does not mean that gender reflects or implements fixed and natural physical differences between women and men, rather gender is the knowledge that establishes meaning for bodily differences. These meaning vary across cultures, social groups and time since nothing about the body including women's reproductive organs, determines univocally how social division will be shaped.

2.2.4 Gender Issues

Gender issues arise when the relationship between women and men, their roles, privileges, status and positions are identified and analyzed. Gender issues arise where inequalities are shown to exist between people purely on the bases of their being a female or male. The fact that gender and gender differences are socially constructed is itself a primary issue to deal with. Some of the gender issues are:

In Nigeria, there are prevailing concerns such as religious and cultural bias against women participation in politics; Low membership in political parties and party structure; the hostile political environment are not responsive to women needed interest and creates imbalance in the political sphere. Women who constitute about half of the population have been continuously sidelined in public life to the extent that they never held more than 15% of elective offices (see table 1 statistics of elective positions) compared to what obtained in other nations of the world, particularly in developed nations. Table 1: Comparism of women representation in 2003 and 2007 general elections Olurode (2011) notes that Nigeria lags far behind in women political participation index on the African countries saying, "Nigerian women have about the worst representation of 5.9% in the national legislature when compared to most other African countries example Uganda (34.6%), South Africa (43.2%), Ethiopia (27.7%), Cameroon (20%). Niger (12.3%) and DR Congo (8.0%)". The issue being that women in Nigeria face a lot of odds when they contest against men.

Politics

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Chauvinistie Traditional System:

Onyejekwe (2011) states that:

- a. It is an abomination for women to claim equality with men especially in decision making programme such as politics or wanting to head a man under any circumstance, it's a taboo.
- b. A woman does not take a separate decision apart from her spouse.
- c. The idea of women in politics is a rude agenda in Nigeria and an abomination to most men.

Naturally, there is stiff opposition from even educated men politician to women.

Economic Issues:

The fact remains that women do not have same productive resources as men and most work of women goes unrecognized. According to the United Nations, of the three quarters of all economic activities in developing

countries ascribed to men, women actually perform 53 percent of the work featuring prominently in the informal sectors of most economies in Africa. Nigeria is where women are not considered fit and proper to own and engage in any meaningful investment that will allow them grow financially independent.

Many women still lacked access to decent work and face occupational segregation, low access paid jobs. There has been instances where a man and woman with the same qualification applies for a position and the man would be most preferred to over the woman for unknown reasons even when occasions have proved that women are better managers of wealth and resources.

Social Issues:

Women suffered (and still) suffer degrading treatment. Women were considered second-class citizens and in some instances, treated with contempt and derision. Worst yet, in matters that affect them directly and intimately, they were hardly consulted. Social exclusion of women gravely affected their collective lives in more ways than one. It caused disharmony in marital life, frustration and desperations.

Women were considered inferior and their participation at all levels of government, discouraged. In fact, some communities considered it a taboo for women to take active roles in governance. Many qualified women were forced to play minor roles in the margins or were frustrated out of governance. This was in spite of several institutional conventions and treaties that encouraged woman participation in economics, politics and governance.

Empirical Review

Women Issues in Nigeria by Nwagwu, Olawale A. Moronkola, Dorcas O. Akintunde (2009)

This study conducted by Nwagwu, Olawale A. Moronkola, Dorcas O. Akintunde (2009) accessed the phenomenon of Women Issues in Nigeria in which discrimination of all sorts against women in politics, economy, Health; Female Genital Mutilation etc. characterized by some factors like culture, religious beliefs, norms and traditions were given prioritized analysis.

This study also looked at women's issues from the perspective of concept definitions and application of theories in Nigeria text. It pepped into some cultural, social, traditional and economic factors that impede the development of women, girls and people with peculiarities.

The researchers bare focus on the practice of Female Genital Mutilation (FGM) and discovered that cultural factors is one of the primary predictors of this practice among inhabitants of sub-urban areas of Lagos State. Hence, it was recommended that efforts should he geared towards reinforcing the total eradication of the practice of FGM.

Theoretical Framework

Theories are of inestimable value to any discipline. They are the basis upon which many generalizations are tested before they probably become principles or laws. That is, theories are foundations upon which predictions are made. They also serve as guide to action that aid in the solution of problems.

With regards to communication and mass communication particularly, theory helps us to predict the consequence of ongoing event and to make sense out of a disturbing situation. Because of the inconsistency in human behavioral attitude and situations, theories, especially in the social sciences are from time to time subject to revalidation.

Agenda Setting Theory

Some scholars are of the general opinion that agenda setting is neither a model of communication nor a theory. They believe that it is more of an explanation for the mass media organization to put in place strategies that will change cultural beliefs that encourage male aggressiveness in all areas over women's life.

