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**THE ROLE OF BROADCAST MEDIA IN MOBILIZING WOMEN FOR POLITICAL AND
ECONOMIC PARTICIPATION IN NIGERIA**

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ABSTRACT

This study aims at examining the role of broadcast media in mobilizing women for political and economic participation in Nigeria with the study anchored on entire nation. Also, the study raised five pertinent questions to guide the work carefully. A sample size of 200 was randomly sampled from the respondents within the population of study and the use of questionnaire was the instrument used for data collection because it was convenient and easy for the study. Descriptive survey method was adopted to get access to the respondents. Descriptive statistics that is percentage and tables were used to present and analyze the data followed by the comprehensive discussion of findings. Agenda setting theory of the media was used as theoretical foundation which appropriately anchored this study and presented women issues as topical for public debates and discussion at all levels. However, the findings of this study revealed that Nigeria had been effective in mobilizing women because it had made them to have awareness about their rights and to be involved actively and even encouraged the male counterparts to adhere to equal representation of women in terms of politics in the nation finally it was recommended that Nigeria should give priority attention to women mobilization for politics and economics in the entire nation through its news reportage commentaries and public enlightenment campaigns.

Keywords: Broadcast Media, Women, Politics, Economics.

Introduction

The mass media as an institution in any political system exert tremendous influence on the system. They collectively and individually have diverse influence on groups and individual in the system. ALAN Schwartz was reasoning along this line when he wrote. The power of the media the press television, radio, book, magazines and motion pictures has grown almost geometrically in recent decades of all the media radio has been proved to be the most effective and efficient medium of controlling shaping the minds attitude behavior opinions actions of the people in the society (NWOSU 2003) George and Weber (1983) in their study entitled. The mass media political attitude and behavior came out with finding that exposure to the media especially radio and television favourably affected political behavior. In social sphere, women have lower level of education as a result of reasons ranging from the preference for male education by parents' fear

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of putting girls' schools among other reasons. In political sphere, women are hardly found in key political players in organization politics and economic decision. Very few of them are in high decision politics, very few of them are in high decision-making position, implying that women have little influence on policies that affect them and decision.

In recent times gender equalities has been a major topic in global issues as it has been found that women are the catalysts to developments strategies focused on improved standard of living and good government that give man and woman equal voices in decision-making and policy implementation, good governance, attainment of millennium development goal (MDGs). In fact, the number three item in the MDGs table is gender equality and women empowerment. Before the MDGs programme, there had been other global treaties, conventions and declaration such as Mexico 70, Nairobi 90, Abuja 89, Dakar 94 and New York 2000 all aimed at promoting women in politics and decision-making last dispensation, the wife of the Nigerian President Dame Patience Goodluck Johnathan has been in the lead in the mobilization of women to demand for the 35 percent women representation in all the affairs of the nation. She toured the 36 states of the federation, urging women to come out and take what rightfully belong to them.

In the same vein under representation of women in Nigeria politics and economics that as was one of the reasons the United Nations Development Programme (UNDP) organized three days workshop for journalists on professional reporting of electoral processes for Nigeria's 2011 election with a bias on reporting women in 2011 elections in the six geopolitical zones of the country. The last of the workshop ended in Imo State Owerri, Ogwezy Ndisika (2011) said that representation of women in elected position from 1999- 2007 in Nigeria show that they are inadequately represented in the Executive arm, Senator, House of Representatives, State legislature and Local Government Councils and industrial measure. During present Olusegun Obasanjo administration (1999 – 2003) women were still grossly underrepresented in governance despite the fact that the administration was credited to the most gender friendly in the history of Nigeria in terms of appointing women into political offices and industrial administration. The political arena is dominated by men and despite the fact that women make up half of the population, they occupy infinitesimal fraction of political positions. She reiterated that the mass media especially radio and television have been on top of the agenda whenever women issues are discussed because they have been seen as a critical variable in the calculus of gender politics and power because media description prescribes societal perception and play the heading role in shaping public opinion in promoting gender equitable politics targeted at achieving millennium development goals in Nigeria and Rivers State in particular.

