

**ROLE OF NIGERIAN TELEVISION AUTHORITY (NTA) IN PROMOTING  
GENDER EQUALITY**

**(A STUDY OF AKPUGO COMMUNITY IN NKANU WEST LOCAL  
GOVERNMENT AREA ENUGU STATE).**

**BY**

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**AUGUST, 2014**

**Declaration**

I, Igwe Oluchi Vivian with Registration Number Mc/ 2010/459 under the supervision of Mr. Clifford Nwonu hereby declares that this research work was written by me and has not been submitted or received anywhere for the purpose of acquiring a degree in mass communication.

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### **Certification**

This is to certify that this research project Role of Nigerian Television Authority in Promoting Gender Equality (A Study of Akpugo Community in Nkanu West Local Government Area) was carried out by Igwe Oluchi Vivian with Registration Number MC/2010/459 Department of Mass Communication, Faculty of Management and Social Sciences, Caritas University Amorji Nike Enugu State Nigeria.

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## **Dedication**

This work is dedicated to the Almighty God and all members of my family for their support in this work and also my supervisor.

## **Acknowledgement**

I wish to acknowledge the Almighty God for assisting me throughout this academic work and also for making it possible for me to carry out this project work successfully without any problem I say may his name alone be glorified forever Amen, and also which to express my gratitude to my HOD Damian Agboeze a man of discipline father to all and also to all my lecturers in the department of mass communication caritas university Amorji Nike, Enugu state Dr Obosi Ferdinand, Mr Ugwuanyi Felix, Dr, Mrs Benson Eluwa Virginia, Mr Okoye Godwin, Mrs Obi Justina, Mr Jude Edeh, Brother Gentle, most especially my supervisor Mr. Nwonu Clifford Onwudiegwu a man of wisdom and knowledge for giving me the guidance necessary for the success of this research project for this I say thank you sir, and may God who sees in secret reward you openly and grant you heart desires and also to my parents Mr. and Mrs. Igwe for their immeasurable financial and moral support, I also appreciate the effort and various support of my brothers and sisters who include Nkechinyere Igwe Chukwuka, Igwe Ikechukwu, Igwe Amarachi, Okechukwu, Chinedu and also to my sweetest brother Ndubuisi Global and also to all my lovely uncle's I thank you all and also to my friends and Well Wishers Nzekwe Amarachi Anthonia, Nwabuko Blessing, Nnamani Ujunwa Maranatha, Mmadubuko Theodora Chiazor, Ifeagwu Chinenye Amanda, Okafor Nnamdi, Dike Chiamaka happiness and also to all my roommate Ruth, Chiamaka, Uzoaku, Adaobi, Chidera I want to Also thank my deputy vice chancellor very Rev father Remy Onwenwuenyi ,and also to all the staff in this great institution Caritas university, May God bless you all in Jesus name Amen.

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## **Abstract**

This study centers on finding out the Role of Nigeria Television Authority (NTA) in promoting gender equality. Using Akpugo community in Nkanu West Local Government Area Enugu State as a study area. The researcher used survey research method as the method of data collection. This is so because it is very appropriate in studying population like Akpugo community that is too large to be studied. Directly the population of the study area is estimated as 72,264 people from which the sample size 278 was selected. Random sampling techniques were used to select individuals whose opinions and views were used to draw inference to the entire population. Data gathered from the study were analyzed, tested and interpreted using simple percentage, frequency tables and chi-square goodness of the fit test which is used to test the hypothesis. Findings from the study show that there is still disparity on the issue of gender balancing. The theory that led support to this work is agenda setting theory. Summary of findings, conclusion and recommendation were made on the study for further studies. One of the recommendation is that more attention should be paid to basic education, programmes for women especially women in rural and moonshines areas.

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of the Study**

Nigerian Television Authority is related to mass media because without mass media Nigerian television authority cannot perform in vacuum or be well known. So mass media apart from its Educating, Entertaining is a very important tool of communicating through which information is passed to the even to the farthest end of the world.

Mass media enable us to communicate with each other by helping us over come the barrier of time and space. They perform both primary and secondary functions for the society.

Mass media functions in various ways, first mass media keep us well informed of the happening around that is about day to day happening in our society or community. The mass media also persuade us mostly through advertisement. As we can see newspaper, magazine and television are fill with all kinds of powerful persuasive advertisement which tempt us to buy their product.

Also the mass media gives us entertainment. Television and Radio broadcasting provides us with a big variety of programs which both educate and entertain us.

Through mass media one can easily be mobilized .mass media has really help us in our society because of this reason society cannot exist without mass media, it also makes one to be more knowledgeable.

So because of this programs commercials, reports, broadcasting etc are either done by men or women which they feel promotes such media function by getting more audience to view,

read and listen in order to be informed about day to day happening in our community or society.

Thereby in Eliminating gender inequality in media report or programs. Getting the balance right is an illustrated resources handbook by UNESCO which deals with gender issues in media, the document assesses the key challenges faced by female journalists and the need to create policies for ensuring more equality in mainstream media. Collen Lowe Morna (2002) in his book, promoting gender equality in and through the media said that women in developing nations are finding that whatever they gain in the traditional media, such as print and broadcasting, a lack of training opportunities in new technologies and difficulty in accessing expensive equipment increase the marginalization of women in the new electronic media, it went further to say that men traditionally are early adopters, especially when it comes to social media women are at the fore front. This assertion shows that men and women have their part or area of specialization in the world of communication and technology.

Therefore the Nigerian Television Authority (NTA) has to study both sexes in trying to perform its media functions. This research work is built on a various analysis on report all over the world about the role of Nigerian Television Authority in promoting gender equality in Akpugo community in Nkanu west local government Area.

Akpugo community in Nkanu West Local Government Area Enugu State is a very large community in Nkanu. It is located in Nkanu west local government Area of Enugu state. They share boundary with Agbani, Ugbawka, Amagunze, Ihuokpara, Akpofu, Ugwuoji, Oruku and Emene Nike etc..

The population is about 72,264, the adult among them are mostly subsistence farmers and petty traders, and they have a market where people are selling their product instead of

hawking their products. They do not have factories or any other establishment that can get people employed, they only have small scale business and for this reason most of their youths migrate to the cities in search of better life and greener pasture, that is they prefer to go to the city in search of white man cola job.

In Akpugo community they have elite people, they are Educated and learned. They have professionals to the extend that the professor of Electronic where born in Akpugo village but his late now. Akpugo people are highly industries and intelligent, they don't depend on people and they are fearless human being and because of this they can survive in any environment they found themselves.

Akpugo people do observe all the culture of the Nkanu land, they observe Igbo tradition and other thing that Amechi people do like chieftaincy title, New yam festival, Coronation of Igwe (king) and also their land is very fertile. Akpugo community was existing before the coming of colonial master. They cultivate water yam, palm wine, palm kernel they have in abundant Even up to today, they produce the best palm oil in the whole Nkanu.

