

**ATTITUDE OF FEMALE MASS COMMUNICATION STUDENTS IN UNIBEN  
TOWARD JOURNALISM PRACTICE AS A CAREER IN NIGERIA**

**BY**

**IDAHOSA-UCHEKA GODSFAVOUR  
ART1801732**

**FACULTY OF ART,  
UNIVERSITY OF BENIN  
BENIN CITY**

**MARCH, 2023**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS  
COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF BENIN CITY, BENIN  
CITY, IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD  
OF BACHELOR OF ART (B.A) IN MASS COMMUNICATION.**

**MARCH, 2023**

## **DECLARATION**

This project work is based on a study undertaken by me, in the department of Mass Communication Faculty of Art, University of Benin, Benin City, under the supervision of Dr. Ezekiel Asemah. All findings and analysis in the study are product of my personal research and where the views of others have been used and expressed, they were duly acknowledged.

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**IDAHOSA-UCHEKA GODSFAVOUR**  
**ART1801732**

### **CERTIFICATION**

This is to certify that this research work was duly carried out by Idahosa-Ucheka Godsfavour in the Department of Mass Communication, Faculty of Art, University of Benin, Benin City in partial fulfillment of the requirement for the award of Bachelor of Art in Mass Communication.

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Prof E.S Asemah  
**Project Supervisor**

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**Date**

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Dr. Daniel Ekharefor  
**(Head of Department)**

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**Date**

## **DEDICATION**

This work is dedicated to God Almighty who has given me the strength, grace and wisdom required for the successful completion of this project work. And to my parents Mr. and Mrs. Idahosa Ucheka whom God has been using to sponsor my academic programme.

## **ACKNOWLEDGEMENT**

My deepest appreciation goes to God for His provision, protection, support, and countless other blessings. May His name be honored for eternity, Amen, for providing me with the inspiration, bravery, and will to pursue and complete this project.

I am grateful to my project supervisor, Professor E. S. Asemah, for his time and expertise in correcting my project work, which in turn inspired me to work harder and brought out the best in my research. I also appreciate his patience, words of encouragement, commendation, and fatherly advice; may God's mercies never depart from his life and family, and may God bless and abundantly reward him.

My sincere thanks also extends to everyone in the Department of Mass Communication who contributed significantly to my education. Dr. Daniel Ekharefor, the head of the Department, Dr. E.C. Obaje, Dr. F.P. Olise, Mr. Sunday Ekerikevwe, and a plethora of others, imparted invaluable information that I will never forget.

I cannot forget the financial help and assistance provided by my parents, Mr. and Mrs. Idahosa Ucheka, whose emotional support and encouragement were vital in completing my research project. I'm truly grateful to my best friend, Anene Lotachi whose support, guidance and words of encouragements, I cannot overemphasize.

Special thanks to my big Aunty and a mother, Mrs Omo Izokhae for her motherly role and contribution to my academics. To the rest of my aunts, Aunty Oye, Aunty Maureen,

Aunty Akhere and Aunty Wema, whose role I cannot stress enough, they were a huge source of moral and financial support.

My friends, Irene, Joan, Louisa and Adetutu for their relentless support. Also, Mr. Nelson Omoregie for his technical assistance during my project. I would like to extend my thanks to all those who supported me behind the scenes, providing guidance, resources, and encouragements. Lastly, I would like to express my gratitude to my siblings Idahosa Ucheka Godsmarcy, Godsvictory, and Godsuccess for their generosity and support, may God bless you for your generosity and prayers.

## TABLE OF CONTENT

Title Page	i
Declaration	iii
Certification	vi
Dedication	v
Acknowledgement	vi
Table of content	vii
List of table's	x
Abstract	xi
<b>CHAPTER ONE: INTRODUCTION</b>	
1.1 Background of the Study	1
1.2 Statement of the Problem	9
1.3 Objective of the Study	9
1.4 Research Questions	10
1.5 Significance of the Study	10
1.6 Scope of the Study	11
1.7 Definition of Terms	12
<b>CHAPTER TWO: LITERATURE REVIEW</b>	
<b>INTRODUCTION</b>	
2.1 Historical Review	13
2.2 Conceptual Review	18
2.3 Opinion Review	19
2.4 Review of Empirical studies	34
2.5 Theoretical framework	40

2.6	Summary	43
<b>CHAPTER THREE: RESEARCH METHODOLOGY</b>		
3.1	Research Design	46
3.2	Population of Study	47
3.3	Sample of Size	47
3.4	Sampling Techniques	48
3.5	Instrument of Data Collection	48
3.6	Validity of Study	49
3.7	Reliability of Instrument	49
3.8	Method of Administration of Research Instrument	50
3.9	Method of Data Collection	50
3.10	Method of Data Analysis	51
<b>CHAPTER FOUR: DATA PRESENTATION</b>		
4.1	Presentation and Analysis of Questionnaire based on demography of the respondents	53
4.2	Discussion of Finding (Answer to Research Question)	57
<b>CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION</b>		
5.1	Summary	61
5.3	Conclusion	62
5.4	Recommendations	63
5.5	Limitations of the Study	64
	References	65
	Appendix I	68
	Appendix II: Questionnaire	69



## LIST OF TABLE

### Table Title

1. Age distribution	53
2. Marital Distribution of Respondent	54
3. Distribution of Respondent per Level	54
4. Religion distribution of respondents	55
5. Showing how do female mass communication students at Uniben feel about journalism	55
6. Perception of Uniben's female mass communication students toward journalism	56
7. Factors influencing female mass communication students' attitudes toward journalism	56
8. Remedy to be done to ensuring that female mass communication students participate in journalism practice	57

## **ABSTRACT**

*This study explored the attitudes of female mass communication students toward journalism as a profession using the foundations of Social Categories Theory and Theory of Planned Behavior. The study was prompted by the fact that, despite the large number of female Mass Communication graduates produced each year, there is still a drop in the number of women in journalism practice today. As a result, it became critical to experimentally identify the attitude of female Mass Communication students in Nigeria toward journalistic practice as a job, as this impact could influence their career decision. An eight-item questionnaire was used in the survey design to collect data from 312 female students of mass communication who were chosen through purposive sample procedures to represent and reflect the perspectives of female mass communication students at the University of Benin. The data collected was presented and analyzed using frequency analysis and simple statistics. Female Mass Communication students were discovered to have a negative attitude about journalism as a job, which has impacted the amount of female journalists we have now. The study also found that they have a positive opinion of the career, but this does not reflect into their consideration of the career. Meanwhile, the declining proportion of women in journalism poses a challenge to the industry. As a result, it was established that journalism is critical to the survival and development of any society. As a result, it was suggested that employers make journalism more appealing and rewarding to women, as their position in the profession of journalism remains vital.*

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background to the Study.

Historically, journalism generally used to be men's domain, hence the frequent expression; 'gentlemen of the press'. The history of journalism in Nigeria can be traced back to attempts by missionaries to print activities, first by the Presbyterian Church in Calabar and afterwards by the late Reverend Henry Townsend in Abeokuta. On December 3, 1859, Townsend's attempt paid off when he launched the first newspaper. Iwe Iroyin fun Aron Ara Egba ati Yoruba, which is Nigeria's first newspaper, translates as "newspaper for the Egbas and Yorubas," religious newspaper, and vernacular newspaper. Commercial and political news were also covered by the paper. The purpose of starting the paper, according to Townsend, was to get people to read (Ajibade 2003, p.2). Although many colonialists disapproved on Townsend's noble intentions, his daily nonetheless laid the foundation for later journals. The rise of nationalism consciousness resulted in the establishment of additional newspapers throughout the country. Nonetheless, like in many other areas around the world, journalism techniques remain the sole domain of men at this early period. Women were virtually non-existent in Nigerian journalism for many decades.

According to data provided by the researcher, Godsfavour Ucheka (2023), a final year student of the Mass Communication Department of the University of Benin, conducted a

survey in her sophomore year and discovered that 50% of women are in the position of general directors or CEOs, while 51.5% of women are editors-in-chief/directors of the program. Women also account for 60.8 percent of editorial staff leaders in the mainstream media.

Additionally, there are 525 journalists in 14 media outlets, with 297 (56.6%) being women and 228 (43.4%) being men. Before, journalism was regarded to be a female-dominated industry; however, research has revealed that women make up the majority of employees at monitored media outlets. Journalism is primarily a male domain. The reason for this notion is that the number of male journalists is significantly more than the number of female journalists. They are unrivaled in this field. Furthermore, the considerable mobility necessary by this work, the demand for time freedom, as well as the high risk, make this a more suited vocation for males than for women. This condition demonstrates a numerical imbalance between the two genders. According to research, the Aliansi Jurnalis Independen (AJI), one of Indonesia's largest journalist communities, is dominated by men. Female journalists outnumber male journalists in terms of numbers. According to the data, 2 out of every 10 journalists are women, or 200 out of every 1000 journalists are women. The remaining figures are all guys.

There is no doubt that journalism is a highly sought-after career in today's world. Nonetheless, it has been noted that women always want to study journalism but do not want to

perform it. Patricia et al. (2015), in their opinion, propose that "From the introduction of journalism as a concentration in Mass Communication courses in Nigerian universities in the 1960s, enrollments have been mostly female. According to research, only a tiny fraction of these female students go on to work in journalism following graduation. According to Okoro and Chinweobo-Onuoha (2013), is a veritable tool for information distribution, social mobilization, and control. It is a method of public education and sensitization on crucial topics affecting people's lives. This means that journalism is the gathering, preparation, and dissemination of news, associated commentary, and feature materials via media such as a pamphlet, newsletter, magazines, radio, motion pictures, television, billboards, the internet, and books (Ali, 2010). Although journalism is a redundant career that requires both the male and female gender, studies have found that there are considerably more female students in the domain of mass communication, but just a few of these ladies become journalists.