Also, the mass media especially radio and television are crucial intuition in the study of elections because they are charged with the responsibility to provide concrete and practical information relevant in promoting the women cause use of women toward involving actively in Nigeria politics. The radio has been seen as a veritable and most powerful socializing agent in modern society and its role in either shaping stereotypes or promoting fair and accurate representation of women in politics and other society organization and that the media are potent in reshaping the gender Nigerian polity by influencing a change of the attitude and opinions on Nigerian towards a gender equitable polity.

Pivot of Reflections

Much attention has been effectively paid to the use of radio in mobilizing women for politics and managerial activities in Nigeria. This study seeks to determine whether radio Nigeria pays more attention to women issues relating to active involvement in part of politics and industries in Nigeria or whether it criticizes women's participation in both its reportage commentaries programmes and sensitization. Over the years, women move towards equal representation in political arena has not been effective due to the fact that other media or ways adopted to carry out this role rather than paying adequate attention to the radio mobilization women for politics and entrepreneurship movement in Nigeria.

However, it is believed that radio has the potential of changing significantly people's perception of the world around them, in addition to shaping their opinion and attitudes political articulation, mobilization and contract management partly responsible for determining which political demand in the society will be aired and which will be relatively muted and also affect the enhances of political actors especially women to secure essential support. The use of radio to achieve this noble goal is manifested in news, stories, feature editorial and commentaries and inform citizens of women's basic rights to vote and be voted for and also too use the frequency of reportage to give prominence to gender issues in Nigeria politics as well as building public confidence on the elective offices by questioning party processes that will favour the cause of woman and motivate the people to vote for the women.

The Aim of The Discussion

The outcome of this study would be useful to the ministry of women affairs and development because it would provide them with the relevant and authentic information to keep them abreast of gender issues in terms of politics and to encourage women participation terms of politics. The Nigeria as partners of progress and national development. Also, this study would assist religious leaders' social critics economic analysis and government officials as well as politicians from all spheres to attach more importance to women involvement in partisan politics in Nigeria and more especially all the class of woman in the society. Therefore, this study would also serve as a reference and resources materials to media houses both print and electronic scholars, Activists, Feminists, Advocates and researchers because it would provide authentic information on women backgrounds their marginalization in various ramification such as economic, religious, cultural, political and others by their male counterpart.

Related Literature

With a comprehensive literature based on the works of other eminent authors and experts in the field, we therefore review the study in some subheadings.

Male Dominance in Nigeria Policies

War of sexes has remained a world-wide phenomenon whose origin has been difficult to trace and the struggle has been there for long, as one can imagine Little John (1999) have observed that many aspects of life are gendered meaning that they are interpreted in terms of the masculine and the feminine manifesting not only in biological sex but also in virtually every fact of life including language, work, family, roles, education and socialization. The history itself has been recorded in favour of the male education. According to Obafemi (2006) all religions, Christianity,

Islam and African traditional practices are in favour of male dominance. As a result of this, women are scarce not that important part of humanity, hence in business politics education health matters and indeed all other endeavors of human kind, the women and her views are not considered or are given occasional chance as an afterthought. In both civilized societies, the subjugation of women is a common denominator.

Famose (2000) observes that in America, the placement of women serves to highlight the ironies and contradictions evident, in that environment, noting that even though women comprise a majority of the population they are treated like majority group and definitively denied access to power in public life and viewed as dependent and weak. In Nigeria Amali (2000) notes that women started from a disadvantaged position in economic, social and political spheres in economic sphere, they have little control over the productive resources such as land, credit, economic trees and so on. In social sphere, women have lower level of education as a result of reasons ranging from the preference for male education by parents' fear of putting girls in the same school with boys and with fewer members schools among other reasons. In political sphere, women are hardly found as key political players in Nigeria politics very few of them are in high decision-making positions implying that women have little influence on politics and economic decisions that affect them.