In the south East, Akpugo palm oil is the best .they have the freshest palm oil and palm wine to the Extend that people do go to Akpugo community to buy palm oil or palm wine to sell to the people living outside the community..

Akpugo people is a unique people, they are popular there is no place you will go to that you will not see Akpugo man or woman, but they have problem which is still disturbing them up to date, the problem is that they don't like serving people, they don't believe in serving people, they believe in themselves. They have pride in them and because of their pride they cannot be under anybody or serve anybody.

Akpugo people does not have good infrastructure like good road and good water etc. but they have many professors and personnel who are well known like our father founder .so this is little I know about Akpugo community.

This project work shall therefore look into how Nigeria television authority (NTA) fix men and women in programs, seminars, commercials and reports and also analysis on the various roles men and women play in the society or media reporting and broadcasting gender equality, we will discussed asatopical under this research. But before I will like to discuss History of Nigeria authority Nigeria 'NTA' briefly.

### **Brief History of Nigeria Television Authority (NTA)**

Nigerian Television Authority popularly known as NTA is the oldest broadcasting station in Africa. Nigerian Television Authority is a government owned news broadcasting station that is mainly incharge of airing latest news around Nigeria.

Nigerian Television Authority was inaugurated in 1977 according to Nigerian Television Authority claim that they are the largest African stations.

Idowu Ifedoyin comfort says that the Nigerian television authority is one of the outstanding television station in Nigeria, it is the oldest television station that has its name changed to NTA formally by general Olusegun Obasanjo. This station posses all qualities to be a broadcast station that is accurate, objectivity, fairness and truthfulness etc and also it is the only television station that has it's station in almost all the cities in the country.

Nigerian Television Authority have branches in the following cities in Nigeria but my main focus is on Enugu's station Nigerian Television Authority ( NTA).

The Nigerian Television Authority is the largest television network in Africa as well as one of the oldest and most accomplished indigenous broadcast outfits in Nigeria. Nigerian

Television Authority has over the years distinguished itself as a force in the field of television broadcasting globally. It is equally programmes has received numerous awards at international competitions and festivals which include the following..

1. Ist prize the drama category at the URTNA competitions in Algiers, Senegal etc with cock crow at dawn moment of truth.etc
2. Ist prize for drama in us prized pieces festival with things fall apart.
3. Ist prize in documenting category with a labour's honour lost at the 1988.

TAM-TAM international video competition in Italy among other laurels.

The authority is equipped with a new state of the are digital facilities which has additionally enhance it's competition advantage as the major player in the broadcast industry worldwide.

Here in conclusion what am trying to explain is that NTA is a very large station that informs, educate and entertain people.

## **1.2 Statement of Research Problem**

The success of Nigerian Television Authority depends on how it places men and women in it's programmes, commercial news and it's broadcast.

Inspite of the progress made over the last 25 years, NTA still churns out female stereotype that limit the power of women in the society.

In many countries, women are strongly presented in news room but media is still very much male dominated when the top positions are examined it is very difficult to find a man working in a news room, it is mostly female that work in a news room.

Another problem identified in this course of research is that women being marginalized in the news both in the context of the jobs they do and in the opportunity they have to make their way in the unions that represent them .battles for equality are being fought in every part of the country and this has really brought fight and problem in our country today ,men have really discriminated women from what they want ,by not allowing them to get exact work they want, men believe that men are not equal with them but it is not supposed to be so because both male and female are equal because what a man can do a woman can do it better. It takes argument, debate, training and practical commitment to confront discrimination.

What this research is trying to explain or let us know is that men and women are equal no matter what.

### **1.3 Objectives of the Study**

The following are the objectives of this study:

1. To help people working in Nigerian Television Authority (NTA) to access to programme on gender equality.
2. To identify challenges in Nigerian Television Authority (NTA) role in promoting gender equality in Nigeria.
3. To know the pattern of their work and also to know how Nigerian Television Authority (NTA) is promoting their gender equality in Akpugo community in Nkanu West Local Government Area .
4. To know the area in which Nigerian Television Authority can help Akpugo community in promoting gender equality.

#### **1.4 Significance of the Study**

The result of this research will help to adjust those problems that militate against the Nigerian Television Authority (NTA) role of promoting gender equality and thus help to improve the image of the course. The research will provide solution to those hindrances to the Nigerian Television Authority (NTA) role in promoting gender equality. The research will as well provide for Nigerian Television Authority (NTA) management they needed sound background towards achieving it's goal of eliminating gender equality in large.

The immediate people affected by the problem is Akpugo community in Nkanu West Local Government Area and for this, they will benefit first as the research will be carried out on them, the people will become enlightened and vice will be reduced in the area. And also other undeveloped communities in Nigeria will also benefit because as they may have similar problem with Akpugo community the same process will be used in solving the problem. People living in Akpugo community is going to benefit because Nigerian Television Authority (NTA) will help them to promote their gender equality.

Again, Nigerian Television Authority will benefit because there will be smooth and easy flow of information round the country and to the most interior parts.

Above all, Nigeria as a whole will benefit because the economy will improve as most people will go back to their communities and get themselves employed to yield revenue to their country.

#### **1.4 Research Questions**

The following questions are the questions of this study

1. Does Nigeria television authority (NTA) programme 'women in focus 'help to promote gender equality?

2. Does the location of Akpugo in Nkanu west local government area a hindrance to Nigeria television authority to effectively inform people of gender equality.
3. Could the astute and vibrant nature of women from Akpugo be associated with the Nigeria television authority (NTA) 'women in focus' programme on gender equality.
4. Can the participation of women in development programmes in Akpugo be associated to Nigerian Television Authority (NTA) programme on foot print?

### **1.5 Research Hypotheses**

The following statement will provide some guide for the study

- H:1** Nigeria television authority (NTA) programme 'women in focus' can help to promote gender equality?
- H:0** Nigeria television authority (NTA ) programme 'women in focus' cannot help to promote gender equality?
- H:1** The location of Akpugo in Nkanu west local government area can be a hindrance to Nigerian Television Authority (NTA) Enugu to effectively inform the people of gender equality.
- H:0** The location of Akpugo in Nkanu West Local Government Area cannot be a hindrance to Nigerian Television Authority (NTA) Enugu to effectively inform the people of gender equality.
- H:1** The astute and vibrant of women from Akpugo can be associated with the Nigerian Television Authority(NTA) programme on gender equality.
- H:0** The astute and vibrant of women from Akpugo cannot be associated with the Nigerian Television Authority (NTA) programme on gender equality.

**H:1** The participation of women in development programme in Akpugo can be associated to Nigerian Television Authority (NTA) programme on foot print.

## **1.6 Scope of the Study**

The scope of the study is on the role of Nigerian Television Authority (NTA) in promoting gender equality, the issue of gender equality will be explored using Akpugo community as the focus area.