Agenda-setting studies have developed evidences that the press selects certain issues to play up at times when they are not significant in the public mind and they then become part of the accepted agenda. McCombs and Shaw (1972) found that the agenda setting establishes the salient issues or images in the minds of the public.

Based on the argument of this theory, the researchers have decided to use it as one of the underlining theories for the study. Walter Lippman, in Public Opinion cited in Baran's Mass communication theory, argues that, "the more issues of importance are aired, the more it gains salience and relevance in the listener's decision making. The more campaign against women discrimination is being disseminated through programs, the more popularized the issue of gender equality will become in Nigeria.

Uses and Gratification Theory

Uses and Gratification theory is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. It is an audience-centered approach to understanding mass communication. It focuses on what people do with the media.

This theory was propounded by Katz in 1970. It is concerned with how people use the media in gratifying their needs. The proponents of the theory posit that people choose what they want to see or read and the different media compete to satisfy each individual's needs.

This theory best underlies this study as the fact remains that women generally seek gender equality for them to operate liberally in politics, economics, academics and other spheres of life without any form of discrimination or subjugation, hence they search for programs that will project their course to the appropriate quarters where their rights will be appropriately considered.

Therefore, uses and gratification theory was used to give an objective analysis to how women tend to utilize programs that discourage gender discrimination and at the same time, preach gender equality and Women Rights in Nigeria.

Methodology

The term methodology describes all the activities involved in the collection of all necessary information required for a research work. Wimmer and Dominick (2006) define scientific research as an organized, objective, controlled, qualitative or quantitative empirical analysis of one or more variables. For the purpose of this study, survey research method was used.

Research Design

The research employed survey research design in carrying out the investigation. The appropriateness of this study technique was manifested in the submissions of many reputable researchers in Social Science such as Defluer and Dennis, Wimmer and Dominick, John C. Reinard, Wiseman and Aaron. Wimmer and Dominick (1989, p.103) also point out that it helps in the study of small and large population. It also helps in standardizing research questions and facilitates data processing through easy coding. Reinard (2000, p.224) likewise opines that survey is a study that uses questionnaires or interview to discover descriptive characteristics of phenomena.

The research design that was used for this study is quantitative research. As it is described in Wimmer and Dominic (2006), as a type of research that is concerned with how often a variable is present in a context and it generally uses numbers to communicate the amount.

Study Population

Selected women in the state under consideration constitutes the population of the study.

Sample Size

The sample size of this study was two hundred (200). The population comprises women residents in some selected area in Ado-Ekiti, the Ekiti State capital. These residents constituted the larger part of the study population, taking two hundred randomly in the whole entire population.

Sampling Technique

The research employed the purposive non-probabilistic sampling method in selecting population for the study.

Research Instrument

For the purpose of gathering data for the study, questionnaire was used as data collection instrument. Since this study seeks to investigate the Perception of Women Residents in Ado-Ekiti on the Influence of the Ekiti FM's Total Women Campaign Against Gender Discrimination and questionnaire is therefore appropriate for the study.

Method of Instrument Administration

The researcher administered the questionnaire by hand and monitored it properly for effective administration.

Method of Data Analysis

Frequency distribution tables, simple percentages and bar charts were used in analyzing and presenting data gathered from the field.

DATA PRESENTATION AND ANALYSIS

Introduction

This chapter four focuses on the presentation of results and analysis of the data gathered for the study. Frequency, tables, bar charts and explanation were adopted for the data presentations.

Data Presentation

The main focus of the study is to understand the Impact of Ekiti FM's Total Woman Programme on Campaign Against Gender Discrimination. In all, 200 copies of questionnaire were administered to 200 women resident in Ado-Ekiti. There was 100% response rate as the entire 200 administered questionnaires were returned.

Thus, findings, observations and data gathered were carefully analyzed and presented in tables. The information on each table was interpreted for easy understanding. The results are presented in two parts. The

first part contains demographic information about the respondents while part B contains answers to the research questions.