The Strength of The Women

Male dominance in Nigeria politics is not a result of intellectual barrenness on the part of women. History is replete with exploits performed by women who exhibit great leadership qualities and wisdom. In pre-colonial Nigeria Obafemi (2006) notes that women performed historic roles and under took radical exploits in various areas in the society. Some of the women who made history in pre-colonial Nigeria did as in the area of politics or leadership. Queen Amina of Kastina in the 15th Century ruled and extended her kingdom to Nupe area, Kambass of Bonny was a reputed Amanyanabo of Bonny Kingdom. In Ijesha land, five of the thirty-eight Owa (Kings) were women and they performed creditably well, futher, the Iya-lode respected. Queen Idia of Benin was well respected for providing military bastion for her son. Oba Osagie of Benin (Uma 1988).

As Nigerian's began to expose to western education, a number of women also made frantic effort to develop themselves and contribute to Nigerian's development. Mrs. Margret Ekpo made significant contribution in this regard and went further to make political statements. Fumilayo for instance founded the commoners party when she felt that National Council for Nigeria and Cameroon (NCNC) failed to support her and other women to pursue their ambitions. She was however appointed in the Southern house of chiefs in 1950 while Margret Ekpo was similarly appointed into the Eastern house of chiefs (Umehia 2010). Other women who were involved in activities geared towards the development of Nigeria include, Madam Efunroye Tinuby and Hajiya Gambo Sawaa. Nigerian women played an active role in the eventual ousting of colonial rule, Obafemi (2006) has submitted that the 1929 struggle of women, which the British imperialists described as the Aba women's riot actually blazed the trail in anti-imperialist struggle in Nigeria.

Inhibition to Women's Participation in Politics and Economic Issues

There are identifiable factors that inhibit women's participation in politics and economic issues in Nigeria.

Social Perception:

Little John 1999 has observed that women are oppressed because the very fabric of society is based on constructed reality that devalues and marginalizes women's experience. This view is supported by Ogideta (2008) who says that marital and family responsibilities of women as well as negative attitude of spouse constitute a major obstacle to effective participation on women in politics. There are those who perceive female politicians as wayward. According to Makinde (2000) a great number of people still see female politicians as prostitutes. Because of this perception, many husbands and parents refuse to allow their wives or wards to venture into politics. Women themselves who do not want to be perceived shy away from politics at least to maintain good reputation.

Culture:

Some cultural practices are clearly against women and the dominance of men over women especially in African where its roots in culture. In many cultures, women are viewed and treated as inferior or second-class citizens; prejudices against them are deep rooted. In the first instance, there is patrilineal society to grapple with which treats male children preferentially and assigns sex roles, in doing this the female child is given secondary responsibilities. While the male especially the first male is the one to dialogue with the father in the parlour and take over from him in the case of eventuality the daughter prepares dishes with her mother at the back of the nose. She grows up to be married off with a bride price paid so that she becomes a mere property to the man that paid the price.

Economic Factor:

Women in the view of Amali (2000) are among the poorest. Besides the fact that they do not have access to land like their male counterparts who from birth share in their parent's inheritance, most women especially in the rural communities are unemployed or employed at home without pay. They also do not have access to bank loans with this weak economics background, women find it difficult to go in to politics which unfortunately is merely driven, in developing and corruption failed societies like Nigeria. Godfatherism has gradually taken the centre stage in Nigeria politics yet women cannot benefit from this because as Ogideta (2002) has observed Godfathers (businessmen, who invest or sponsor candidates to political offices) who provides the financial muscle in the turn for political favours will rather invest their resources in men than women.

Education:

In many parts of Africa, female child education is still very popular. The rate of poverty in most third world countries is such that the little children. There is also the issue of preference of male children which implies naturally that the male child can read to whatever level he wants while female children are expected to reach the level of functional education. Infact, there's an argument that our culture in Africa favours the education of male children to the detriment of female children.

Religion:

Religion is also a factor that stands against political advancement of women Obafemi (2006) say it is enlisted to ensure inviolacy conformity. The Biblical and Koranic reaching that Eve was made out of Adam's bone suggests that the women have to be subordinate to the man. if as the major religions have taught women should remain under the control of man, it goes without saying that the last cannot be too ambitious politically. The provision of 1 Corinthians 14:34-35 has been used by people to mute women, it reads "Let women keep silence in the Church for it is not permitted unto them to speak but they are commanded to be under obedience as also in the law. In the same manner, Sahara the Islamic law forbids women sitting and interacting with men in the public (Ogidifa 2003). This is what politics sometimes entails, (Arnali 2003) has also noted that Islam is presented as a religion for men.