## **1.7 Limitation of the Study**

This research could not cover report in all aspect area due to time constraint internet network failure during the research and transportation cost.

The books consulted in the course of this research were not filled with current or up to date report about this research topic. Finally insufficient information supplied in some of the research material were also limitation in carrying out this basic information were not fully gotten.

## **1.8 Definition of Terms**

As the topic of this research is 'Role of Nigerian Television Authority in promoting gender equality in Akpugo community in Nkanu west local government area Enugu State.

Definition of Terms are as follows

- **Role:** Function
- **Gender:** A person's gender is the make that they are male or female.
- **Gender Inequality :**This is a male or a female
- **Gender Equality:** This is a male or female of the same status ,right and responsibility for all the members of a society , group or family.

- **Community:** Group or people that live in a particular area or community.
- **Nigeria Television Authority:** It is a station that inform, Educate and entertain the society.

### **Operational Definition**

- **Role:** It is a character or part played by a performer. It is also a way in which Nigeria television authority (NTA) is supposed to get involved in activities of our community to get it involved.
- **Gender:** Gender has primarily to refer to the grammatical categories of masculine or feminine and neuter, but now the word has become well established in its use to refer to sex based categories . it is also a state of being male or female or sexual identity especially in relation to society or culture.
- **Gender Equality:** It means being equal, visibility, empowerment and participation. It is also a set of attitude, actions and assumption .it is also a range of physical biological and behavioural.
- **Gender Inequality:** It is a way of differentiating male or female that is feminine or masculine .it is a state of being male or female.
- **Community:** It is a place in which people are living ,this people share the same Dialect, culture, tradition and also the same food .it is also a place in which group of enlightened and uneducated people that live together in a village.
- **Nigeria Television Authority:** It is a station where programme and other things like news are done through the use of Nigeria television authority information are easily disseminated.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Sources of Literature**

The research consulted libraries for books related to this study, visited cyber cafe and printed materials to the internet related to this study.

Also the research sourced for summits and report analysis on the role of Nigerian Television Authority (NTA) in promoting gender equality from the internet.

#### **2.2 Review of Relevant Literature**

According to Global Gender Gap Report (GGGP) gender equality as a result of persistent discrimination of one group of people based up gender and it manifest itself differently according to race, culture, politics country and economic situation.

It is further considered as a casual factor of violence against women while discrimination happens to both men and women in individual situation discrimination against women is an entrenched global pandemic.

In the united state world economic forum which measures gender equality through series of economic educational and political benchmarks, ranks the united state as 19<sup>th</sup> cup from 31<sup>th</sup> in 2009 in terms of achieving gender equality women are more likely than men to live in poverty, earn the same money for same work, are more likely to be victims of initiate partner violence and rape and have less of a political violence.

Media stereotype are inevitable especially in advertising, entertainment and news industries which need as wide as audience as possible to quickly understand information. Stereotype act like code that give audience a quick common understanding of a person of a

person or group of people usually relating to their class, ethnicity or race, gender sexual orientation ,social role or occupation.

According to Osagi (2009) gender role for many years society has embraced the idea that the differences between men and women were biological determined through traditional media and peers we act accordingly to how others view us each individual has pressure placed upon them based on .the gender sex is determine by genetics while our gender is programmed by social customs. Some theories interpret that a woman is a tender and loving mother while on the other hand men are aggressive hunter and are dominant one of the family.

Gender representation in advertising, the role of men and women in the society has sufficiently changed as opposed to the predominant roles in our history. In the modern culture of today, women have begun to break out of the mold that which society has placed her in. this much can't be said when it comes to modern gender representation in mass media advertising it can safe to state that women are seen as sexually fragile.

### **2.3 Media and Gender Stereotyping**

Past research found out that media culture particularly magazine, present stereotypical notions of gender. Gender stereotype are not inflexible like a barometer, stereotype change to reflect both societal and culture values .this research set out to study current gender stereotype in four popular magazine (Marie, Claire, go, shape and men's health).

The advertising were categorized into gender specific and gender neutral adverts.

According to Wood, (2005) gender roles in the media from the moment they are born and wrapped in a pink and blue blanket, a child's gender is unmistakable from this point on,

they will continuously be bombarded with the socialization into their gender by many source. One of the main sources of this socialization is media, more specifically television.

Images of gender in the media, finding a simple or concrete definition of gender may be near impossible gender roles are what men and women learn and internalize as the way they are supposed to act. These roles are commonly thought of natural rather than a construction of culture.

The male gender as performance in beer Advertising Aaron Devor in becoming members of society learning the social meaning of gender argues that gender is a performance. He supports his argument by recognizing how society rewards, tolerate, or punishes conformity to or divergence from social norms widely accepted behavior set by society. If a male fell into the expected characterization of dominance and aggression or female fails to act out passivity and submission they are at high risk of society punishment. Michael Messner and jittery Montex explain that contemporary beer advert represent a desirable male life style to reaffirm masculinity in a time when men are insecure.

Gender inequality problems and solutions. The issue of gender inequality is one which has been publicly reverberating through society for decades. The problems of inequality in employment being one of the most pressing issues today. In order to examine this situation, one must try to get to the root of the problem and must also understand the sociological factors that cause women to have much more difficult time getting the same benefit, wages and job opportunities their male counterparts.

A recent UNSECO report (2009) states “all the current state of progress in stereotyping women, it takes time for women to achieve gender equality in the Nigeria Television Authority”. Advertising on female sexually to sell their products they tend to under value men and young girls. The research centre organized a workshop on gender

Nigerian Television Authority (NTA) and development in Vietnam (2003) whereby the role of the Nigeria Television Authority in propagating gender equality and explored models and experience that promote the active participation of communities in their own development and also in promoting gender equality in Akpugo community In Nkanu West Local Government Area Enugu State.

The director of (CGFED), Dr, Le Thinham Tuyet gave empowering women, Cheaphalline, vice director of the national radio of Cambodia do not reflect the contribution of women to overall development of the country, rather than continue to be stereotyped as objects for entertainment and adornment equally the Cambodia media have failed to fulfill their potential reducing poverty and contributing to the rural poor, by giving them programmes that promote sustainable development and poverty alleviation, nor do the media work towards eradicating violence against women. Most recently in Cambodia the media has an opportunity to mitigate domestic violence by giving wide publicity to the law against domestic violence enacted by the government, yet they failed to do so.

UNSECO's global action to promote gender action to promote gender equality in the media (women try to make the news, 2008) writes on the result of the global media monitoring project conducted in 1995, 2000 and 2005 which found little positive change in selected indicator of gender bias in news media in the context of news making, in news content and in journalistic practice, gender bias and negative gender stereotyping have persistent throughout the ten years period. The GMMP of 2005 in particular found that women are dramatically underrepresented in the news, only 20% of news subjects are female and women's voice are rarely heard in topics that dominate the and agenda.