According to Ali (2010), a diverse survey conducted across various institutions that offer journalism in Nigeria reveals that the population of female students significantly outnumbers their male colleagues, but only a few of these ladies go on to pursue careers in other specializations such as broadcasting, advertising, public relations, and production. The female gender is considered to have been under-represented in different domains of human endeavor over the years.

When more women-oriented stories began to appear in Nigeria newspapers in the early 1950s, global activism for gender equality and empowerment in all sectors led to shifts in gender roles in journalism practice. The first breakthrough for women in the male-dominated field of journalism in Nigeria, according to Coker (2007), was in feature writing with the introduction of the Nigerian Daily Times, when vivid feature stories started to emerge with boxed title-heads" (Ikem 2000, p.189). Despite data demonstrating that women have the same abilities and capabilities as their male counterparts, the gender gap persists, especially in the face of the global battle to achieve gender equality. According to Gambo and Lenshie (2014), the female gender in Nigeria is nearly completely excluded from decision-making. It is well known that women's involvement options in Nigeria are often limited. This is important to women's socioeconomic and political structure, and occasionally their complete exclusion from decision-making at all levels of society (Gambo and Lenshie 2014).

According to the aforementioned researchers, there is a high proportion of enrolment in journalism as a study rather than a profession. This implies that women enjoy studying communication courses in higher institutions but do not want to work in the field. This could be due to fear, stereotyping, and people's attitudes toward women journalists, or even a husband's decision to hire a female journalist. Nowadays, both men and women work in the field of journalism. Little more than fifty years ago, journalism was virtually entirely dominated by men. Although though journalism was initially considered a man's vocation,

several women braved the harsh world of journalism. Women have to deal with challenges that female journalists do not have to deal with in today's culture.

Women in journalism are still fighting for equal rights, and they will finally succeed (Business line). Yet, the early female journalists paved the path for today's young female journalists by demonstrating to men that women can be just as effective as men in the area of journalism. Even though women now have more rights than they did fifty years ago, they still have a long way to go in the field of media to achieve equal rights. Journalism is the gathering, preparation, and dissemination of news and related commentary and feature pieces through various media such as newsletters, magazines, radio, television, the internet, and books. Journalists are those who engage in this enormous effort of obtaining news and using all means of communication to convey it. These journalists have a responsibility to society; they report the information they gather in order to keep society informed. Ganiyu and Akinreti (2011) describe journalism as "the job of gathering, publishing, and disseminating news and ideas about society through the tools of mass media."

The twentieth century saw an increase in professionalism in the field of journalism. In today's environment, female student journalists have a negative attitude toward pursuing a profession in journalism. According to Byerly (2011), as cited in Rauhala and Lindgren (2012), "journalism provides a unique vantage point on gender equality in the Western world." The quantity of media sources reflects this unfavorable attitude. Journalism is both a

very responsible and a very interesting job. Presentable and confident demeanors, as well as the ability to write and present information clearly and consciously, are required for a job in journalism. Additional vital characteristics of a competent journalist include: curiosity, solid writing and communication skills, the capacity to distinguish between facts and fiction, intelligence, and an interest in current events. Most significantly, they must be capable of dealing with an unexpected circumstance effectively.

Several concerns have been expressed about female mass communication students' attitudes toward journalism, which Katz and Scotland (2012) define as having three components. "There is a cognitive component, an emotional component, and a behavioral component. An attitude's cognitive component consists of evaluated beliefs that involve the attribution of favorable or unfavorable good or negative. The emotional component of attitude pertains to emotions, connection with the thing, is the object appealing or displeasing, is it liked or despised". The behavioral preparedness associated with an attitude is included in the action tendency component of the attitude. Attitude is also the sum of how people comprehend, feel about, and act in relation to a specific thing, person, or topic.

According to Ali (2010), almost every institution of higher learning in Nigeria offers Mass Communication courses that lead to the award of various degrees and certificates, such as a National Diploma, a Higher National Diploma, a Bachelor's Degree, and a Masters Degree. The growth in the number of female graduates from all of these institutions is not

represented in the country's media. Hundreds of female students graduate each year as mass communicators or journalists. A closer examination reveals that the number of female Journalism students outnumbers the number of males. Yet, a large number of these female graduates are not seen working in the numerous media firms scattered across the country today.

Most scholars concerned with female participation have discovered that there is a high proportion of enrolling in journalism as a study rather than a profession. This implies that women are enthusiastic about studying communication courses in higher institutions but do not want to work in the field. Nevertheless, Asemah (2021, p. 1) in his book, *Principles and Practice of Mass Communication 4th Edition*, Asemah (2011), and Asemah (2015) says the exchange of ideas between two or more individuals is what communication is all about. "Sociologists and communication academics have investigated the media's reinforcement of stereotypes and measured the gender gap in newsrooms." With an increase in the number of females graduating from the department, it would be expected to see more female journalists in the profession, but this is not the case, as studies have shown that following graduation, most of these females prefer to pursue other careers rather than journalism.

Over the years, media organizations in Western countries have lacked skilled female journalists for diverse communication operations. That has always been the same in Nigeria, as evidenced by the majority of Nigerian media outlets. The number of female and male

trained journalists working with them has been unequal. Because of the negative attitude of female mass communication students toward journalism as a career, the profession has been labeled as a male profession, despite the fact that according to the number of professional graduates, it should be more of a female carrier. As a result, women who go into journalism find it difficult to do well because it is male dominated, causing these women to fight hard for recognition and acceptance by colleagues and even society. Sometimes it is difficult for these women since other ladies in the profession are pulling each other down because of the quest for recognition, which has changed the competition from male rivals to against each other.

The society has also been identified as a contributing component to the reasons why female mass communicators avoid journalism. This is due to fear, stereotyping, the society's attitude toward women as journalists, or even the husband's decision on the female journalist. Ali contends that "discrimination and condition of service make female journalists have bad attitudes towards Journalism as a career as well as discrimination by employers also causes female students' Journalists have a negative attitude about their profession.

Also, the attitude of female Mass Communication students has allowed other professions to gain opportunities; as a result of fewer female journalists, we have persons who are not professional journalists having positions. This disparity has driven aspiring female journalists away from journalism as a vocation, as the percentage of females working in the area has stereotyped the Carrier. In this context, the study looks into the attitudes of female

mass communication students at the University of Benin, Ekehuan, towards journalism as a career.

## **1.2 Statement of the problem**

Journalism is a job that requires event reporting in order to keep people informed of what is going on around them. Because mass communication and journalism do not discriminate against gender, this work should be completed by both men and women.

One important issue confronting the media in Nigeria is the near lack of female newsmakers, because the media has evolved to the point where the male and female counterparts should compete, rather than the male dominating the media and pushing the females to the sidelines. And it has been noticed that the decision to choose a career other than journalism is made even before graduation. The society's negative perception of female journalists has become a factor in driving trained female journalists to pursue other jobs. The occupation is seen as a man's profession by society, and women who pursue it are looked down upon. So, how do female mass communication students at the University of Benin feel about journalism as a vocation in Nigeria?

## **1.3 Objectives of the study**

The study's aims were to:

1. Determine the attitudes of female mass communication students at Uniben regarding a career in journalism.

2. Determine the perception of female mass communication students at Uniben regarding the media profession.
3. Identify the elements impacting the attitudes of Uniben Female Mass Communication students.
4. Identify the remedy for female mass communication students' participation in journalism practice in Nigeria.

#### **1.4 Research Questions**

The following are questions that guided this research:

1. How do female mass communication students at Uniben feel about journalism?
2. What is the perception of Uniben's female mass communication students toward journalism?
3. What factors influence female mass communication students' attitudes toward journalism at Uniben?
4. What can be the remedy to be done to ensure that female mass communication students participate in journalism practice in Nigeria?

#### **1.5 Significance of the Study**

This study is significant because it solves the question of why there are more male journalists than female journalists. The researcher conducted an in-depth investigation in order to extend the knowledge of female mass communication students on the importance of

female participation in the journalism industry. It is generally expressed in the twenty-first century that females must emerge from the shadows and into the spotlight in the practice of journalism as a profession or vocation, as one may perceive it. The researcher also discovered that female journalists not only disengage from journalism practice, but also do not contribute to the development and success of journalism schools.

Women have traditionally been involved in various trades and professions since time immemorial. Women's roles in journalism cannot be avoided. The goal of this study is to demonstrate how, from humble beginnings as reporters, women have ascended up the ranks to senior executive positions in both the print and broadcast industries. As a result of providing realistic proposals, this paper is judged valuable to female students at Uniben's Ekehuan Campus.

### **1.6 Scope of the Study**

This study only looked at female Mass Communication students at the University of Benin (UNIBEN). The study's emphasis is on female UNIBEN students since it explores "How female mass communication students in Ekehuan campus feel about journalism as a career." Samples were taken from each level of the department to get a good representation of the whole department's population. This was done to find out how female students feel about journalism practice and what makes them feel that way.

## 1.7 Definition of terms

In order to avoid misrepresentation and misinterpretation, some terms frequently used in this study are operationally defined in the context of this study.

**Attitude:** This refers to a way of thinking, feeling, or acting that reflects a mental or emotional state. Attitude also refers to the way one thinks and feels about something, particularly when this is reflected in one's behavior.

**Career:** A person's employment or profession is considered to be their career if they stay in that line of work for a significant portion of their life.

**Communication:** Communication is an important part of human life, and you could even say that it is the centre of everything. Communication is not only essential, but also the most important part of being human and living in a society.

**Female:** A woman or a girl is the term used to refer to a person who is of the feminine gender.

**Mass:** The term "mass" is used to refer to something that is associated with or has an effect on a relatively large number of individuals.

**Journalism:** Journalism can refer to either the profession or the practise of writing, photographing, or editing news articles for publication through one of the mass media.

**Students:** Those who are enrolled in educational programmes in institutions such as schools, colleges, universities, and so on.