Demographic Questions

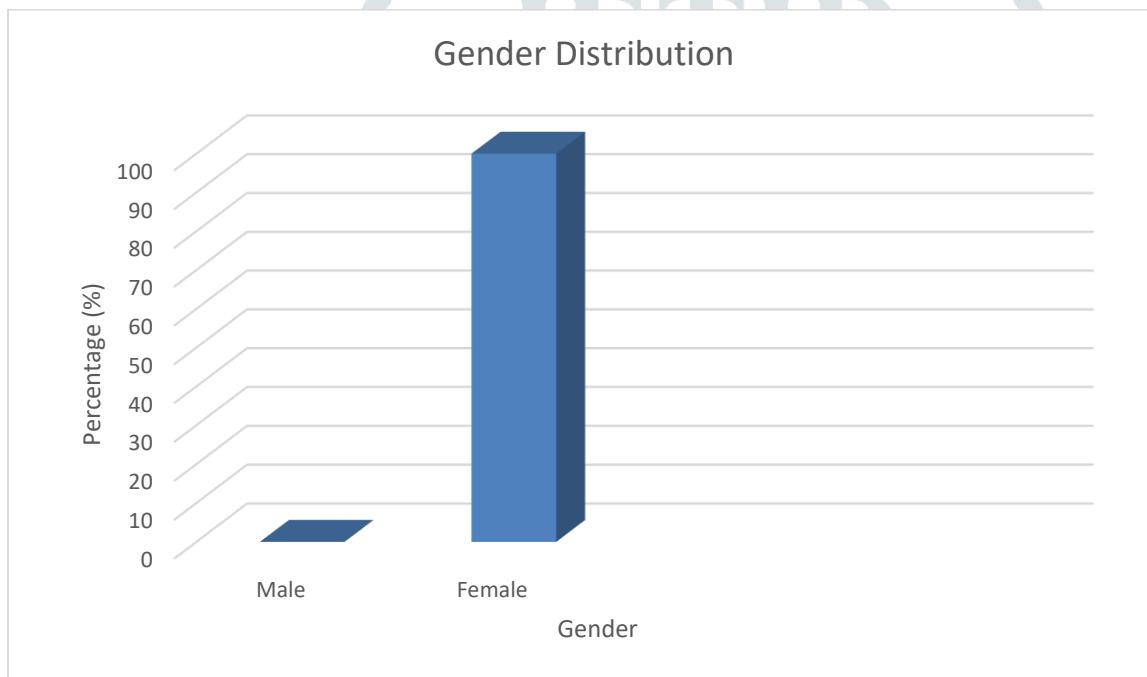
Item 1: Showing respondents' gender distribution

Table 1: Showing respondents Gender Analysis

Responses	Number of Respondents	Percentage (%)
Male	Nil	Nil
Female	200	100
Total	200	100

Source: Field Survey

Figure 1: Showing respondents' gender distribution



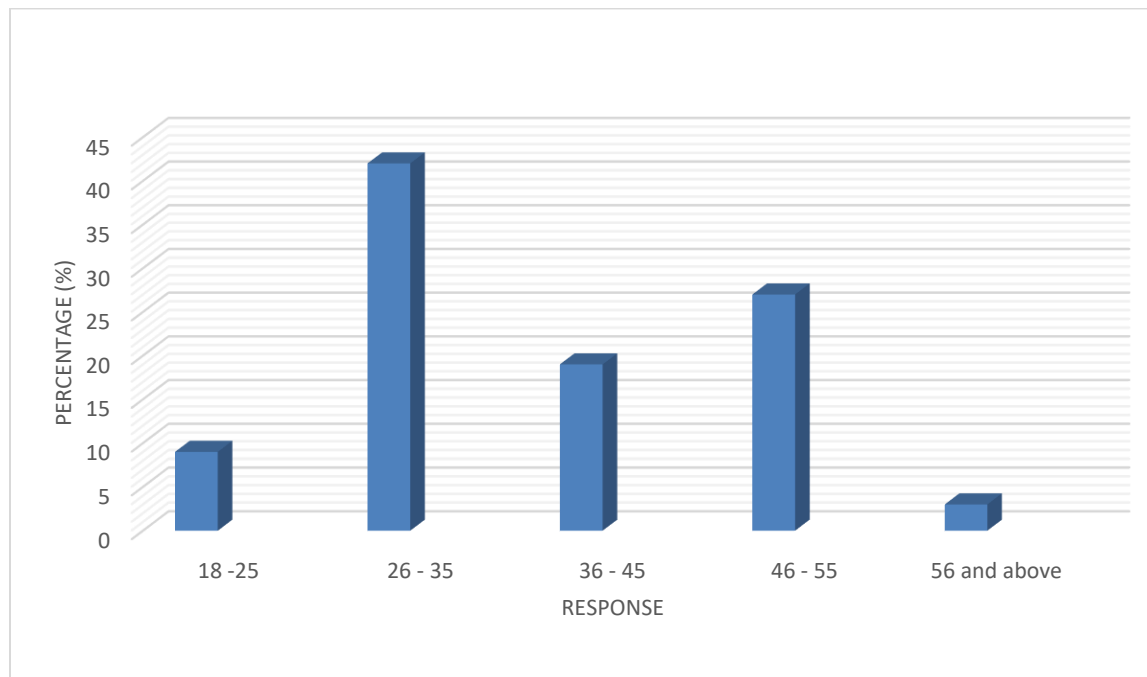
From the above figure, 200 respondents representing 100% are female because women are the specific respondents upon whom the study is based.