UNESCO (2008) global action to promote gender equality in the media campaign according to UNSECO campaign (2008) choose women's untold stories are as the theme due

to the fact that in most countries the way women are portrayed in the number of women working in the Nigeria Television Authority (NTA) as editor, journalist, correspondents, news readers and presenter. Three international media monitoring action on women in the media co-ordinated by the world association for Christian communication 1995, 2000, and 2005 respectively revealed that perspective on women as unrealistically glamorous or as a victims of abuse, notably of sexual abuse. Female journalist are best placed to show case the work day challenges and successes of women and UNESCO is inviting the world's media organization to help them to do this in their coverage on 8<sup>th</sup> march 2008. 9 women make the news (2008) is a challenging opportunity to promote gender equality in newsroom by applying the principles of equal opportunity while maintaining the highest journalist standard.

According to wood Julia (2005) in the book gendered lives gave explanation for gender inequality which are identify under this headlines.

### **Cultural Stereotype**

Cultural stereotype are engrained in both men and women and these stereotype are possible explanation for gender equality and resulting gendered age disparity. Women have traditionally been viewed as being caring and nurturing and are designated to occupation which require such skills. While these skills are culturally valued. They were typically associated with domesticity, so occupation requesting these skills are economically valued men have traditionally been viewed as the bread winner or the workers, so jobs held by men have been historically economically valued and occupation predominated by men continue to be economically valued and pay higher wages.

## **Sexism and Discrimination**

Gender inequality can further be understood through in this manner as men and women are subject to prejudicial treatment on the basis of gender alone. Sexism occurs when men or women are framed within two dimension of social cognition.

According to wood Julia (2005) discrimination also play out with networking and in preferential treatment within the economic market men typically occupy positions of power with the job economy due to taste of preference for other men because they share similar characteristic men in position in this power are more likely to hire to promote other men thus discrimination against women.

### **2.4 What Causes Inequality**

To Explain gender equality sociologists turn to the surrounding system that effect all human behaviors, most theories highlight the institutional structures that assign men and women difference behavior they point out that gender stratification is greater where women work is directed inward to the family and media work is directed outward to there and in the market place, when women do enter the market place and labour market, they often are concentrated in lower paying jobs, women later enter the labour later than men and often have to leave periodically because of child care responsibility. Historically .women has have had lower level of education than men both recently this trend seems to have begun reverse.

The division between domestic and public work spheres of activity is particularly constraining to women and advantageous to men. The domestic and public spheres of activity are associated with the resources that are highly valued. Presently, more women than ever are working in media but they do play as equal role in reporting process and few women journalists write or cover hard news.

According to the Global Media Monitoring Project (GMMP) a global survey taken every five (5) years, 57 of all television news presenters were women by 2005, yet only 29 of news items were written by female reporters, this booklet provides useful inputs to the harmony of people within journalist with fighting discrimination and championing journalists standards equal opportunity legislation should ensure that women journalists gets the same access to jobs ,promoting and training opportunity as men pay audits may be the only way to find out whether there is a gender pay gap without a company (UNESCO)

Australia has a persistent gender pay gap remain within a narrow range of between 15 and 17 percent, August 2010, the Australian gender pay gap was 16.9. studies has shown that Australia gender pay gap cannot be explained by difference in individual or work place characteristic between men and women and that discrimination play an important role in the pay gap.

### **The Nigeria Television Authority Attention to Gender Equality**

On February 8 in the terrain cultural center, the sub regional office of the International Labour Organization (ILO) for Eastern European and social issues of the republic of Armenia held an international seminal, gender equality at work place. The role of Nigerian Television Authority prioritizing the importance of role of Nigerian Television Authority is raising the problem of gender equality and its effective coverage in the society .the seminal which was organized for the representative of Nigeria television authority and organization concern with the issues touched upon the International Labour Organization (ILO) policy and approaches in promoting the gender equality, how the Russians Nigerian Television Authority highlighted the issues. The invited speakers experts of the public affair office of the International Labour Organization (ILO) for Eastern Europe and central Asia Olga Bagdanova, Co- ordinator of gender Progammes, Irina Malekh. Secretary of the union of

journalist of the Russian federation Medezhea Azhgikhiaa dedicated their American exports to these and some other appropriate themes. Armenia exports, chief of the public affairs office of the ministry of the Labour and social issues, Hasmik khachatryan chief of the department of women's issues Armine tanashyan, president of the union of journalist of Armenia Astghik Gevergyan, President of the women's republican council, Nora Hacobuan touched upon the issues of gender equality in Armenia especially of the appropriate activity of the Nigeria television authority.

### **Social Problems and Media**

According to national center for social and economic modeling (2009) in regards to gender, although the television news media has been much more successful in promoting gender equality, as a while the Nigerian Television Authority (NTA) do not provide a balance picture of the diversity of women's lives and their contribution to society. The advertisement industry which is a billion dollar a year enterprise often emphasizes sexually and importance of physical attractiveness use television as its main tool to send information to the public because of this obvious bias in advertisement diseases such as bulimia and anorexia effect million women and young girls who are often made to feel insecure because of the constant stream of images of picture perfect women.

Mainstream television programming that reinforces women's in the society, on a regular basis rap music videos featuring nearly naked minority women, whose only role is to serve men are seen by millions of people reinforcing the myth that minority women are nothing more than sexual creatures that are down with whatever these images do not help the rampant amount sexism that exist in the relationship between men and women, particularly amongst minorities. Also according to an associated press release published in the Chicago sun times, the three major television networks had fewer stories covered by minorities in 2004, this

disturbing trend has occurred for the last presidential election years in which minority journalists have reported only ten percent of their rightly newscast featured on ABC, CBS and NBC.

### **Gender Mainstreaming**

Gender mainstreaming is a globally accepted strategy for promoting gender equality. Mainstreaming is not an end in itself but a strategy, an approach, a means to achieve the goal for gender equality since 1997, the assistant secretary general and special adviser to the secretary general on gender issues and the advancement of women has been charged with supporting and Overseeing the implementation of policy mandates .the mandate on gender mainstreaming covers the whole united nations system and role of a women ,this respect is of necessity, largely a supportive and advisory one .an additional element of monitory and supporting on progress with gender mainstreaming.

Mainstreaming is a strategy for making the concern and experience for women as well as men an integral part of design, implementation monitoring and evaluation of policies and programme in all political economic and societal spheres, so that women and men benefit inequality is not perpetuated. The ultimate goal of mainstreaming is to achieve gender equality.

### **2.5 Theoretical Framework**

This research work was built on the gender setting theory. Gender setting theory was coined by Mc Combs and Shaw in 1972. The core idea is that the news media indicate to the public main issues of the day are and this is reflected in what the public perceive as the main issues. The main idea in the gender setting is that the media does not tell people what to think but what to think about.