## CHAPTER TWO

## LITERATURE REVIEW

### Introduction

This chapter gives a conceptual review of relevant literature, previous works on the subject, and the theory used in this research. The goal is to provide current knowledge, including solid findings. It is listed and explained under the following subheadings:

#### Conceptual review of Journalism

- Gender Inequality in Journalism
- Attitude of Female Mass Communication Students Towards Journalism Practice
- Perception of Female Students towards Journalism Practice
- Factors Influencing the Attitude of Female Students towards Journalism Practice
- Opinion of female Mass Communication Students' towards journalism practice in Nigeria
- Empirical Review
- Theoretical framework
- Summary of the Review

## **2.1. Historical Review**

### **2.1.1 Brief History of Journalism in Nigeria and the Nigeria Union of Journalists**

Henry Townsend, a Scottish missionary, was the first person to start writing about news in Nigeria. He was sent from Exeter, United Kingdom, to preach and spread the Christian way of life and spread the gospel to every part of the country. Townsend recognized he wouldn't be able to communicate effectively with the people if he didn't offer them the opportunity to learn to read and write. On November 23, 1859, he started the first newspaper in Nigeria in Abeokuta, which is now the capital of Ogun State. It seemed like a coincidence when you remembered that five months earlier, on June 6, 1859, another Reverend with Scottish roots, T. B. Macaulay, opened Nigeria's first secondary school, the Christian Missionary Society Grammar School Lagos, with just six students. Nigeria's history is full of "firsts." In June 1863, just four years after 1859, Lagos got its first newspaper, which was called the ANGLO-AFRICAN.

On March 15, 1955, in Lagos, Nigeria, a group of journalists called the Nigeria Union of Journalists (NUJ) was formed. This was linked to Nigeria's fight for independence. People would remember that the struggle gave rise to many protest groups that all wanted the country to be free from the British. Each group was a different color. Some were political, like the Nigerian Youth Movement, which was a meeting place for nationalists. Other groups were trade unions and professional organizations. Many journalists back then didn't have much

education, but their more educated colleagues gave them ideas that helped them start to push publishers for better pay. As these young, eager journalists started to talk with each other, their desire for better working conditions became clearer. But it didn't occur to them that they could work together to reach the goal. One important thing to remember about how the union came to be is that its founder, the late Chief Olu Oyesanya, was an Information Officer in the colonial government's Department of Information at the time. After the constitution was approved at the NUJ's second meeting, officers were chosen.

The late Mobolaji Odunewu, Nigeria's first Chief Information Officer, became the President. The late Chief Olu Oyesanya, who also died, became the Secretary. Even though the first president of the union, the first secretary, and other important leaders after them were all Information Officers, the fact that they are still in the union today is causing a lot of controversy. The late Ebu Adesiye, who was the Treasurer, was one of the other members of the 6-person executive. Mr. Increase Cooker, Chief Bisi Onabanjo, and H. K. Offonry were all elected members. From the start, the NUJ has been a trade union. This was reflected in the laws that governed the group, and the union was also registered under the then Labour Laws Cap 2000. But even though it was a constitution for a trade union, it was missing the details that would have made it work well as a trade union. The operators didn't have the means to form a union either. This was one of the concerns raised by the Abiodun Panel on Trade

Union Restructuring, which led to the requirement that all full-time staff in trade unions must have some experience in trade unions and also know about the industry in which they work.

Some journalists in Lagos and the old Western Region used the pages of their newspapers to bring attention to the NUJ. Without their help, the NUJ would have missed the chance. Because of their work, the NUJ and other unions that had been deregistered before the exercise were added to the Abiodun program and moved forward with it. Some members of the union, especially those in the north of the country who were led by Alhaji Sidi Ali Sirajo, didn't understand what was going on. Because of this, the New Nigerian Newspaper put out some articles that were bad about the Abiodun Panel. Still, between October and November 1977, the panel called two meetings of the two unions that were going to join together. At the first meeting, they were going to talk about and change the institutional draft that had been given to each would-be industrial union. This was an excellent opportunity to test some of the principles that have helped to make the NUJ a strong union and a professional organization. After the restructuring, the NUJ became more effective because the government said that all industrial unions had to hire a full-time National Secretary who not only knew the industry in which he would work but also knew how trade unions work.

In November 1977, the union held another meeting in Benin. It was at this time that the first officers of an industrial union were chosen. Before the new government took over, it was easy for the union to grow from its first council in Lagos because journalists moved

around a lot. Those who were involved in the activities of the union in Lagos moved on transfer or to work in other states. When the union was started in 1955, 85 percent of the journalists working in the country were based in Lagos. The fact that Ibadan is close to Lagos and that there are many media outlets like the Nigerian Tribune Group, the Nigerian Broadcasting Service, and the Western Region Television Service, as well as a large number of newspapers based in Lagos, all helped the Ibadan Council get started in the same year. The third council was from Enugu, which was then part of the Eastern Region. Chief Kens-H. Offonry, who was a member of the first executive by right, worked to make this happen. The fourth branch in Kaduna took a lot longer to open. This was because of the way people in the area lived and because of how religion worked in that part of the country. The amount of persons in the neighborhood who read newspapers was likewise low. Since not all of the southern papers had offices in Kaduna, there weren't many journalists there. The fourth council was finally set up there in 1958, thanks to the work of newspaper reporters who had been involved in the union in Lagos in some way. In 1963, Benin Council came next.

From that point on, as more states joined the union, it grew quickly. Members knew about the union so well that no matter where they were, they would quickly get together to form a council of the union. There were 12 state councils by 1966. The union now has 37 state councils, each with a Chairman, Secretary, and other officials, affiliate groups include of the Nigerian Association of Women Journalists (NAWOJ), the Nigerian Guild of Editors, and

the Sports Writers Association of Nigeria (SWAN). There are six zones, and each zone has a Vice President and a Zonal Secretary. There are also 740 chapels, which are in-house unions at various media firms. Abuja is home to the National Secretariat of the union. Before the 1977 amendments and the hiring of a full-time national secretary, the union had a "mobile secretariat," which meant that the office was wherever the Secretary lived.

## **2.2 Conceptual Review**

### **2.2.1 Conceptual Review of Journalism**

Journalism is the job or practice of writing about, taking pictures of, or editing news stories for a mass media outlet. Even though the news have always been the most important part of journalism, the word "news" has come to mean so many other things that the term "hard news" has become popular to describe things that are definitely newsworthy but not as important as others. This was mostly because of the rise of radio and TV news, which told people about events much faster than the press could. To keep their readers, newspapers added more and more articles that explained what was going on behind the news, sketches of famous people, and columns of timely commentary by writers who knew how to write opinion in a way that was easy to understand. By the middle of the 1960s, most newspapers, especially the evening and Sunday editions, relied heavily on magazine techniques. The only exception was "hard news," which still followed the traditional rule of objectivity. In a lot of their stories, news magazines mixed news with editorial comments.

Journalism is the process of gathering, preparing, and spreading news, commentary, and features through print and digital media like newspapers, publications such as periodicals, novels, blogs, webcasts, podcasts, and sites for social networking and social media and e-mail, as well as radio, movies, and TV. Before radio, TV, and the Internet came along in the 20th century, the word "journalism" only referred to printed reports of current events, like in newspapers. But as radio, TV, and the Internet became more common, the word came to mean all printed and electronic reports of current events.

In the 20th century, there was a greater sense of professionalism in journalism. This trend was caused by four important things: (1) More journalists are joining groups, (2) Journalism is becoming a specialized field of study, (3) More has been written on the history, issues, and strategies of mass communication. (4) Journalists are becoming more aware of their social responsibilities.

### **2.3. Opinion Review**

#### **2.3.1 Gender Inequality in Journalism**

Djerf-Pierre (2007) says that all social fields are marked by inequality and relationships of power and subordination. So, journalism is no different in this way. Damean (2006) says that the way women are portrayed in journalism shows how society thinks women should act in a certain society. People usually think of men as being strong, dominant, and in charge. However, the number of women in top positions hasn't grown anywhere near as much

as the number of men. Djerf-Pierre argues in 2007 that the only places where women have power are in magazine publishing and public service broadcasting (radio and TV). Djerf-Pierre calls this the position of the dominated. Okunna says that in Nigeria, both the larger society and the male subculture see women and their goals as subordinate. She also says that women in journalism are ignored, made fun of, and put in boxes. Malik (2002) says that there is still a gender gap for women who work in the media, even though new technologies have made their jobs easier and helped them do a better job. Eiman and El-Hassan (2010) say that there is segregation, where more women are at the bottom of the hierarchy and far more men are at the top, which leads to discrimination.

Journalism is seen as a place where there is always a fight going on and there are winners and losers. Pech (2006) says that unfair portrayals of women have led to differences between men and women that carry over into real life. Pech says, "These differences show up in stereotypes, which say that a female character has all the traits that are usually associated with women just because she is female." Lorber and Farrell (1991) say that these stereotypes tend to fit with ideas about gender roles that have been around for a long time and are often repeated in the media. Lorber and Farrell say that these stereotypes can give young adolescent girls a limited view of what it's like to be a woman, which can mess up her social construction of a healthy gender identity.

In today's media, there are two ways that femininity and feminism are used to make up female characters: traditional femininity and contemporary femininity (Roussell, 2013). According to James (2011, p.404), "girl" or "woman" in conventional femininity is connected with "weakness, vulnerability, gentleness, and, to some extent, invisibility." According to Levant and Richmond (2007), conventional notions of femininity hold that women do not initiate sexual interactions or discuss their needs or desires. Instead, they choose to accept advances from men or wait for men to come after them. People have linked traditional femininity to ignorance and objectification, which makes people worry that traditional femininity could hurt women's sense of self-efficacy and happiness (Levant & Richmond, 2007). Modern femininity encourages women to be strong and independent. Women are shown to be strong-willed and to have a strong sense of who they are (Banet-Weiser, 2004).