Item 2: Age distribution of the respondents

Table 2: Showing respondents' Age Distribution

Age-range	Number of Respondents	Percentage (%)
18-25	17	9
26-35	85	42
36-45	38	19
46-55	53	27
56 and above	7	3
Total	200	100

Source: Field survey

Figure 2: Showing respondents' age distribution

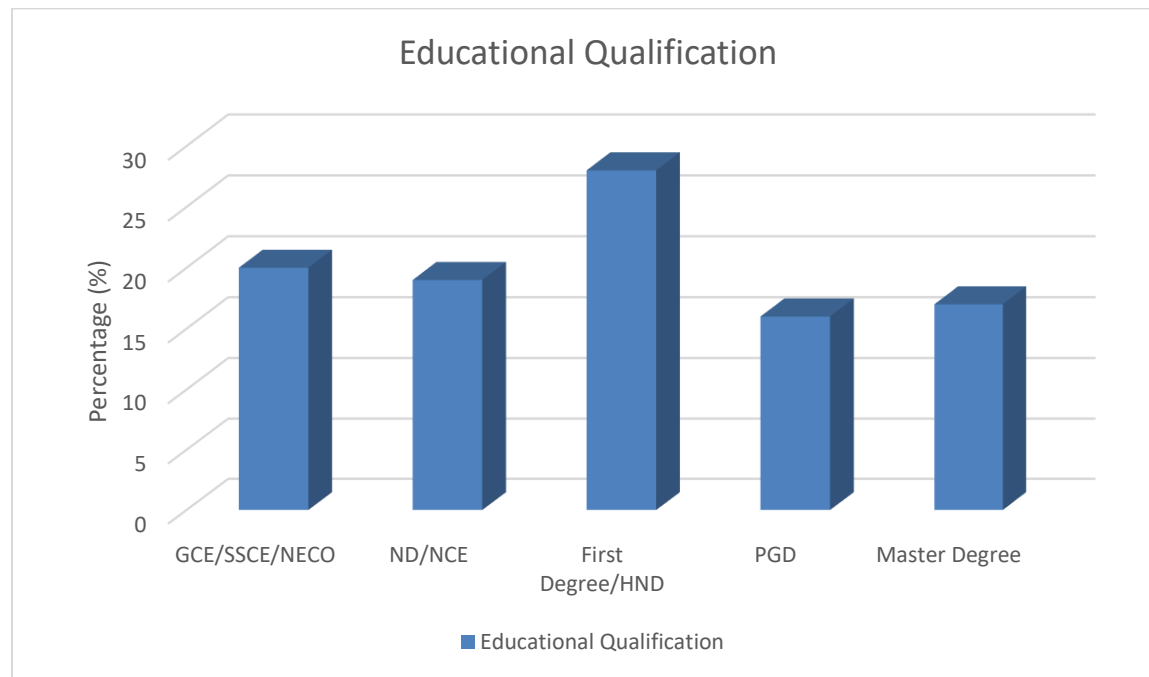
The above figure shows that there were 17 respondents aged between 18 and 25 which constitutes 9%; 85 respondents aged between 26 and 35 which constitutes 42%; 38 respondents aged between 36 and 45 which constitutes 19%; 53 respondents aged between 46 and 55 which constitutes 27% while the remaining 7 respondents (3%) are over 56 years and above.

Item 3: Educational status

Table 3: Showing respondents' educational status

Educational Qualifications	Number of respondents	Percentage (%)
GCE/SSCE/NECO	41	20
ND/NCE	39	19
First Degree/HND	56	28
PGD	31	16
Masters Degree	33	17
Total	200	100

Source: Field Survey

Figure 3: Showing respondents' educational status

From the table above, it can be inferred that 41 respondents, representing 20% are holders of GCE/SSCE/NECO while 39 respondents, which constitutes 19% are ND/NCE certificate holders. 56 of the respondents, representing 28% are first degree holders while 31 respondents, which constitutes 16% are PGD holders. The remaining 33 respondents representing 17% of the population are Master Degree holders.

SECTION B

Findings of the Research Questions

This section presents responses of the respondents to questions on the section B of the questionnaire. The responses in this were quite useful in the study answering the research questions.