The gender setting theory of Nigerian Television Authority (NTA) posits that people judge as important what they see, hear or read from the Nigerian Television Authority (NTA). This theory no doubt still retains its steam tile data regardless of the increasing number of active media consumer.

This import is that the nature of Nigerian Television Authority (NTA) portrayal of an issue or individual determines to a large extent, how the public will perceive such as issue or individual the Nigerian Television Authority (NTA) tend to posses special charm that influence people's construction of reality, that is why women and men's participation in news should be an issue of grave concern to both experts in Nigerian Television Authority (NTA) gender and development studies and the gender public.

The review of other related literature shall help to prove this theoretical frame work used in this frame work.

## **2.6 Summary of Literature Review**

This research was conducted using secondary data and certain finding were discovered in the course of reviewing other relevant literature which entails that the Nigerian Television Authority (NTA) is said to be true and independence when is democratic and disseminate information that will reduce stigmatization and stereo, typing from all the research done, it was gathered that gender equality is a world problem and not a problem identified to a particular part of the world. Gender equality is a problem that is facing every part of the country east, south, west and north even foreign countries.

Gender equality is the problem that involves every men and women is every organization. It is a situation in which men and women are dragging to be equal in the society. Because this everybody believes that what a man can do a woman can do it better

gender equality is day to day problem in the world. The identified means of achieving gender equality is gotten from the research literature includes the organizing of the public awareness campaign using Nigeria television authority to challenge gender norms and attitude and try to raise awareness throughout the society of violent behavior towards women and hoe to prevent it .working with schools children before getting attitude and behavior are deeply ingrained and trying to effect change in the individuals and the whole communities by addressing gender norms and attitudes. Gender equality can also be achieve by including women in any campaign, votes or occasions.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This involves the act of designing the study in its broadcast sense .it can also referred to all the decisions we make in planning the study, which include decisions not only about over arcling type of design to but also about sampling sources and procedures for collecting data, measurement issues, data analysis, plans etc. The logical arrangement and method of data collection are selected depending on the issues addressed in the problem formulation stage. The research feasibility purpose of the research and studies that image about causation will be arranged logically.

#### **3.2 Research Method**

According to Udeagha (2003) research design is a frame work that indicates the types of information that is needed for the research sources of information and method collection, in line with this research design using objective and systematic analysis method to examine or investigate media. Contents or any other documents that are manifest .this design research uses quantitative description on media contents with the purpose of measuring variables.

The research design for this study will be concern with survey , the use of questionnaire, this design is appropriate because these study deals with the role of the Nigeria television authority in promoting gender equality in Akpugo community in Nkanu West Local Government Area. The study characteristics are person questionnaire will be structured and administered to people in the study area.

## **Survey Research Design**

A survey research design is a type of study method in which a group of people (sample size ) or items is studied by collecting and analyzing necessary data for them, it employ variety of data gathering instrument or techniques .survey research design procedure and purposes from various classification in which it could be described .under the procedural research design.

Survey can be described as interview, questionnaire, observational, panel, public opinion or analytical survey, we also have development description and correlations survey research design, in whatever name survey research design remain the delight of many researchers including scholars and students.

Most survey studies investigate human beings with their numerous characteristic often difficult to predict of all the things to be studied by researchers, they study human being much more than others because of people's ability to supply necessary information and data needed in solving human problems that always confront mankind, but critical scholars in research discipline have insistently remarked that survey research design poses a lot of difficulties. They are limitation of in the kinds dependent variables, which researchers employ in research and that distort result generalization.

### **Characteristics of Survey Research Design**

1. It must work with verifiable instrument for data generation and statistical tools for testing hypothesis.
2. It must have demographic variables which must be present in order to separate sample size into analysis group.
3. It result must be verifiable and testable if need be.

4. It must aim at creating knowledge.
5. It must be scientific, systematic and empirical in nature in order to provide reliable result.
6. There must be existing natural population upon which survey should be based by drawing up sample size.
7. It should be used to solve problem which solution was not known before study.
8. It should be significant in solving educational problem.
9. It must used on researchable human problem.
10. It must be carried out on human problem that is problem affecting human beings.

### **3.3 Area of the Study**

The area of study for this work is Akpugo community in Nkanu West local Government Area. The main places in this area will be identified and studied for the generating of data. These areas are Nigerian Television Authority (NTA) and Akpugo community in Nkanu West Local Government Area.

### **3.4 Population of the Study**

The population of this study was selected from men and women in Enugu metropolis which consists of Akpugo community men and women and also Nigerian Television Authority (NTA) both men and women that is working in Nigerian Television Authority (NTA). The population is about 72,264 based on 2006 Enugu State Population Census results.

### 3.5 Sample Size

The research selected respondent randomly from the population. This is for proper representation of the population. The sample size is calculated using the Yaro Yamen formula which is:

$$\frac{N}{1 + (N)(e)^2}$$

$$\frac{n = 72,264}{n + 72,264 (0.05)^2} \text{ the sample size}$$

$$\frac{n = 72,264}{1 + 72,264 (0.0025)} \text{ is therefore } \underline{278}$$

$$\frac{n = 72,264}{1 + 0.0036} \quad n = 72,264 \quad n = \underline{278}$$

**Where:**

N = Population

E = Level of error (0.05)

### 3.6 Sampling Technique

The sample technique for this study is the simple random sampling technique. The technique was chose because it will give the research the freedom to choose from the sample population those who can respond reasonable to the questions in the questionnaire. The questionnaire will be distributed in Nigerian Television Authority (NTA), New Heaven Independent Layout, GRA and also in Lagos (100) copies of the questionnaire will be administered in each of these area.

### **3.7 Instrument of Data Collected**

The instrument for data collection in this study is questionnaire (400) four hundred copies of the questionnaire will be administered to the questionnaire will derived from the research questionnaire and will be used to test hypothesis for statistical support.

The questionnaire will be structured to get the demography of respondents, and will provide for the confidentiality of the respondent. It will also be designed with both closed ended questions and open ended questions.

### **3.8 Methods of Data Collection**

Data in this study is generated from both primary and secondary sources. The primary data are generated or collected from oral interviews and questionnaire. This is because it involves direct contact with our source of data. The secondary data were collected from the library through the consultation of journal newspaper, magazines, periodicals and other published and unpublished works that have relationship to this study. Also, there was Extensive internet browsing which formed part of the major information source for this study because of the nature of the study.

Twenty (20) copies of the questionnaire will be administered in each of these areas face to face and by hand to the respondents. The questionnaire will be collected immediately to avoid losing some of questionnaire.