Women in Africa were mostly treated unfairly not because of what society did to them, but because of what it did not do to them. Boys grew up knowing that they had to be strong, hardworking, and smart so that they could take care of their wives, children, and society. Girls, on the other hand, learned from a young age that they had to work hard and be quiet so they could find good husbands who would take care of them. In other words, it was up to their prospective spouses to make their lives successful, not them. This made them lack the initiative, ambition, and creativity to make a choice that would make a difference. Haskell says it all in this way: "How ironic it is that it was in the safety of this enlarged image of

himself, an image that was provided by wives, and more frequently mothers. that men went out to fight, conquer, make laws, and make things, while women stayed at home without even a room of their own, her only aspiration was to have a son, so she could teach him that males are superior to women. This was the only thing that made her happy.

Inequality between men and women keeps women at a disadvantage their whole lives and slows down the growth of their societies. This may explain why the Beijing Platform for Action puts the issue of equal rights for men and women at the center of meeting the MDGs. From improving health, fighting diseases, and lowering child mortality to reducing poverty, easing hunger, and expanding education, the MDGs promise to give women more power. This is because women who are sick, can't read, or don't have enough education are less likely to be able to take care of their children. When a country educates its women, its economic output tends to go up, the rates of death for mothers and babies tend to go down, the number of births goes down, and the health and education prospects of the next generation get better.

### **2.3.2 Attitude of Female Mass Communication Students towards Journalism Practice**

There is a common belief that female Mass Communication students have a negative view of journalism as a career. It is also true that these views are formed in the classroom before they are forced to work in the field. Because of how women journalists are treated, many female students decide before they graduate that they won't go into journalism. There

are also many reasons to think that Nigerian women have made a big difference in the field of journalism. If women journalists in Nigeria today have a negative view of journalism as a career, it's not their fault. Culture and religion in Nigeria have helped keep women quiet, putting them in the background and denying them the rights and privileges they should have as journalists and members of society.

The findings of the Global Media Monitoring Project (GMMP) from 2000 and 2005, as well as those of Okunna (2005), indicate that "the media are male dominated in terms of subject matter, news, and people who report news, prominence of male and female newsmakers and reporters."

This concept is supported by the following statements made by Okunna (2000, page 8):

*"There are a lot of unfair differences between men and women in Nigeria, which hurts women. Tradition, culture, religion, and other things have kept Nigerian women in subordinate positions, making the gap between men and women even bigger.*

As a result of this, we have realized that the only path forward for women working in the media is to pursue careers as presenters. This is due to the fact that the society believes or takes it to be the only place where women can fit in and not going into long pressure and filled hours routine assignment and competition with the men as reporters. As a result of this, women going into the field at late hours to gather and report news may be seen as an

abomination in Nigerian traditions because they are expected to be at home taking care of their various families at that hour. This is because the society thinks or takes it to be the only place where the women can fit in and not going into long pressure and filled This is why they are given a position within the media houses that is less stressful as a result. In addition to this, the nation has ratified a number of international agreements aimed at achieving gender parity and doing away with any and all forms of sexism and discrimination against women. However, some experts have asserted that the aforementioned comprehensive agreements have not necessarily resulted in discernible "changes in the lives of women and children" in Nigeria. This is in reference to the country's population of women and children. Although only a small number of women have been successful in entering spheres of influence (in many parts of the Nigerian economy), this is not the case in the field of journalism.

### **2.3.3 Perception of female mass communication students toward journalism practice.**

Perhaps the cultural and religious norms that exist in our society are to blame for the unfavorable view that the general public has of female journalists. The social and gender norms in colonial Nigeria did not encourage women to practice "nationalist and agitation journalism," which was seen as too dangerous and daring for women, They were seen to be vulnerable, need protection, and were responsible for taking care of the house and the children. As a result, women were not key players during this crucial point in the history of the media.

This was because women were seen as weak, needed protection, and were expected to tend to the home and children.

As a result of the fact that negative cultural perceptions and social expectations can impose a lower status and devalued role on individuals, which can, in turn, result in limited job or career choices, restricted opportunities and access to training programs, and narrow stereotypical employment possibilities. It is common practice in Nigeria to defer to the advice of one's parents and other elders because of the widespread belief that they have the most experience and expertise in such matters. As a result, the children's future careers are typically determined by their families, rather than by their own abilities or interests. It gives the impression that female journalists do not need to be serious about their occupation or that they are not meant to practice journalism because it keeps them away from their various homes while they are expected to be helpers to their husbands who are expected to be breadwinners for the family. Alternatively, it gives the impression that female journalists do not need to be serious about their occupation.

#### **2.3.4 Factors influencing the Attitude of Female Students towards Journalism**

Because female journalists are not frequently seen working in the field, many in our culture increasingly perceive them as being reluctant to perform their duties. They are not timid by nature, in the true meaning of the word. They avoid eye contact or put on a false

front while discussing careers because of the class in which they have been categorised in society. The women are frequently reminded of their natural responsibilities as spouses and mothers and that these are the only areas where they can fit in and function in Nigeria, where people are nurtured in culture, highly by role differentiations. As a result, women, particularly in Nigeria, have a tendency to avoid responsibilities that they might easily fill.

The problem here is that women who choose journalism as a career are not even given the chance to work and demonstrate their capabilities. We have professional, disciplined, and responsible women who can hold top positions in this nation, and they should be given the chance to serve, according to Okogie (2008), who backed up this claim. Nigeria is underutilizing and ignoring its riches of educated women and resources. Maduagwu (2008, p, 35) also noted that "empowerment will boost the potentials of women in education, business, politics, and skills development". highlighting how it would support women in their fight against marginalisation and gender differences. Motherhood leaves African women in the heart of society, but not always in positions of power, it is claimed.

Women will forget everything about their shyness and develop an interest in practising journalism if they are given the chance to work alongside males doing outside labour to make a living. Women need to show off their invaluable skills as homemakers and moms in a field like journalism; they would undoubtedly outperform our males in this field. Both men and

women may work in journalism. Nigerian women should view journalism as a natural talent and sense of excellence that they were endowed with by God.

According to studies, there are more female presenters than male presenters in media outlets, and more male reporters than female reporters. This demonstrates that even in media organisations, the employers believe that an area where women may deliver programmes is the ideal location for them. They think that women lack the necessary time commitment, strength, or intelligence to report on news on the field with male reporters. This prevents women from being seen doing field work like their male colleagues, and as a result, it appears as though they are reluctant to pursue their job. As a result, we can conclude that while Nigerian society does not explicitly view anything wrong with working or being a journalist, it is culturally unacceptable for women journalists to engage in work activities that prevent or hinder them from carrying out their culturally prescribed responsibilities, such as working late into the night, on the weekends, or on holidays. Because it doesn't operate on the 8 a.m. to 5 p.m. schedule that allows women to fulfil their gender-specific responsibilities of caring for the home, raising children, and meeting the physical and social needs of the husband, the journalism industry in Nigeria presents particular difficulties for women.

**The following are stated reasons why female journalists are viewed as being reserved:**

**1. Sexual Harassment Faced By Female Journalist**

Sexual harassment is hard to define and hard to prove. Different countries and cultures have different ideas about what sexual harassment is, and events, public debate, and people's actions continue to change and reshape what actions or behaviours should be seen as sexually harassing. Sexual harassment has a lot of different meanings, but it usually means making unwanted sexual advances towards a woman or man, either physically, verbally, or in any other way that is clear to the person being harassed. It can also involve unwarranted attention or discrimination based on gender, which can link "academic or professional standing or success to sexual favours or get in the way of work or learning." Wood et al. (2011), Murphy et al (2015). Now, everyone agrees that most women have to deal with sexual harassment at work and in their social lives (Wood 2011, p.45). Sexual harassment has become a common practise in male-dominated newsrooms, where it is seen as a way to unwind, deal with the stress of the job, and have fun. Some of the harassers have sought to justify their actions by claiming that they were "harmless or even nice." Women have expressed the opinion that the word "harassment," not "sexual," is the key component of the term, and that the phrase "sexual harassment" does not imply anything "sexy." Kurth, Spiller, Travis (2000). The sexual harassment of female news workers by their male coworkers is not just a joke. At the very least, it is a sneaky way to try to control, scare off, and keep women out of the profession.

Men would say that leering and staring are harmless forms of harassment, but anthropologists have said that even sexual humour "maintains a sexist social order." Many studies from all over the world show that between 44% and 80% of female journalists have been sexually harassed at work.

42% of the Jordanian women journalists surveyed by International Media Support in 2018 say they have been sexually harassed in some way. Although the 2016 Afghan Journalists Safety Committee Report on the Condition of Afghan Journalists states that only a small number of media businesses in Nigeria "have adopted policies on gender equality, sexual harassment, paternity leave, or child care," Zaideh asserts that this is not the reality in Nigeria. To cite this: Byerly, (2011). That means that more than one-third of the news organisations in Nigeria that were looked at do not have policies against sexual harassment. For the organisations that do have policies, those policies aren't enough to protect women journalists because, culturally, it's not something that's expected to be handled officially.

Women journalists are expected to deal with these kinds of problems on their own or, at best, the management will do so, but not officially. So, evidence about how common and what kind of sexual harassment there is in Africa is often anecdotal and hard to find, even though women who have worked in the news industry on the continent say that sexual harassment still happens in African news companies. According to Mishra et al., it seems to be an unwritten rule that women journalists should quietly deal with any discomfort or bad

attitudes in the newsroom. This probably explains why there isn't much research on the issue in Africa, and especially in Nigeria.

Other researchers have noticed that women journalists don't trust management to keep them safe from harassment because some managers and editors are also women journalists. Because of the shame and silence that people on the continent have about sexual harassment. People who have been sexually harassed don't file official complaints, and management doesn't deal with complaints in an official way. This means that sexual harassment goes unreported and the people who are accused of doing it don't face any consequences. Women journalists often have to deal with sexual abuse in the news media, which can hurt them emotionally, mentally, and professionally. This can cause them to leave the pitch or stay in lower-paying jobs because it hurts their productivity.