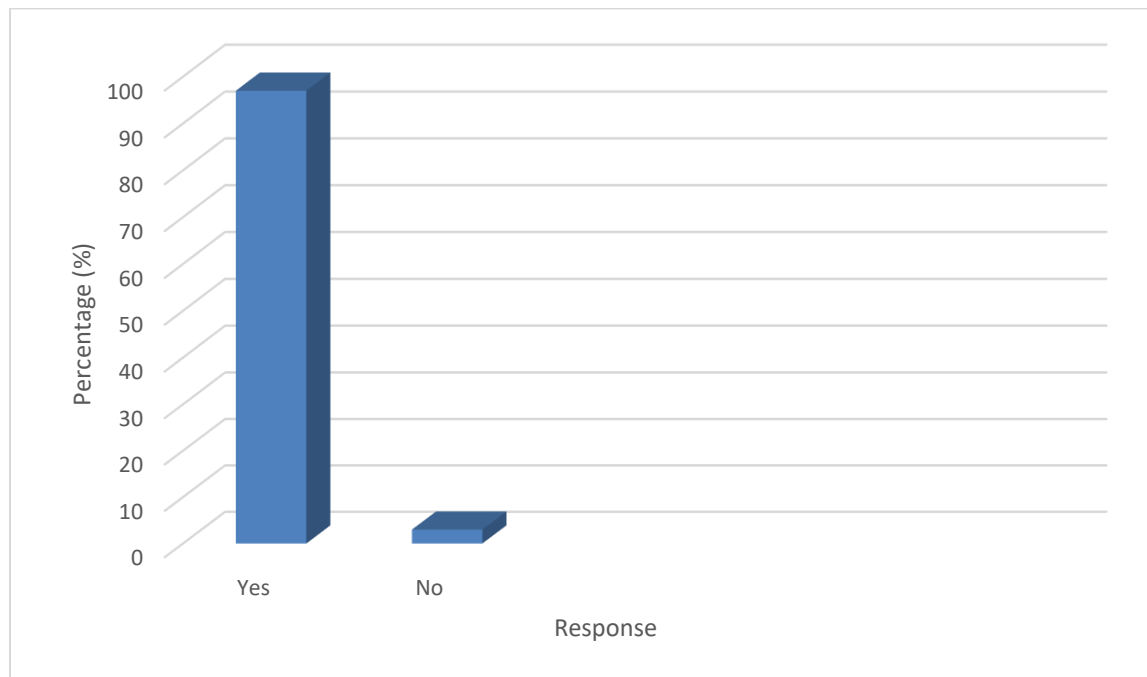
Research Question One

To what extent do listeners resident in Ado- Ekiti aware of Total Woman Programme?

Items four on the questionnaire provided answers to research question one as presented on tables 4 below.

Table 4: Table showing whether respondents are aware of Total Woman Programme on Ekiti FM

Response	Number of respondents	Percentage (%)
Yes	194	97
No	6	3
Total	200	100

Figure 4: Showing whether respondents are aware of Total Woman Programme on Ekiti FM

From the table above, 194 participants representing 97% are aware of total woman programme on Ekiti FM while the remaining six representing three percent (3%) are not aware of total woman programme on Ekiti FM. This mean that majority of the respondents are aware of Total Woman programme aired on Ekiti FM. Table 7:

Research Question Two

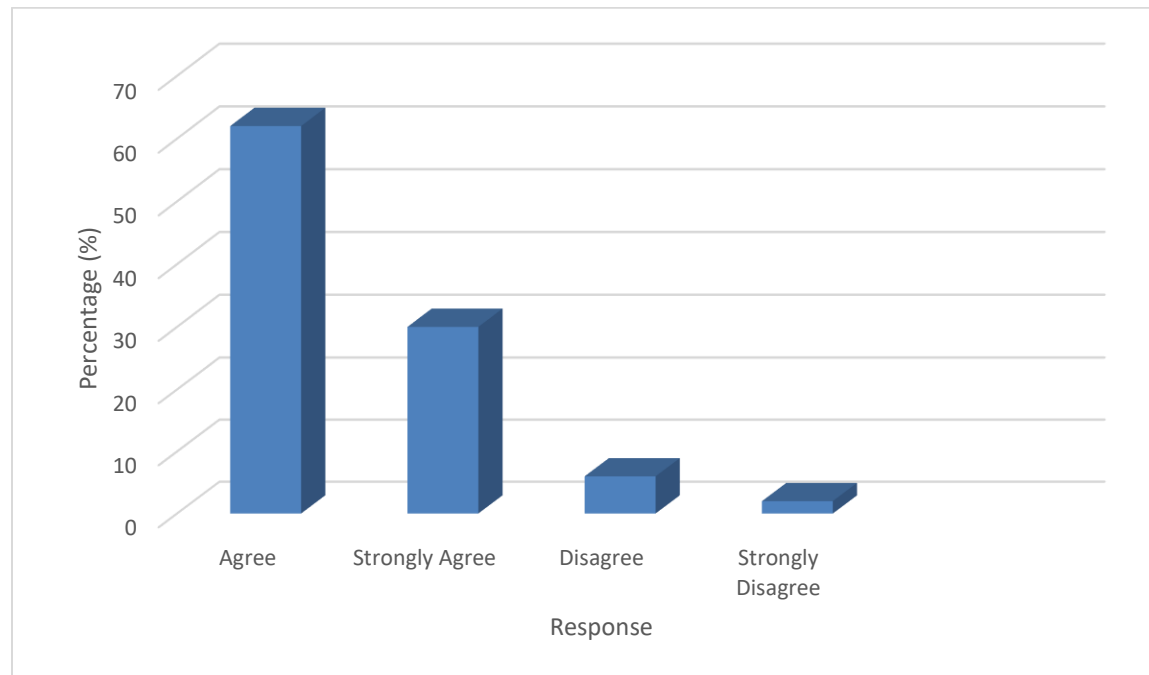
To what extent do listeners use Total Woman Programme for education about their rights?