### **3.9 Method of Data Analysis**

The data generated in this study will be analyzed using tables, frequencies and percentage for the demography of the respondent and chi square formula for the testing of hypothesis. The chi square formula is given as:

$$X^2 = \frac{\sum (O-E)^2}{E}$$

Where  $X^2$  = chi –square value

$\Sigma$  = Summation sign

O = Observed frequency

Ef = Expected frequency

### **3.10 Expected Results**

It is expected that the hypothesis in this study will receive statistical support. It is also expected that the media should have a good representation of the female gender as to foster the promotion of gender equality. It is also expected that the respondents of this study will be able to other reasonable and valid as well as correct information as it concerns their stake on gender equality.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.1 Introduction

In this chapter, the research presented and analyzed the result of the study gotten from the responses of the questionnaires distributed to the respondents. The findings are based on the facts drawn from the research questions and the interpretation made to each question from the tabulated response.

**Table 1: Sex of Respondent**

<b>Variables</b>	<b>Frequency</b>	<b>Percentages</b>
Male	109	39%
Female	169	61%
<b>Total</b>	<b>278</b>	<b>100%</b>

The researcher sought to know the sex distribution of the respondents. It was found out that of the 278 respondents, 109 respondents representing 39% were males, while 169 respondents representing 61% were females.

**Table 2: Marital Status of Respondents**

<b>Variables</b>	<b>Frequency</b>	<b>Percentages</b>
Single	70	25%
Married	208	75%
<b>Total</b>	<b>278</b>	<b>100%</b>

From the above, it shows that the marital status of the respondents, which gave that 70 respondents representing 25% were single, while 208 respondents representing 75% were married.

**Table 3: Age Bracket**

<b>Variables</b>	<b>Frequency</b>	<b>Percentages</b>
18-29	19	6.83%
30-39	82	29.49%
40-49	141	50.71%
50 and above	36	12.29%
<b>Total</b>	<b>278</b>	<b>100%</b>

The distribution shows that majority of the respondents were 40-49 years of age. This age range could be regarded as mature minds and experienced people of the society. While 82 respondents 50 and above and 19 respondents were age range 18 -19 respectively.

**Table 4: Occupation of Respondents**

<b>Variables</b>	<b>Frequency</b>	<b>Percentages</b>
Student	11	3.95%
Business men	100	35.97%
Civil Servant	142	51.07%
Unemployment	25	8.99%
<b>Total</b>	<b>278</b>	<b>100%</b>

The table shows that the various occupation of the respondents. Civil servant were more that is 142 respondents, unemployed 25 representing 8.99% business men were 100 representing 35.77% while 11 representing 3.95% were students.

**Table 5: Academic Qualification**

<b>Variables</b>	<b>Frequency</b>	<b>Percentages</b>
PHD	82	29.49%
FSLC	19	6.85%
WAEC	36	12.94%
BSC, BA AND HND	141	50.71%
<b>Total</b>	<b>278</b>	<b>100%</b>

The distribution shows that majority of the respondents of the BSC, BA and HND were more that which is 141 respondents, PHD 82 representing 29.49%, FSLC were 19 representing 6.85% while WAEC were 36 representing 12.94%.

**Table 6:** Do you Agree that Nigerian Television Authority (NTA) programme in women in focus promote the quest for gender equality.

<b>Variables</b>	<b>Frequency</b>	<b>Percentages</b>
Agree	47	16.90%
Disagree	31	11.15%
Strongly Agree	98	35.25%
Strongly Disagree	102	36.70%
<b>Total</b>	<b>278</b>	<b>100%</b>

The above table shows that responses to how the Nigerian Television Authority (NTA) programme in Women in focus promote the quest for gender equality and 47 respondent were representing 16.90% and 31 respondent said Disagree were representing 11.15% while 98 respondents said strongly Agree were representing 35.25% while 109 said strongly disagree were representing 36.70% this shows that the Nigeria Television Authority had not really eliminated gender inequality but is trying.

**Table 7:** Do you watch Nigerian Television Authority (NTA) Women in focus programme.

<b>Variables</b>	<b>Frequency</b>	<b>Percentages</b>
Yes	188	67.63%
No	90	32.37%
<b>Total</b>	<b>278</b>	<b>100%</b>

The above table shows that the responses to questions seven (7) which ask that Do you watch Nigerian Television Authority, and the 188 respondents answered yes which is

representing 67.63% while 90 respondent answered No which is representing answered No which is representing 32.37%, therefore this indicate people that watch NTA programme women in focus programme are much.

**Table 8:** Do you believe that the astute and vibrant nature of Women in Akpugo is associated with Nigerian Television (NTA) programme in gender equality.

<b>Variables</b>	<b>Frequency</b>	<b>Percentages</b>
Yes	84	30.22%
No	194	69.78%
<b>Total</b>	<b>278</b>	<b>100%</b>

The above table shows that 84 out of the 278 respondents said use to the question Nine (9) said Yes while 194 out of the 278 said No and 84 which said Yes is representing 30.22% while 194 respondent 15 representing 69.9 78% these shows that astute and vibrant nature of women in Akpugo are not associated with Nigeria television authority in gender setting .

**Table 9:** Do you believe that NTA on foot print programme can help to promote gender equality

<b>Variables</b>	<b>Frequency</b>	<b>Percentages</b>
Yes	156	56.1%
No	122	43.9%
<b>Total</b>	<b>278</b>	<b>100%</b>

That above table shows that the responses to how the Nigeria Television Authority on footprint programme help to promote gender equality and 156 respondent were representing 56.1% said Yes while 122 respondent which is representing 43.9% said No. therefore these shows that Nigeria Television Authority (NTA) on foot print promote can help promote gender equality.

**Table 10:** Do you think that NTA play a vital role in promoting gender equality in Akpugo community.

<b>Variables</b>	<b>Frequency</b>	<b>Percentages</b>
Yes	44	15.83%
No	163	25.64%
No Opinion	71	58.53%
<b>Total</b>	<b>278</b>	<b>100%</b>

The table shows that NTA cannot really play a vital role promoting gender equality in Akpugo community. 44 out of the 278 respondent answered Yes were representing 15.83% while 163 out of 278 answered No which is representing 58 64% and 71 out of 278 answered No opinion which is representing 58.53%. These shows that NTA cannot really play a vital role in promoting gender equality in Akpugo community.

**Table 11:** Do you agree that NTA Enugu face challenges in promoting gender equality in Akpugo community in Nkanu West Local Government Area.

<b>Variables</b>	<b>Frequency</b>	<b>Percentages</b>
Agree	29	10.43%
Disagree	40	14.4%
Strongly Agree	60	21.58%
Strongly Disagree	149	53.59%
<b>Total</b>	<b>278</b>	<b>100%</b>

The above table shows that 29 out of the 278 respondents said ‘Yes’ to the question, Do you Agree that NTA Enugu face challenges in promoting gender equality in Akpugo Community in Nkanu West Local Government Area which is representing to 10.43% while 40 out of 278 respondents answered Disagree which is representing 14.4% and 60 respondents out of 278 respondents answered strongly Agree were representing 21.58% while 149 out of 278 respondents answered strongly Disagree which is representing 53.59% and this indicate that NTA Enugu face a little challenges in promoting gender equality in Akpugo Community in Nkanu West Local Government Area.