Due to the fact that Nigerian society and the media don't care about female journalists being sexually harassed, female journalism students seem to avoid the field because they think they will be abused sexually without any help from society or the media.

## **2. Discrimination against Female Journalists**

Women's studies, which are mostly about women, have recently gotten the attention of UNESCO (1975–1985). "Towards equality under the United Nations Decade for Women in Africa, Asia, Latin America, and South America" has brought women challenges such as

uneven work possibilities, cultural hurdles, poor economic and political power, and human rights abuses.

Some Nigerians have started non-government organisations (NGOs) like women in Nigeria (WIN), Gender Resource Network (GRN), and Gender and Development Action (GADA). Since it has been seen that women are treated unfairly, all of this was set up to help Nigerian women by calling for the end of offensive cultural practises that have put women in the background and made it hard for them to take part in social, political, and economic life. Because of how society treats women and how different our cultures are, men and society as a whole don't like women journalists.

Hananiya (2004) says that "the general view of women was always in the context of the home: they were thought of as childbearing and doing only housework." Because of the way people thought about women, a woman who did journalism or chose to do journalism was seen as rebellious and not feminine. Women's roles in the media and journalism are still affected by out-of-date ideas about their place in society. Uzochukwu (2008), page 72, says, "Women also have time problems because they have many roles and a lot of housework to do."

Most societies also have traditional cultural attitudes that make it hard for women to go to school. This can also make them less likely to go into journalism because girls are told to get married and be housewives or to get any other job that gives them more time and makes

them better housewives than journalism. There's also the problem of gender bias when it comes to women studying journalism or using information technology. Many people think that women can't think or work in a scientific way, so they don't let them study or work in those fields.

It's no secret that women are underrepresented in journalism. This might be due to prejudice or the belief that "a woman's responsibilities should be hers alone," which makes her less inclined to participate in and perform well in journalism. Gender prejudice is another major reason why there aren't enough women in journalism. Another reason why women should not participate, according to Amao (1999), is that "female sex is biologically not designed for energy-intensive, dangerous, and long-hours field assignments." According to Beverly (2000), society believes that women should only work as mothers, teachers, hairdressers, secretaries, housekeepers, and social workers. So, they don't need training or education in other fields like journalism.

### **2.3.5 Remedy to ensuring female Mass Communication Students' participate in journalism practice**

Another example of how gender has penetrated the structure of the media sector is the hierarchical separation of positions. Several studies indicate that the growth of women in

journalism has not yet reached the level of decision-making, Tijani-Adenle, (2019); Unaegbu (2017).

Journalists who are female are grossly underrepresented in jobs linked with significant levels of authority and symbolic capital, Chioma, Okere, Alao, Atakiti & Jegede (2015). However, even in nations where there is parity between men and women in the journalistic industry, women who can attain higher positions remain an anomaly. Several studies demonstrate that women in journalism suffer an unseen barrier that limits their opportunities for promotion, a phenomenon sometimes referred to as "the glass ceiling."

According to Ibrahim et al (2021); Tijani-Adenley (2019, p.203), the paucity of female representation at the top echelons of media companies is supported by several linked variables. Secondly, women journalists are frequently excluded from informal professional information sharing and socializing, Aldridge (2001). Second, possibilities for on-the-job training are unequally divided between male and female journalists. This disparity can be attributed to the notion that because female journalists frequently quit the organisation or opt for part-time employment, the return on investment for media companies investing in women's training is not assured, Robinson (2008). This lowers the opportunity for female journalists to engage in crucial career-building learning settings (Jibril & Abubakr 2017). Moreover, female journalists must confront traditional beliefs regarding the managerial capabilities of men and women. Al-Shamal (2016). These prejudices contribute to the belief that women are less

competent and less fit for positions of leadership because they are too sensitive, too empathetic, or too fragile. For instance, Njoku, Whyte, and Vincent (2018) and Dunu (2015) utilise the term "friendship trap" to describe the vicious spiral that female journalists face. While joining the field of journalism, women are recognised for their traditionally feminine characteristics, such as their desire for discussion, compatibility, honesty, and sensitivity. Nonetheless, these qualities are required in the field of journalism.

In addition, several studies demonstrate that women who advance to the next level encounter new types of sexism. For instance, girls must face persistent pressure to achieve or to adopt masculine management practises and agendas, (Njoku et al 2018), or be accused of favouring other female journalists, Tijani-Adenle & Asemah (2019).

#### **2.4 Review of Empirical Studies**

Many empirical studies have been undertaken on the Assessment of Attitude of Female Mass Communication Students Towards Journalism Practice as a Profession. This section examines the writings of such scholars in relation to the current investigation. The reviewed empirical works are:

Okunna, C.S (2005), "WOMEN AS INVISIBLE AS EVER IN NIGERIA'S NEWS MEDIA. INTERNATIONAL JOURNAL OF MEDIA AND CULTURAL POLITICS, 1(L), 35-43." The purpose of this study was to analyse and highlight the dearth of female journalists in Nigeria's journalism industry. Researchers aimed to determine if gender imbalance in

Nigerian culture is mirrored in men's media portrayals of women. The vast majority of news reporters in the Nigerian press are men, according to ongoing research. As a result, women journalists remain essentially "invisible" in the Nigerian press. Monitoring of the Nigerian press 1 reveals that relatively few women get bylines on news pages. Thus, the ability to shape the media agenda in Nigeria is mostly a male privilege. In addition, Okunna (2005) found that there are few female journalists in the area of journalism.

This study is connected to the study of Okunna (2005) in that both studies focused on the lack of female journalists and male domination in journalism. Although Okunna (2005) examined how women are as invisible as ever in Nigeria's News media, this study examined the perceptions of female mass communication students towards journalism.

Adelabu O.T Sanusi B. O (2015), titled WOMEN IN JOURNALISM PRACTICES IN NIGERIA: JOURNAL OF RESEARCH AND DEVELOPMENT, 2(6), 25-43. The primary purpose of the study was to trace the emergence of women in journalism through many generations. Using the historical technique, they conducted this task. In their research, they concluded that the history of modern journalism cannot be complete without a generous and prominent acknowledgement of the role and contribution of women who laboured and shined like northern stars to develop and nurture the profession. The study's findings contradict the conclusions of this paper. This study revealed that without women in the

profession of journalism, it would be less diverse. Although their participation in journalistic activity adds less to the practise of journalism in Nigeria, it would still be worthwhile.

Ememyeonu (1991) discovered that the majority of female students questioned feel that journalism is a profession that is equally suitable to women and men. The study was named "FACTORS THAT MOTIVATE NIGERIAN FEMALE STUDENTS AT THE TERTIARY LEVEL TO TAKE UP JOURNALISM TRAINING," and it was conducted in Nigeria. Nonetheless, they would favour glamorous careers in television, radio, public relations, or advertising over reporting in journalism. Moreover, in a separate study, he attempted to evaluate how mass communication students perceive the performance of Nigerian female journalists. 55% of respondents said that Nigerian female journalists were as qualified and productive as their male counterparts.

Patricia et al. (2015) carried out research with the title "THE PERCEPTION OF FEMALE STUDENTS OF MASS COMMUNICATION ON THE CAREER OPPORTUNITIES FOR THE FEMALE JOURNALIST IN NIGERIA" to determine if these students would consider a career in journalism, the specific career options they would consider, and the determining factor(s). Using the survey research approach, a sample of 100 female students was drawn at random from a population of 163 female Redeemers University students across four levels (100 to 400). According to the findings, the students are aware that career advancement for female journalists in Nigeria is hampered by the fact

that they do not enjoy the same career opportunities as their male counterparts, and that it is difficult for a woman to meet the career expectations demanded by journalism due to the responsibilities that come with having a family. This is something that the students are aware of. However, the majority of them feel that journalism is an appropriate occupation for women (63%), and 58% of them would seek a career in media, especially photography. The majority of these students (52%) are interested in journalism because it would allow them to acquire a broad range of information.

Ali (2010) conducted a similar study on "THE ATTITUDE OF FEMALE MASS COMMUNICATION STUDENTS TOWARDS JOURNALISM AS A PROFESSION." It is claimed that a considerable number of female journalists are trained in our country's various higher education institutions, but just a handful enter the field to practise journalism. So, the researcher deemed it appropriate to investigate the image of female journalists. The researcher was able to ascertain that a sample size of 150 would be appropriate by using the survey methodology. Utilizing proper instruments such as the questionnaire and personal interview, the researcher was able to examine a population that was too vast to be seen in person. The researcher utilised a straightforward frequency and percentage table with a straightforward descriptive analysis to explain the data. The researcher tests hypotheses derived from the study questions in order to determine whether certain statements she made in her work have statistical validity. Female mass communication students have an

unfavourable view of journalism as a career, according to the findings. In addition, the feminine role as moms and wives is one of the challenges female journalists face. The study also advocated increasing the pay of working journalists in order to stimulate and alter the unfavourable perceptions of female mass communication students towards journalism as a vocation. In addition, our culture and society as a whole should cease discriminating against female journalists so that they may perform their jobs flawlessly.

Apuke (2018) mentioned in Feri and Keller (1986), surveyed 136 female, full-time, commercial television news anchors. The majority of responders cited an overemphasis on physical appearance as an obstacle. One of the responders noted that people constantly questioned his male co-anchor about the most recent "hot" news, while they inquired about her attire. The difficulty of changing traditional beliefs about women's proper duties in society was also mentioned as a hurdle. One of the anchors recalled receiving a phone from a lady stating, "Don't say goodnight, that's a man's duty." Another anchor claimed, "My co-anchor (male) is having a beer with the local cops in an effort to create contacts or gather information." When I do so, though, the cops get suspicious and make comments about my late-night activities. The tension between their family and professional responsibilities was yet another hindrance cited.