Item 5 was used to provide answer to this research question as presented in table below:

Table 5: Table showing how women have been richly educated about their right through Ekiti FM's Total Woman

Response	Number of Respondents	Percentage (%)
Agree	124	62
Strongly agree	60	30
Disagree	11	6
Strongly disagree	5	2
Total	200	100

Figure 5: Bar chart showing how women have been richly educated about their right through Ekiti FM's Total Woman



From the above table, 124 respondents (62%) have been richly educated about their rights as women through Total Women Programme on Ekiti FM while 60 respondents (30%) strongly agreed that they have been richly educated through Total Woman Programme on Ekiti FM. 11 respondents (6%) disagreed that they have been richly educated through Total Woman programme while on the other hands, five respondents (2%) strongly disagreed that they have been richly educated about their rights.

Answer to Research Question Two: The data collected and analyzed show that the majority of the respondents use Total Women Programme on Ekiti FM for education about their rights. They are well aligned with Woman Rights through education disseminated on the programme.

Research Question Three

To what extent does Total Woman Programme changes women listeners orientation about gender discrimination?

Items 6 on the questionnaire provided answers to research question three as presented on table 6 below.

Item 6: Total woman programme has positively changed my personal orientation about my right as a woman

Table 6: Table showing whether women's orientations about their right have been positively changed

Response	Number of respondents	Percentage (%)
Agree	80	40
Strongly agree	79	40
Disagree	27	13
Strongly disagree	14	7
Total	200	100

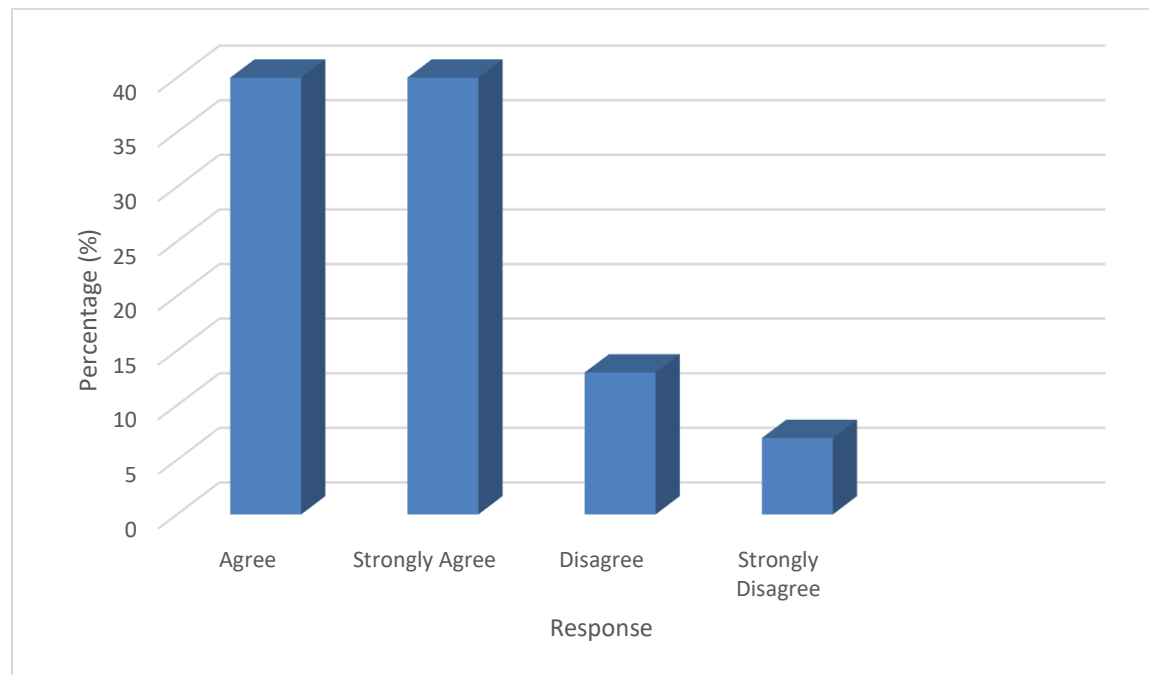
Figure 6: Bar chart showing whether women's orientations about their right have been positively changed

Table 6 and figure 6 above shows that 80 respondents representing 40% agree that Total Woman Programme has positively changed their personal orientation about their rights as women. 79 respondents also representing 40% strongly agreed that Total Woman Programme has positively changed their personal orientation about their right as women. 27 respondents standing for 13% disagree that Total Woman Programme has positively changed their personal orientation about their rights as women. 14 respondents representing 7% strongly disagree that Total Woman. Programme has positively changed their personal orientation about their rights as women. This means that majority of the respondents agree that Total Woman Programme has positively changed their personal orientation about their rights as women.