Colonial Doctrine:

Many people are of the opinion that the colonial masters handled Nigeria's political foundation in a manner that edged out women in policy issues and political participation citing Awe Uma (1988) states that women before colonialism play significant roles in development but the advent of colonialism violently disrupted their effort because of western perception of females as being inferior and thus relegated them to the background in and their functions thrown out.

The media in the view of MC Bride (1980) are a major carrier of culture capable of promoting or influencing attitudes motivating and fostering the spread of behavior patterns and bringing about social integration in doing tis the media in a modern society need to ensure that those culture practices that portray women as inferior humans are not promoted. Radio, television, newspaper, internet and the rest of the news media being known to frame and interpret messages to suit media agenda should go about this in such a way as to give back to women their right to be seen and treated as normal humans, like their male counterparts.

The use of Radio in Mobilizing Women for Politics and Economic Power in Nigeria

One of the responsibilities of democracy according to Obafemi (2006) is to ensure egalitarian distribution and disbursement of power and political control. Civilized democracy should mean a participatory kind of governance involving every and all members of the group. the side-lining of women in political affairs of any notion though political marginalization is not only a denial of right of citizenship but also a refusal to utilize a chunk of human resource which could be harnessed for the overall development of the nation. Whether we are looking at it as a denial of right which needs to be reversed or as a need or benefit from the wealth of knowledge, the nature has endowed in women just like their male counterparts the mass media has a responsibility to show the society that it has for a very long time engaged in a practice that is needless and with logical base. The media as an institution that is expected to set agenda for the society, should deride the reawakening on gender issues and serve as the voice of women who already seem voiceless.

Theoretical facts

The theoretical fact that appropriately anchors this study is the agenda setting theory. This theory was developed and positioned by MC combos and shaw in 1968. This theory posits the ability of the news media to influence the salient topic in the public agenda. Essentially, this theory states that the more salient a news issues are in terms of frequently and primacy of coverage. The more importance audiences will regard the issue to be in line with the issue of mobilizing women for politics and entrepreneurship in Nigeria radio as a potent medium of mass communication help to determine and demonstrate the limits of legitimate public discussion in the society. The primary function of radio for the political system is to instruct and direct public opinion in reporting and discussing events and issue woman marginalization and a clarion all to give the woman chance in holding elective offices and tube actively involved in partisan politics in Nigeria and especially Nigeria. Those issue or event receding a greater degree of media attention becomes the issue and event that are upper most in the mind of the citizens. In other word, the use of radio as a medium has largely defined and shape re-orient attitude opinion and behaviors of Nigeria people towards gender equality in terms of politics.

The use of radio in mobilizing women for politics in Nigeria has becomes more influential in making issue more salient and topical to the public for discussion thereby projecting and helping to encourage the society to give equal opportunity to men and women to be actively involvedly in partisan politics in Nigeria.

The perception of female as inferior half of humanity has had a very serious implication on the development of women and the society itself. The fact that in all religions, histories and indeed in all societies, the woman is seen as being inferior to the man does not justify gender inequality the reawakening that started around the 1970's and 1980s has proven good enough to show that the woman also a creature of god should be allowed right and latitudes enjoyed by the male counterpart particularly in politics and leadership the worth and contribution of woman must be recognized because discrimination against woman has sufficed forges change will not be sharp and sudden radio as a powerful and easiest medium of mass communication has been proven to have the power to bring about the desired change in mobilizing women for politics in Nigeria even if it will take quite some time such deep rooted problem like gender equality are better tackled by the media particularly radio through advocacy with deliberate and sustained communication. The society will realize it fully and women will be allowed to freely and actively participate political activities and not passively and thereby contribute to political and economic development in Nigeria.