In a separate research titled "THE POSSIBLE EFFECTS OF THE STEREOTYPES ON THE CAREER DEVELOPMENT OF FEMALE JOURNALISTS," Reep and Dambrot

(2007) concluded that the stereotype component was insufficient to discourage women. An analysis of 13 programs in which women played important roles indicated that women were financially successful, happy about their employment, and capable of managing difficult situations. Yet, they discovered that the majority of respondents "paid their price by becoming imperfect moms and lacking romanticism." There is conclusive evidence that female journalism students have an equally positive attitude about journalistic jobs. The link between this study and the under consideration study is that both examined the significance of women in journalism.

A barrier also exists between working as a female journalist and having a stable family life. In Apuke (2016), Reep and Dambiot (1987) investigated "THE POSSIBLE EFFECTS OF THE STEREOTYPES ON THE CAREER DEVELOPMENT OF FEMALE JOURNALISTS" in a study published. A analysis of 813 programs indicated that women in leadership roles were financially successful, happy about their employment, and capable of handling difficult duties. Furthermore, it was shown that the majority of respondents paid a price for being flawed mothers with little determination.

Nwodu (2005) classified the presence of men and women in the news in three ways: as subjects, reporters, and presenters.

<b>Duty</b>	<b>Females</b>	<b>Males</b>	<b>Females</b>	<b>Males</b>	<b>Total Subject</b>
Presenter	69%	31%	42	19	61
Reporters	5%	95%	4	71	75
Subjects	17%	83%	42	206	248

In Nigeria's media sector, the number of female and male presenters, reporters, and topics is depicted in the table above. Nevertheless, Gender equality could not be established since there are more women than males in the media as presenters. 42 (69%) of the 61 newsreaders were female, compared to 19 (31%) men. 4 (5%) of the seventy-five reporters were female, while 71 (95%) were male. In addition, 42 (17%) of 248 news topics were female whereas 206 (83%) were male.

Due to the aforementioned considerations, it is evident that women feel more at ease as presenters than as reporters.

## **2.5 Theoretical Framework:**

According to Asemah et al. (2011, p.131), a theory is only an attempt to synthesise and integrate empirical evidence for maximum clarity and coherence. When conducting research, theories are crucial. They play a vital role in testing and analysing theories. According to McQuail, referenced in Asemah et al. (2011), theories are a collection of diversely positioned and derived concepts that may explain or interpret certain facts.

Consequently, it may be asserted that theories are essential for the prediction of research-related occurrences.

The theoretical framework aids in determining the relevance of any study to our general understanding of the communication process and provides the basis for any study, as all researches begin with assumptions, concepts, and theories that are either confirmed or disproved at the conclusion of the study. Based on this basis, the **Social Categories Theory and Theory of Planned Behaviour** supported this study.

### **2.5.1 Social Categories Theory**

According to the Social Categories Theory proposed by Melvin L. Defleur in 1970, persons within large subgroups, such as age, gender, and socioeconomic or educational status, reacts similarly to the media. It offers lucid explanations of actualities based on continuous and objective observation". According to Defleur et al. According to a definition given in 1971 (on p 196), "a theory is a collection of connected generalisations that create a logical system of explanation in which no generalisation contradicts another." A theory is, in a nutshell, an assertion concerning the relationship between two concepts; it also requires a concise explanation of why a certain notion behaves as it does.

In light of this, the researcher Godsfavour Ucheka bases her research on a relevant theory, namely Social Category Theory. Social categories theory has been shown to have

comparable patterns of orientation and behaviour that link individuals within the same social category to phenomena such as mass communication and the media in similar ways. It was also stated by Agbo et al (2000, p.151) that "members of a certain social category would pick more or less identical communication material and respond to it similarly." As a consequence, the majority of female mass communication students from the same socioeconomic level have comparable views on journalism as a career. Considering the majority of female communicators are negatively affected by societal and familial prejudice, this indicates that they have responded to it.

The issue is that the way in which women are shown when they are seen conducting journalism has a significant impact on how the public perceives that individual. Journalism is typically characterised by questions that impact how individuals construct reality. Experts in media companies, higher education institutions, society as a whole, and our own families should all be very concerned about the involvement of women as journalists in order to encourage them to perform their vocation. Due of how our society, cultures, and families see women who practise journalism, female journalist students who belong to a certain social category will quit journalism for other careers and respond in nearly the same manner. They aimed to do this via the use of the survey method and the questionnaire as a data gathering instrument. At the conclusion of the study, they discovered that students are aware of the idea that careers exist.

### **2.5.2 Theory of Planned Behaviour**

According to Icek Ajzen's (1991) thesis, an individual's behavioural intents and behaviours are shaped by attitude towards behaviour, subjective standards, and perceived behavioural control. Icek Ajzen created the notion in order to enhance the predictive ability of the Theory of Reasoned Action by including the perceived behavioural control component. This concept has been applied to research examining the links between beliefs, attitudes, behavioural intentions, and behaviours in a variety of sectors, including advertising, public relations, advertising campaigns, healthcare, sports management, and sustainability. In his 1985 paper, Icek Ajzen introduced the Theory of Planned Behavior, "From intentions to actions: A theory of planned behaviour." The idea evolved from the Theory of Reasoned Action, which Martin Fishbein and Icek Ajzen presented in 1980. According to the Theory of Reasoned Action, people who "evaluate" the proposed behavior as positive (attitude) and believe that their significant others want them to perform the behavior (subjective norm) have a stronger intention (motivation) and are more likely to perform the behavior. Many research have established the significant link between attitudes and perceived standards and behavioural intention and, ultimately, behaviour.

### **2.6 Summary**

The primary goal of the literature study was to examine existing knowledge, relevant works, and past studies on the topic. With this information in hand, it is clear what direction

this research will take and what ground it will cover. Consequently, the chapter provides a conceptual overview of the perspective of female Mass Communication students and other females on journalistic activity. In this study, an awareness of relevant and preceding work served two aims. The literature review has offered a platform for comprehending the topic and serves as a firm basis on which to build the present study; therefore, this chapter addresses all of the aforementioned points.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **Introduction**

This chapter explains the methodology, tactics, and procedures used in this research to provide reliable data that contributed to the achievement of the research objective. It is described in the following subheading:

- Research design
- Population of the study
- Sample size
- Sampling technique
- Instrument of data collection
- Validity of Study
- Realibility of instrument
- Method of Administration of Research Instrument
- Methods of Data collection
- Method of data analysis

### **3.1 Research Design**

The purpose of this type of research design, according to Asemah, Gujbawu, Ekhareafo & Okpanachi (2017), is to gather both large and small samples from a population in order to study the distribution, incidence, and interactions of educational activities such as sociological and psychological variables. Surveys are frequently employed because they are thought to be the best tool for gathering data in the behavioural sciences.

For this study, a Survey research design was utilised. According to Asemah (2012, p.107), the term survey refers to the comprehensive examination of a subject. A survey design is one in which a group or object is examined by collecting and evaluating data from a small number of individuals or items deemed representative of the entire group. The objective of survey research is to gather data for the purpose of characterising and understanding a certain situation, practise, set of beliefs, etc. It has expertise in the collection and analysis of such data. In order to conduct this research, the researcher employed a descriptive research strategy including the presentation of a questionnaire to participants in order to collect data for this study.

The descriptive survey design is the use of questionnaires and interviews to collect data for the objective aim of describing and evaluating the current circumstances of a certain population. The descriptive design facilitates the methodical collection and description of data by the researcher. Consequently, the descriptive survey approach was deemed acceptable for

the research project, as only a subset of the whole population of female Mass Communication students was researched and the results are expected to apply to the full population.

### **3.2 Population of the Study**

For immediate attention and reaction owing to availability and promptness, the researcher will exercise her discretion to restrict the study's population data to full-time constituents rather than part-time constituents.

This study's sample consisted of female students from all four levels of the Mass Communication department at the University of Benin. The University of Benin, Ekehuan has 624 female Mass Communication students in total. As of the 2022/23 academic year, there are a total of 624 female students enrolled in the Mass Communication programme. Consequently, the study will have a population of 312.

### **3.3 Sample size**

This study's sample size was 312, which is 40% of the 642 female Mass Communication students. The choice of 40% as the benchmark will be based on the sample size formula given by Nwana (1981, p.65) in Okoro (2001, p.34), which says that if a population is in the hundreds, 40% or more samples will do, if it is in the thousands, 10% or less will do, and if it is in the tens of thousands, 5% or less will do. So, the sample size for this study is said to be 312.

### **3.4 Sampling Technique**

Purposive and simple random sampling will be used to collect data for this research. With the purposive sampling method, the researcher can use her own judgment to pick respondents who fit the study's goals. The researcher will use the simple random technique so that all respondents in the defined population have an equal and a possibility of getting picked for the sample. For this study, 100–400-level students will be chosen at random. There will be 99 questionnaires for the 100-level, 78 for the 200- level, 54 for the 300- level, and 81 for the 400- level.

### **3.5 Instrument of Data Collection**

The questionnaire will be utilised for data collection in this investigation. The researcher chose to utilise a questionnaire since it is regarded as the most effective method for engaging with individuals. Also, the questionnaire allows the researcher to readily examine her results. The questionnaire will contain of close-ended questions. There will be two sections to the questionnaire. The questions in Section A pertain to the demographics of the respondents. In Part B, the research questions are addressed. It is believed that the questionnaire accurately measures the theoretical constructs of this study, which resulted in the content accuracy and fine-tuning of questionnaire items to make them acceptable for this study.

The questionnaire will be broken into four parts (A-E): section 'A' will explore the bio-data of the respondents; section 'B' will focus on the attitude of female Mass Communication students towards journalism practise; section 'C' will investigate the perspective of female Mass Communication students towards journalism; and section 'D' will analyse the elements that influence their attitude.

### **3.6 Validity of the Study**

The instrument (questionnaire) that was used in this research work is valid because, after it was constructed and carefully studied, it was given to the researcher's supervisor to undergo critical examination and total scrutiny of some aspect of the questionnaire. This ensured that the instrument (questionnaire) was accurate.