**Table 12:** Do you believe that the participation of Women in Developmental programme in Akpugo could be associated with NTA foot-print programme.

<b>Variables</b>	<b>Frequency</b>	<b>Percentages</b>
Yes	96	34.53% %
No	138	49.64%
Don't think so	44	15.83%
<b>Total</b>	<b>278</b>	<b>100%</b>

The above table shows 96 out of the respondents said Yes to the question Do you believe that the participation of Women in Developmental programme in Akpugo could be associated with NTA foot-print programme, which is representing 34.53%, 138 out of 278 respondent said No which is representing 49.64% while 44 out of 278 respondent say Don't think so which is representing 15.83%.

**Table 13:** Do you think that the leadership style in the Nigerian Television Authority can course gender imbalance.

<b>Variables</b>	<b>Frequency</b>	<b>Percentages</b>
Yes	147	52.87% %
No	31	11.16%
No opinion	100	35.95%
<b>Total</b>	<b>278</b>	<b>100%</b>

The above table shows that 147 out of the 278 respondents answered yes to the above question, which is representing 52.87%, 31 out of 278 said No to the above question which is

representing 11.16% which 100 out of 278 respondent said No opinion which is representing 35.97%

**Table 14:** Do you agree that the location of Akpugo in Nkanu West Local Government Area is a hindrance to NTA Enugu to effectively inform the people of Enugu gender equality?

<b>Variables</b>	<b>Frequency</b>	<b>Percentages</b>
Agree	60	21.59%
Disagree	40	14.39%
Strongly Agree	29	10.43%
Strongly Disagree	149	53.59%
<b>Total</b>	<b>278</b>	<b>100%</b>

The above table shows that 60 out of 278 respondent said Agree to the above question which is representing 21.59%, 40out of 278 respondent said Disagree to the above question which is representing 14.39%.

29 out of 278 respondent said strongly Agree to the above question which is representing 10.43% while 149 said strongly Disagree out of 278 respondent which is representing 53.59%.

**Table 15:** Do you think that Women are being victimized by the Nigerian Television Authority NTA Enugu.

<b>Variables</b>	<b>Frequency</b>	<b>Percentages</b>
Yes	166	59.7%
No	112	40.28%
Total	278	100%

The above table shows that 166 out of the 278 respondents said ‘Yes’ to the question, Do you think that Women are being victimized by the NTA Enugu which is representing 59.7%, while 112 respondents said ‘No’ to the question which is representing 40.28%. This means that Women are being victimized than men in the Nigeria Television Authority (NTA).

#### **4.2 Testing of Hypothesis**

Hypothesis was formulated in the chapter one of this study. Hence it had to be brought back and worked on this chapter so as to be sure of the validity of the study.

##### **Hypothesis 1**

**H.1** Nigerian Television Authority (NTA) programme “Women in focus” can help to promote gender equality.

**H.0** Nigerian Television Authority (NTA) programme Women in focus cannot help to promote gender equality.

**Table 7: Question 7:** Do you watch Nigerian Television Authority Women in Focus Programme?

<b>Responses</b>	<b>Observed</b>	<b>Expected</b>
Agree	47	69.5
Disagree	31	69.5
Strongly Agree	98	69.5
Strongly Disagree	102	69.5
<b>Total</b>	<b>278</b>	<b>278</b>

$$\text{Expected} = \frac{\text{total observed of No}}{\text{No}}$$

$$\text{Alternative } \frac{278}{4} = 6.95$$

<b>Responses</b>	<b>O</b>	<b>E</b>	<b>(O-E)</b>	<b>(O-E)<sup>2</sup></b>	<b>(O-E)<sup>2</sup></b>
A	47	5.241	41.759	1743.814	-332.725
D	31	10.928	20.072	402.885	-36.867
SA	98	35.956	62.044	3849.457	-107-060
SD	102	35.956	66.044	4361.809	-121.309
<b>Total</b>	<b>278</b>				<b>597.961</b>

**Tabular Value**

$$n - 1 = 3$$

$$0.05 \text{ Under } 3 = 7.815$$

**Decision Rule:** From the above since the calculated value of  $X^2$  which is 597.961 is greater than the table value of  $X^2$  which is 7.815, we accept  $H_1$  (alternative hypothesis) which state

that Nigerian Television authority (NTA) programme Women is focus can help to promote gender equality and reject H0 (Null Hypothesis) which state that Nigeria Television Authority (NTA) programme Women in focus cannot promote gender equality.

**Hypothesis 2**

**H.1** The location of Akpugo in Nkanu west local government area can be a hindrance to Nigerian Television Authority (NTA) Enugu to effectively, inform the people of gender equality.

**H.0** The location of Akpugo of Nkanu West Local Government Area cannot be a hindrance to Nigerian Television Authority (NTA) Enugu to effectively inform the people of gender equality.

**Table 14:** Question 14

Do you agree that the location of Akpugo in Nkanu West Local Government Area is hindrance to Nigerian Television Authority (NTA) Enugu to effectively inform the people of gender equality?

<b>Responses</b>	<b>Observed</b>	<b>Expected</b>
Agree	60	69.5
Disagree	40	69.5
Strongly Agree	29	69.5
Strongly Disagree	149	69.5
<b>Total</b>	<b>278</b>	

$$\text{Expected} = \text{total} \frac{\text{observed}}{\text{No}} \text{ of}$$

$$\text{Alternative } \frac{278}{4} = 69.5$$

Responses	O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup>
A	60	8.633	-51.367	2638.56	305.637
D	40	4.172	35.828	1283.646	307.681
SA	29	15.543	13.457	181.091	11.651
SD	149	15.543	133.457	17810.771	1145.903
<b>Total</b>	<b>278</b>				<b>1770.872</b>

### Tabular Value

$$df = n - 1 = 4 - 1 = 3$$

0.05 Under 3 – 7.815

**Decision Rule:** From the above since the calculated value of  $X^2$  which is 1770.872 greater than the table value of  $X^2$  which is 7.815 we accept H1 (alternative Hypothesis) which state that the location of Akpugo in Nkanu West Local Government Area can be a hindrance to Nigerian Television Authority (NTA) Enugu to effectively inform people of header equality and reject H0 (Null Hypothesis) which state that the location of Akpugo in Nkanu west location government are cannot effectively inform people of gender equality.