Methodology

This study is designed to examine the role of broadcast media in mobilizing women for political participation. It intends to explain and highlight the method and procedure used for the collection of data needed in the study. Consequently, the methodology of this study is presented under this sub headings.

Research Design

This study adopts descriptive survey design to gain access to the population of study that is the nation.

Sample and Sampling Techniques

A total number of 220 subject were drawn from the population of study. The purposive sampling method was adopted to conveniently enable the scholars to get the relevant information from the respondents.

Instrument for Data Collection

Questionnaire consist of the chief instrument that was used for this study it contained section A and B, A carry question about respondents’ demographic background while section B contains responses for respondent’s reaction to the research question.

Method of Data Analysis

The research questions contained in the instrument was analyzed using the sample descriptive statistic that is the use of percentage and table in order to give the work the intended result.

Data Presentation and Analysis

This present and analyses the data in accordance with the research questions post and postulated in this study out of the three hundred and twenty (320) copies of questionnaires distributed to the respondents within the population of study only two hundred and twenty (220) copies were retrieved. The analysis of the data was based on the two hundred and twenty returned by the respondents.

Analysis of Demographic Data

Distribution of respondents by Age Range

Age range	No. of Respondents	Percentage
18 – 24	35	15.91
25 – 30	53	24.09
31 – 40	62	28.18
41 – above	70	31.82
Total	220	100

Source Date: 2019

It is above that the table above shows the age distributions of the respondent and also show the percentage in which they occupied also ascertained their matured in mind.

Distribution of respondent by sex

Sex	No. of Respondents	Percentages
Male	120	54.55
Female	100	45.45
Total	220	100

Source Date: 2019

It is evident that 120, which represent 54.55% are the respondent from male capacity while 100 counting for 45.45% show the female capacity, this implies that the result was evenly represented in the study.

The Role of Television station in mobilizing women for political participation in Nigeria.

Nature of response	No. of respondents	Percentage
Sensitization	70	31.82
Opinion moulding	35	15.91
Holding companies and seminars	53	24.09
Holding interactive sessions discussion and agenda-setting	62	28.18
Total	220	100

Source Date: 2019

It is obvious that 70 respondents said that television mobilize women for political participation in Nigeria through sensitization programme aimed at encouraging women to take active part in politics while 35 representing 15.91% is of the opinion that radio serves a veritable instrument in opinion moulding where news and contributions are sampled from public and not to be seen as inferior. Then 53, accounting for 24.09% of the total respondents affirm that radio holds campaigns and seminars to appeal to the society to give women equal opportunities participations in the politics. Lastly, 62 or 28.18% of the respondents posited that radio hold interactive and call-in discussion to the public and invite experts and government functionaries to deliberate on the matter.

Implication

The implication of this result shows that televisions and radio station is a vital medium in mobilizing women for politics in Nigeria. how through its news reportage, programme, campaigns dissemination of relevant information enlightens and educate as well as crusading for equal participation of women in Nigeria politics and note eschew marginalization of women as second class.

Television and Radio as effective instrument in mobilizing and sensitizing women in politics in Nigeria

Nature of Response	No. of Respondents	Percentage
Increase political and economical participation	60	27.27
Massive mobilization	40	18.18
Holding political offices	120	54.44
Total	220	100

Source: Survey Data 2019

It is clear that 60 representing 27.27 of the total respondents agreed that radio and television station had been effective instrument in mobilizing women for politics in Nigeria by encouraging increased political participations among women who have been involved effectively in political parties and vying for elective positions while 40 representing 18.18% of Nigerians belief in the massive mobilization of women, in politics, while 120 accounting 54.44% is holding political offices.

Findings

It is obvious that women contribute the greatest part in National development. But it is quite unfortunate that women are marginalized in terms of politics and economic responsibility in Nigeria and that had made them to stay away from being actively involved. The study revealed that women were seen as insignificant entity whose service and duty starts and ends in the kitchen. The intervening variables responsible for this ugly phenomenon had been culture, religion, poor media enlightenment, illiteracy. This study has through its vital importance by using television and Radio as a mobilizing instrument for women to participate in Nigeria politics.

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