### **3.7 Reliability of Research Instrument**

The degree to which an instrument can make accurate measurements is referred to as its reliability. For the purpose of this investigation, the Test Retest technique will serve as the tool that is utilised. This is done so that an excellent outcome may be attained in relation to the objectives that were originally outlined for the research.

The act of giving a test, instrument, or measure to the same set of people at different times is known as the test-retest reliability technique (Asemah et al 2012, p.206). Because this method was successful in determining the correlation coefficient between the two scores that

were accumulated throughout the testing, it has been judged appropriate for use. The value of  $\alpha = \_ \_$  indicates that there is a correlation between the two scores that were obtained.

### **3.8 Method of Administration of Research Instrument**

The instrument that will be used for this research will be given to 244 (two hundred and forty four) students from the Mass Communication department at the University of Benin. These students represent all of the different levels of the department. The researcher will distribute the 244 copies of the questionnaires among the four levels of the department in order to put them in the students' hands.

On the other hand, the researcher longs to have a research assistant at their side so that they can increase their output quickly in the field.

### **3.9 Method of Data Collection**

The respondents who were randomly picked were given a questionnaire, which was then collected from them. This method of data collecting resulted in an increase in the dependability of the information that was acquired, This had a role in the accomplishment of the study project as a whole. According to Asemah (2009), a questionnaire may be described as a collection of questions that are intended to elicit information from respondents by filling in responses in the places provided for the purpose.

The researcher is going to collect data using the person-to-person technique with the help of one assistant (1) in order to get in touch with 400 respondents across all four levels of the department. This will be done in order to get a more accurate picture of departmental culture. The researcher will be able to collect all of the questionnaires that were admitted without losing any of them because the completed questionnaire will be retrieved on the spot. This will also allow the researcher to clarify any issues that may have surfaced with the respondent within the context of the conflicting research ethics.

### **3.10 Method of Data Analysis**

The process of reviewing, cleaning, manipulating, and modelling data with the intention of emphasising relevant information, generating conclusions, and providing assistance for decision making is referred to as data analysis (Anom2017, p.1). For the purpose of presenting and analysing the data that will be gathered for this research, the basic percentage tabular presentation method, which calls for the utilisation of the frequency table as a statistical instrument, will be selected as the mode to employ. The researcher will have an easier time translating frequencies into percentages, which may subsequently be utilised for comparative purposes, if they select the tabular presentation method that is based on simple percentages. It will analyse the demographic and psychographic data of respondents in order to explain the presentation of the data, which in turn will be used to answer the research

questions that were asked previously. The information gleaned from the completion of the surveys will be subjected to an analysis with the use of the frequency tables. In order to thoughtfully display the data and make the research process more manageable, we will be using percentages and tables.

Likewise, the mean score will be used to demonstrate the extent to which the respondent Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD) to the statement relevant to the purpose of this study. SA stands for "strongly agree," A stands for "agree," and SD stands for "strongly disagree." Because of this, the researcher is able to deduce whether or not certain things were accepted or rejected based on their direct relevance to the research questions given for this study.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS, AND FINDINGS DISCUSSION

In this chapter, both the data that were gathered and compiled via the use of a questionnaire that was sent out to the respondents and the explanation of the findings are presented. The first stage in data analysis is to categorize the information based on the components in the instrument using frequency tables and simple percentages. In the second half of this post, we will discuss the study's results and how they connect to the research questions posed for this study. It is crucial to emphasise here that all 312 of the questionnaires that were delivered were retrieved on the spot; as a result, a return rate of 100% was attained, and the analysis was based on figures.

#### 4.1 Presentation and Analysis of Questionnaire Based on the Demography of the Respondents

##### Section A: Bio Data

**Table 1: Age Distribution**

<b>Age Range</b>	<b>No of Respondents</b>	<b>Percentage</b>
16-20	137	43.9%
21-26	161	51.6%
27-31	14	4.5%
31 and above	-	-
<b>Total</b>	<b>312</b>	<b>100%</b>

**Source: Field survey 2023**

Table 1 shows that 137 of the respondents (or 43%) were between the ages of 16 and 20. 161 respondents were between the ages of 21 and 26, and 14 were between the ages of 27 and 31. No one answered who was 31 or older.

**Table 2: Marital Status of the Respondent**

<b>Marital Status</b>	<b>No of Respondents</b>	<b>Percentage</b>
Married	29	9.3%
Single	283	90.7%
Separated	-	-
Divorced	-	-
<b>Total</b>	<b>312</b>	<b>100%</b>

**Source: Field survey 2023**

Table 2 shows that 29 people, or 9.3% of those who answered, are married. 90.7% of the respondents, or 283 people, are not married. None of the respondents are separated or divorced. The table shows that more people in the Sample are single than married.

**Table 3: Distribution of the respondent per level**

<b>Level</b>	<b>No of Respondents</b>	<b>Percentage</b>
100	99	31.7%
200	78	25.0%
300	54	17.3%
400	81	26.0%
<b>Total</b>	<b>312</b>	<b>100%</b>

**Source: Field survey 2023**

The number of female students majoring in Mass Communication at UNIBEN is broken down into its many levels in the table that can be found above.

**Table 4: Religion Distribution of Respondent**

<b>Religion of Respondents</b>	<b>No of Respondents</b>	<b>Percentage</b>
Christian	301	96.5%
Muslim	11	3.5%
Traditional Worshipper	-	-
None Believer	-	-
<b>Total</b>	<b>312</b>	<b>100%</b>

**Source: Field survey 2023**

According to Table 4, 301 (96.5) of the respondents identify as Christians, while 11 (3.5) of the respondents identify as Muslims. No one who responded to the survey follows the practises of African Traditional Religion.

**Table 5: 1. Showing how female mass communication students at Uniben feel about journalism as a career.**

<b>Variable</b>	<b>SA</b>	<b>A</b>	<b>SD</b>	<b>D</b>	<b>Percentage</b>
You are interested in journalism	49	121	28	114	100%
Journalism as a career does not appeal to you	21	159	42	90	100%
You are willing to take up Journalism as a career	5	144	35	128	100%
You dislike Journalism as a career	21	74	47	170	100%
<b>Total</b>					<b>100%</b>

**Source: Field Survey 2021**

Table 5 shows that UNIBEN's female Mass Communication students don't like the way journalism is done. Based on the information above, 49 people strongly agreed that they were interested in journalism, 121 people agreed with the statement, 28 people strongly disagreed, and 114 people didn't agree. However, the others shared different opinion on their

attitude. And it is evident that every single choice on table 6 shows that female mass communication students at UNIBEN have a low opinion of journalism.

**Table 6: Showing the perception of Uniben's Female Mass Communication Students toward Journalism as a Career.**

<b>Variable</b>	<b>SA</b>	<b>A</b>	<b>SD</b>	<b>D</b>	<b>Percentage</b>
Journalism is strictly for men	42	38	54	178	100%
Women are not encouraged to be Journalist	35	206	21	50	100%
Journalism is not gender-based	54	206	21	31	100%
Women should be journalist	35	207	7	63	100%
Journalism is tedious for female	25	160	21	96	100%
<b>Total</b>					<b>100%</b>

**Source: Field Survey 2021**

Table 6 shows how different female students feel about journalism as a profession. The study shows that they have different ideas about this. For example, 207 of the people who filled out the survey think that women aren't encouraged to become journalists. This shows that perception of Uniben's female mass communication students toward journalism as a career is high.

**Table 7: Showing factors Influencing Female Mass Communication Students' Attitudes toward Journalism.**

<b>Variable</b>	<b>SA</b>	<b>A</b>	<b>SD</b>	<b>D</b>	<b>Percentage</b>
Interest	49	251	12	-	100%
Culture	42	199	26	45	100%
Sexual harassment	75	192	7	38	100%
Tedious nature of Journalism	35	207	7	128	100%
Gender inequality	61	218	21	12	100%
Few female journalist	35	249	7	21	100%
<b>Total</b>					<b>100%</b>

**Source: Field Survey 2021**

Table 7 shows some of the things that affect how women studying mass communication at UNIBEN feel about journalism. 251 people who filled the survey agreed that interest is a major influencing factor that affects how women feel about journalism.

**Table 8: Showing the remedy to Ensuring Female Mass Communication Students Participate in Journalism Practice.**

<b>Variable</b>	<b>SA</b>	<b>A</b>	<b>SD</b>	<b>D</b>	<b>Percentage</b>
Elevate the ambitions of young women	49	121	28	114	100%
Stop harassing women	21	159	42	90	100%
Give "women labour" the respect it deserves	5	144	35	128	100%
Empower women in journalism	21	74	47	170	100%
<b>Total</b>					<b>100%</b>

**Source: Field Survey 2021**

Table 8 demonstrates that female students of mass communication at UNIBEN have a negative effect on the proposed solution to increase the number of women who participate in journalistic practice. According to the information presented above, 170 respondents disagreed that empowering women in journalism is not enough of a remedy.

#### **4.2 Discussion of Findings**

To make sure that the goals of this study were met, the data from the questionnaire was used to answer the four research questions that served as the study's direction.

**Research Question 1: How female mass communication students at Uniben feel about journalism.**

It was found that the female mass communication students at UNIBEN have a negative view of journalism. This is because they have no interest in journalism, journalism as a career does not appeal to them, and they are not willing to become journalists. However, the number of respondents who dislike journalism was low. So, it turns out that female mass communication students don't dislike journalism, but they choose not to go into journalism as a career. The goal of this research question was to find out how female mass communication students felt about journalism as a career. This means that most female students don't like journalism at all. Due to their negative attitude, men have taken over journalism, which has made it hard for the few women who work in the field. Okunna (2005) says that "the media are dominated by men in terms of subject matter, news, people who report news, and the prominence of male and female newsmakers and reporters."

