

**THE ROLE OF TELEVISION IN THE CAMPAIGN FOR WOMEN
POLITICAL EMPOWERMENT.**

BY

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MC/2008/338

**DEPARTMENT OF MASS COMMUNICATION,
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AUGUST, 2012

TITLE PAGE

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**A RESEARCH PROJECT SUBMITTED TO THE
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APPROVAL PAGE

This is to certify that this study on the role of television in the campaign for women political empowerment was approved for Ezeri. O. Joy, Mc/2008/338 and have been read and graded in partial fulfillment of the requirements for the award of Bachelor of Science (B.Sc), degree in Mass Communication of Caritas University, Amorji-Nike, Emene, Enugu State.

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DEDICATION

This work is dedicated to the Almighty God, the source of knowledge wisdom and understanding and to my dearest and beloved parents, Engr. And Mrs. L.U.O. Ezeri for their undying love for education.

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Abstract

In recent time, women empowerment has been a dream yet to be achieved and realized. The low rate of female participation in politics compared to that of their male counter-parts in Nigeria create a need to examine the situation in this study. "The role of television in the campaign for women political empowerment". The choice of the subject matter is informed by the empirical fact that women are to a large extent subject of discrimination, stereotype, subjugation and all forms of deprivation. A survey research method was employed in this study and questionnaires were used for data collection, then the hypotheses were tested using chi-square statistical tool procedure to draw my conclusion. The results reveal that television as a broadcast medium has positive impact in mobilizing women to participate in politics. Although, television is found wanting in fostering development for gender equality in politics. In conclusion, the study emphasizes that no sex or gender is more important than the other because in politics, intellectual ability counts more than physical strength and energy. In recommendation, suggestion of ways to stimulate female indulgence and participation was made by looking at practical examples from the pre-colonial era.