Research Question Four

Does Total Woman Programme influence listeners' decision in taking up political responsibilities?

Items 7 on the questionnaire provided answers to research question four as presented in table 14 below.

Item 7: I have been triggered to take up political responsibilities through the influence of Total Woman Programme on Ekiti FM

Table 7: Table showing whether women have been triggered to take up political responsibilities through the influence of Total Woman Programme on Ekiti FM

Response	Number of respondents	Percentage (%)
Agree	87	44
Strongly agree	98	49
Disagree	10	5
Strongly disagree	5	2
Total	200	100

Figure 7: Bar chart showing whether women have been triggered to take up political responsibilities through the influence of Total Woman Programme on Ekiti FM

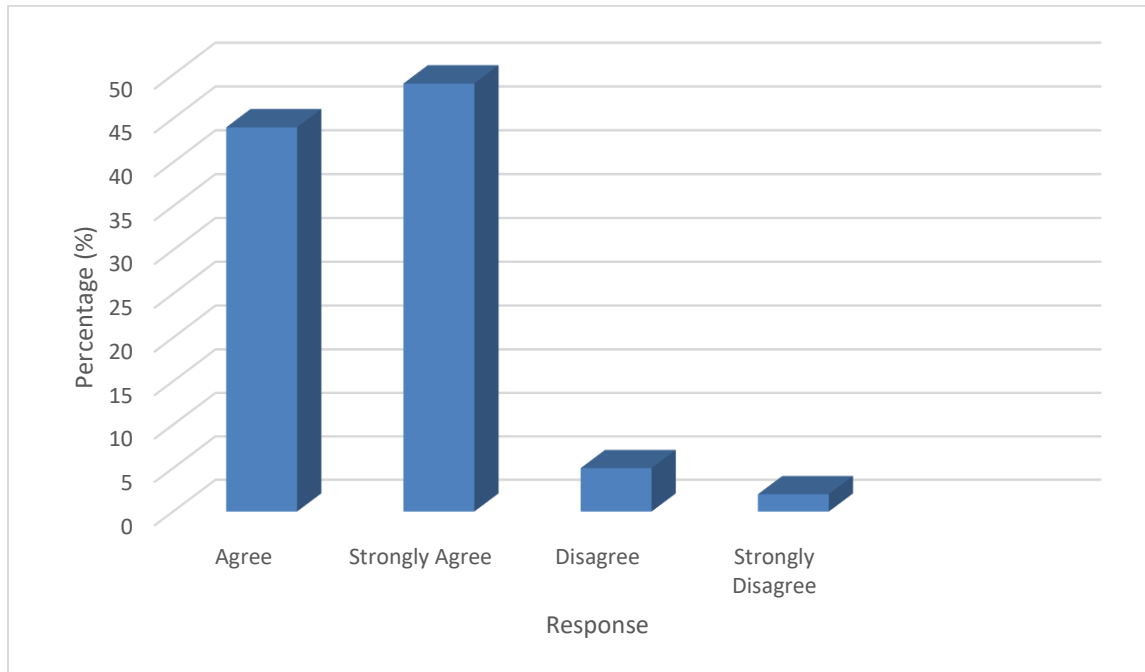


Table 7 and figure 7 show that 87 respondents standing for 44% agree that they have been triggered to take up political responsibilities as women through the influence of Ekiti FM Total Woman Programme. 98 respondents representing 49% strongly agree that they have been triggered to take up political responsibilities as women through the influence of Ekiti FM Total Woman Programme. 10 respondents representing 5% disagree that they have been triggered to take up political responsibilities as women through the influence of Ekiti FM Total Woman Programme. 5 respondents standing for 2% strongly disagree that they have been triggered to take up political responsibilities as women through the influence of Ekiti FM Total Woman Programme. This depicts that highest number of respondents strongly agree that they have been triggered to take up political responsibilities as women through the influence of Ekiti FM Total Woman Programme.

Answer to Research Question Four: The data collected and analyzed show that majority of the respondents were triggered to take political responsibilities. Hence it can be said that Ekiti FM's Total Woman Programme is a stimulating factor for political participation of women going by the finding of this study.