**Research Question 2: The perception of Uniben's female mass communication students toward journalism.**

The perception of female mass communication student towards journalism is rather positive, they do not see the career to be just for men but see as it one for both genders. They perceived that women are not encouraged to practise journalism, this finding was accepted

and corresponded with Uzochukwu (2008) says “Women also have problems of time, given their multiple roles and heavy domestic responsibilities”. They also see journalism is not a gender-based career which that both the male and female gender gets practise the career choice and does not restrict any of the genders (female and male). The respondent also agreed that Women should be journalist which means that they have no problem with other female becoming journalist. Some response made it visible that female mass communication student did not agree with the perception that journalism is strictly for men and journalism is tedious for female. It is therefore concluded that the perception of female mass communication student towards is journalism is influence by the lack of encouragement giving to females to practice journalism.

**Research Question 3: Factors that influence female mass communication students' attitudes toward journalism at Uniben.**

Interest and culture are mostly responsible for the unfavorable attitude of female Mass Communication students at UNIBEN towards journalism. Few female journalists face sexual harassment, gender discrimination, the monotonous nature of journalism, and a tiresome profession. All of the characteristics stated in Table 8 were acknowledged by respondents as influencing their attitude as female mass communication students toward journalism as a profession. Hence, the response to the third study question, which was to solve and identify the variables that are regarded to be responsible for the unfavorable attitude of female mass

communication students at UNIBEN towards journalism as a profession, was primarily Interest, Culture, and Personality. Few female journalists face sexual harassment, gender discrimination, the monotonous nature of journalism, and a tiresome profession. Sexual harassment is one of the issues that our generation has focused on. Nonetheless, Wood (2011) acknowledged that the majority of women face sexual harassment in their professional and social life, with women in journalism occasionally being sexually harassed by colleagues or clients. Other variables, such as culture, have a significant impact on society.

**Research question 4: The remedy to be done to ensure that female mass communication students participate in journalism practice in Nigeria.**

It was envisaged that the response to the solution for guaranteeing that female Mass Communication students participate in journalism practice would be largely unfavorable.

Based to field replies, respondents reached the opinion that there is no treatment in Nigeria that would be sufficient and effective. Based on the collected data, more than 49 respondents strongly agreed that young women's ambitions should be raised, 121 agreed to the statement, 28 strongly disagreed, and 114 disagreed.

Meanwhile 159 respondents strongly indicated that woman should stop being harassed. The overall percentage of respondents who favor providing "women's labor" the respect it deserves was 144, while 170 do not completely agree that strengthening women in journalism is a route of salvation for women to engage in journalistic practice.



## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

#### **5.1.1 Summary**

This study investigates the perceptions of female mass communication students at UNIBEN regarding journalism as a profession. The Department of Mass Communication's 100, 200, 300, and 400 levels were covered. The selection of female students for this study was based on the fact that there are more female students in the classroom but less in the area of Journalism. For this investigation, both the purposive sampling approach and the random sample technique were utilized. Purposive sampling was used so that researchers could pick students based on their distinctiveness in connection to the study, Random sampling was used to guarantee that every student in the population took part in the survey.

The survey was the primary research tool. So, 312 questionnaires were issued randomly to female students in the Department of Mass Communication at UNIBEN, in the proportions of 99 to 100 level, 78 to 200 level, 54 to 300 level, and 81 to 400 level, and were all collected. The questionnaires were distributed in this manner to ensure that the opinions of the majority of university students were represented in this study. The study was grounded on the Social Categories Theory and the Theory of Planned Behaviour. Local literatures pertinent to the study were read, together with the applicable theory that served as the study's conceptual framework. This study addressed a total of four research topics, and the data

collected and compiled were presented and analyzed using basic percentage and mean score. The simple percentage was utilized to analyze responder personal data. This study's key conclusions are as follows:

- i. Female Mass Communication students have a poor view of journalism as a profession. Negative attitude since they were unwilling to pursue a profession in journalism.
- ii. A number of factors impact female students' perceptions of journalism practice as a career option. Female students do not view journalism as a job for only men; rather, they view it as a vocation for both sexes. Findings indicate that female students have no problem with the field; nevertheless, the fact that women are not supported is one element that affects their opinion.
- iii. The unfavorable attitude of female students is mostly due to interest, culture, the dearth of female journalists, gender inequity, and the repetitive nature of journalism.
- iv. The solution for ensuring that female students in mass communication participate in journalism practice is very bad. Based to field replies, respondents reached the opinion that there is no treatment in Nigeria that would be sufficient and effective.

## **5.2 Conclusion**

The lack of female journalists and the unfavorable attitude of female mass communication students cannot be overstated. The study found that female mass communication students have unfavorable opinions toward journalism, and that there are

elements that contribute to these perspectives. In addition, it is important to mention that female responsibilities as mothers and spouses are among the obstacles female journalists in Nigeria face. Despite the unfavorable view of female Journalists towards Journalism as a vocation, the researcher was able to determine that female mass communication students may do significantly better in the sector if given the chance to practice. According to the findings of this research, female mass communication students have a negative opinion about journalism, which has had an effect on the current proportion of female journalists. As a result, it was determined that journalism is essential for the sustenance and growth of any civilization. As a result, it was suggested that companies make working conditions more appealing and rewarding for women, as they play a key part in their respective industries.

### **5.3 Recommendations**

Based on the outcomes of this study, the following suggestions are made to encourage favorable attitudes among female Mass Communication students towards journalism in the twenty-first century.

1. Media organizations should make it a priority to hire more female journalists alongside their male counterparts.
2. Our families, faiths, cultures, and society should encourage women to pursue careers in journalism and cease discriminating against them. This will help society view female journalists on par with their male counterparts.

3. Those media outlets that have hired women should not only assign them as presenters, but also as reporters on the field, so that they may experience the "true feeling of journalism."
4. Companies should make journalism more alluring and profitable for women, as their participation is crucial to the field.
5. The Nigeria Broadcasting Commission (NBC) should develop policies to safeguard female journalists from sexual harassment. Policies that safeguard their rights and watch out for them in the field and media organizations where they work.

#### **5.4 Limitations of the Study**

The researcher met various obstacles that nearly impeded the study endeavor. The perspective of the respondents presented a problem to the research. The majority of respondents were unwilling to answer the questionnaire's questions. Several of them regarded the researcher to be interested in obtaining information from them. Hence, they were skeptical of the researcher and not readily persuaded to participate in the study.

The study was influenced significantly by the combination of lectures, assignments, tests, class discussion groups, and so on. This was because the time given for completing this research was inadequate to produce very excellent findings when paired with other activities.



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## APPENDIX

Department of Mass communication.

Faculty of Arts,

University of Benin,

Benin City, Nigeria.

Dear Respondent,

### REQUEST FOR COMPLETION OF QUESTIONNAIRE

I am a final year student of the above named department and institution. I am conducting a research on the topic: **Attitude of Female Mass Communication Students in Uniben towards Journalism Practice as a Career in Nigeria.** The research is an academic study in fulfillment of the requirements for the award of Bachelor of Arts (B.A) Degree in Mass Communication.

I will be grateful if you can complete the attached questionnaire for me. Your anonymity is protected in line with the research ethics which respects respondents anonymity.

Thank you in anticipation of your co-operation and understanding.

Idahosa-Ucheka Godsfavour

(Researcher)

**APPENDIX II**  
**QUESTIONNAIRE**

**INSTRUCTION: Please tick (~) in the box the option that best explains your deposition**

**SECTION A. BIO DATA OF RESPONDENTS**

1. **Gender:** Female( ) Male ( )
2. **Age:**16-20( )21-26( ) 27-31 ( ) 31 and above ( )
3. **Marital status:** Married ( ) Single ( ) Separated ( ) Divorce ( )
4. **Level of study:**100 ( ) 200 ( ) 300 ( ) 400 ( )
5. **Religion:** Christian ( ) Muslim ( ) Traditional Worshiper ( )None Believer ( )

**SECTION B: Attitude of Female Mass Communication Students towards Journalism**

**Practice as a Career**

**Key: SA- Strongly Agree, A- Agree, SD- Strongly Disagree, D- Disagree**

1. In your view, the following statement best describes your attitude towards journalism as a career:

S\N	ATTITUDE	SA	A	SD	D
i.	You are interested in Journalism				

ii.	You are scared of Journalism as a career				
iii.	Journalism as a career appeals to you				
iv.	You are willing to take up journalism as a career.				
v.	You dislike Journalism as a career.				

**SECTION C: Ascertain the Perception of female Mass Communication Students towards Journalism:**

**Key: SA- Strongly Agree, A- Agree, SD- Strongly Disagree, D- Disagree**

2. Which of the following best describes your perception of journalism as a career:

S/N	PERCEPTION	SA	A	SD	D
I.	Journalism is strictly for men.				
II.	Women are not encouraged to practice journalism.				
III.	Journalism is not gender based.				
IV.	Females should be journalist.				
V.	Journalism is too tedious for females.				

**SECTION D: Factors Influencing the Attitude of Female Mass Communication**

**Students towards Journalism as a career.**

**Key: SA- Strongly Agree, A- Agree, SD- Strongly Disagree, D- Disagree**

3. In your opinion, the following are factors influencing the attitude of female Mass Communication students towards Journalism as a career:

S/N	FACTORS	SA	A	SD	D
I.	Interest				
II.	Culture				
III.	Sexual harassment				
IV.	Tedious nature of Journalism				
V.	Few female journalist				

**SECTION E: Remedy To Ensuring Female Mass Communication Students Participate In Journalism Practice.**

**Key: SA- Strongly Agree, A- Agree, SD- Strongly Disagree, D- Disagree**

4. In your opinion, the following are Remedy To Ensuring Female Mass Communication Students Participate In Journalism Practice:

S/N	REMEDY	SA	A	SD	D
I	Elevate the ambitions of young women				

II	Stop harassing women				
III	Give the concept of "women's labour" the respect it deserves				
IV	Empower women in journalism				