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Summary

This study was carried out to assess the influence of the Ekiti 'FM's Total Woman on campaign against Women Discrimination, using women resident in Ado-Ekiti which houses that Broadcasting Service of Ekiti State, as a case study.

The research work was divided into five chapters. The first chapter, examines the background of the study, women discrimination, most especially in Nigeria and how discrimination has affected women in the aspect of economy, politics, academics etc. Besides, the purpose of the study and the research questions which were the bedrock on which this study was built were clearly stated in this chapter. Thorough mention was also made of the significance of the study both to the academia and the Nigerian society at large.

The second chapter of this research work reviews relevant literature in areas like conceptualization of women Discrimination by various authors and scholars. The concept of discrimination was also examined from various perspectives of several authorities. A look was made into why Women Discrimination thrives in Nigeria as well as and pains of the phenomenon. The chapter did not come to close without bringing to a fore the theoretical framework of the Agenda Setting Theory and Uses and Gratification theory.

Chapter three of this study centers on the methodology employed for the study and survey was picked as a research design. Questionnaire was used as the appropriate research instrument. Women residents of Ado-Ekiti, where the station is domiciled served as the study population of the research work. Questionnaire was administered on the women residents of Ado-Ekiti who have access to the signals of the Broadcasting Service of Ekiti State, BSES. The sampling technique used was the purpose sampling type of the non-probabilistic sampling method. The technique was preferred due to time constraints involved in the conduct of this study. Moreover, the questionnaire was administered by hand while frequency table and simple percentage were used in the analyzing the data collected.

The penultimate chapter (i.e. Chapter four) of this study focused on the analysis of the data gathered from the study population. For the four questions proposed for this study, fourteen items were designed in the questionnaire administered on the women residents of Ado-Ekiti, thus providing answers to the research questions.

Summary of Findings.

From the findings of this study, it can be inferred that the Nigerian broadcast media still has a long way to go if indeed it will continue to serve as the watchdog of the society. It is safe to say from the findings of the study, that discrimination has done more harm than good to Nigerian Women. The study has revealed that discrimination against women goes a very long way in demeaning their confidence and worth towards societal issues in Nigeria.

This study also revealed that majority of those who have access to the broadcast media mostly watch news on these media while others devote their time to watching, drama, documentary, advertisement and so on.

It was clearly evident, from the study, that majority of the respondents agree that Total Woman Programme has capacity to erase unnecessary phobia in heart of women especially towards taking up political responsibilities. The Nigerian constitution on paper advocates for women rights, however, this has not been practiced, and this effect has almost crippled broadcast media campaigns against Women Discrimination. However, despite all these, women are now rising to the task of taking up responsibilities.

In Ekiti state to be precise, according Ayodele Fayose, the Ekiti State Governor, when he came in, in the whole state, there were 14 women councilors but now it has been increased to around 44 women. From this outcome of this study, this programme (Total Woman), to a very large extent, has imputed courage and boldness into the lives of women in Ekiti State in taking up responsibilities and not only relevant in "other room".

5.3 Conclusion

Women Discrimination could be best described as a menace in Nigeria. The phenomenon needs to be arrested as urgently as possible to give way for gender Equality among dwellers of the ociety. The researcher found that the impracticality of the Nigerian Constitution has robbed so many women of their rights.

Hence, the broadcast media in Nigeria need to be re-organized and restructured so as to give room for continuous and consistent programme centered on campaign against Women Discrimination in Nigerian and effective participation of women in areas of life media consumers rather than airing programmes that seclude and jettison buoyant contribution of women in our society.

5.4 Recommendations

After a careful examination of the findings of this study, the researcher recommends the following:

1. The National Broadcasting Commission should make sure that every broadcast outfit devotes a considerable portion of their airtime to Women Rights programming. This will give women in the public a sense of belonging, after all, the society hosts the media outfit.
2. Sensitization and re-orientation of the public's women listeners of their rights should consistently be aired both in the news and other programmes.
3. Broadcast industry through the influence of The National Broadcasting Commission, should set agenda in their programming towards awakening the government in their responsibility in realizing what is in the constitution and not just reading and passing bill (especially bills that deal with women right) but also realizing and practicing them.
4. Formal Women Rights Education be taught in institutions and be aired in all the broadcast stations of the federation. This will widen women rights education and united them towards women-oriented goals.

Suggestions for Further Study

The study suggests the following areas for further study;

1. A study should be carried out on comparative analysis of the potency of television and radio in the dissemination of Campaign Against Gender Discrimination in Nigeria. Such study would help in comparing Television and Radio tendencies in effectively broadcasting programmms that combat Gender Discrimination, whether both media have equal or different levels effect on their audiences.
2. Further study could be carried out to assess media coverage of Campaign Against Gender Discrimination in Nigeria.

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