### 4.3 Analysis of Research Questions

The total number of questionnaire given out was 278 and was retrieved. This represents 100% of the entire population used and this percentage is a good response. The number four question shows that occupational status of the respondents. The response shows that there are more civil servant than businessmen, students and unemployed among the respondents. The question five asked to find out the Academic qualification of the respondent which is PHD, FSLC, WAEC, BSC, BA AND HND and it also shows that BSC, BA, and HND is more than PHD, FSLC, WAEC. The question sixth asked Do you Agree that NTA

programme in women in focus promote the quest for gender equality. The response shows that the Nigerian Television Authority Enugu (NTA) programme in women in focus promote the quest for gender equality.

The question seven was used to find out how many people that do watch Nigerian Television Authority (NTA) Women in focus programme. The response shows that people that do watch Nigerian Television Authority Women in focus programme are more than people that don't watch Nigerian Television Authority (NTA), women in focus programme. The question eight (8) was used to find out whether the astute and vibrant nature of women in Akpugo is associated with Nigerian Television Authority (NTA) programme in gender equality. The response shows that the astute and vibrant nature of Women in Akpugo are not really associated with Nigerian Television Authority (NTA) on foot-print programme can help to promise gender equality. The response shows that Nigerian Television Authority (NTA) foot print programme can help to promote gender equality. The question Ten (10) was used to find out whether Nigerian Television Authority (NTA) play a vital role in promoting gender equality in Akpugo community. The response shows that Nigerian Television Authority (NTA) cannot really play a vital role in promoting gender equality in Akpugo Community.

The question Eleven (11) was used to find out if Nigerian Television Authority face challenges in promoting gender equality in Akpugo Community local government Area Nkanu West. The response shows that Nigerian Television Authority (NTA) Enugu. Does not face challenges in promoting gender equality in Akpugo Community in Nkanu West local government Area. The question Twelve (12) was used to the participation of Women in Developmental programme on Akpugo could be associated with Nigerian Television Authority (NTA) foot-print programme. The response shows that the participant of women in Developmental programme in Akpugo Community cannot be associated with Nigerian

Television Authority (NTA) foot-print programme. The question thirteen (13) was used to find out if the leadership style in the Nigerian Television Authority (NTA) can cause gender imbalance. The response shows that leadership style can be a barrier to gender imbalance as 147 agreed to this assertion saying yes.

The question fourteen (14) was used to find out whether the location of Akpugo in Nkanu West Local Government Area can be a hindrance to Nigerian Television Authority (NTA) Enugu to effectively inform the people of gender equality. The response shows that the location of Akpugo in Nkanu West Local Government Area cannot be a hindrance to Nigerian Television Authority (NTA) to effectively inform the people of gender equality. The question fifteen (15) was used to find out if Women are victimized in the Nigerian Television Authority Enugu (NTA). The response shows that they are victimized with 166 respondent saying yes to the question.

#### **4.4 Discussion of Findings**

The role of Nigerian Television Authority (NTA) in promoting gender in Akpugo Community in Nkanu West Local Government Area cannot be over emphasized as the studies has shown that Nigerian Television Authority has been endowed with a great challenges which this study has gathered, a male or female has economic, social and culture attribute because other researchers have proved that both male and female gender play vital roles in the development process of the countries of the world.

Gender equality and Women's Empowerment is said to be achieved only when a press is democratic because a democratic press is characterized by free and fair treatment to sexes, freedom of information and a balanced portray of culture, social and economic norms in it's programme, commercial, news casting and presenting etc. The roles played by men and women are equally different with different approaches and also there is system. These

two factors were identified as a defense towards experiencing a society of gender inequality because both sex are different both systematically and approaches.

The implementation of gender mainstreaming in policies programmes and projects were discussed by other authors and researchers because they said it is a means to an end, not an end in itself, a process, not a goals. Therefore, gender mainstreaming is a suggested solution to reducing gender inequality. Gender inequality is important for national development in a country because from the derived literature, it was gathered that gender equality helps to reduce Women marginalization, victimization and also shows and gather stigmatization is eradicated. This study has proven this assertion.

This study has also shown that gender equality is not a concern for only massle sex but also applies to the female because they both are influenced by gender. The mass media over the years in the globe from Analysis is said to has been trying in representing male and female sex equally but some societies have been finding it different due to traditional norms and cultural beliefs which do not regard Women as men are regarded. They believe that men have more responsibility more than Women.

## CHAPTER FIVE

### INTRODUCTION, SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.1 Introduction

The summary of findings from the research work are highlighted or stated as follows.

The Nigerian Television Authority should include in its programme balance gender representation by strengthening training and Education activities.

Nigerian Television Authority should promote and launch awareness raising campaigns. The inclusion of gender equality legislation provision aimed at combating sexist stereotype. Nigerian Television Authority which encompasses radio, Television, Newspaper and magazine is a tool for building public opinion and reducing stigmatization problems in the society.

Gender equality is a major task faced by any economy and in trying to do or achieve this, it's press, must be democratic in nature.

Women and men are systematically different and also different in approach so they have separate functions to implement.

Gender mainstreaming is a defense on the issue of gender equality in a country. In Nigerian Television Authority (NTA) reporting and interviews male are used while in News Cast, presenting, Advertisement, Women are used more because they are said to be sexual fragile Exotic.

#### 5.2 Summary

For Nigerian Television Authority (NTA) Enugu to achieve the purpose of gender equality, it must be democratic in nature that is free of bias and independent in its operation.

Women and men are differentiated in their wages or salaries as the study has revealed a pay gap in the work place on the issue of gender equality Analysis.

Gender mainstreaming is an evaluation of policies and programme agreed towards making Women and Men benefit equally.

### **5.3 Conclusion**

As the foundation on which opinions and beliefs are generated or sourced from, Nigerian Television Authority should not lose hope in the struggle for gender equality. It must and will be achieved it is just a matter of employing more strategic means to get all audience attention. As the study has shown that a free of independent press that is democratic. In nature is the one that tends to achieve the function of balancing gender and so it the government would just reduce. The influence on it's media, this goal will become successful. One should be paid according to his/her services regularly and not on the ground of gender discrimination. The Nigerian Television Authority Enugu (NTA) campaigns and programmes on gender would also help to reduce the victimization or women.

Women are the ones being discriminate, yet sell products faster in the world of news presenting, casting Advertisement and commercial, yet their participation is not encouraged. The Nigerian Television Authority (NTA) Enugu had really done a great deal of job on mobilizing women for politics globally because today women victimization. In the area of politics has been conquered because they now hold top positions.

### **5.4 Recommendations**

Now that some of the most pressing issues affecting Nigerian Television Authority (NTA) Enugu in promoting gender have been identified and analyzed, the recommendation are as follows:

1. More attention should be paid to basic Education, programmes for Women especially Women in rural and moonshines Areas.
2. Besides promoting cultural knowledge and information on health care for Women, particularly reproductive and sexual health care, must not be ignored. All countries particularly the three in do Chinese countries should make a commitment to gender sensitivity and gender policies.
3. The Negative effects of globalization that impede Women's development, such as poverty dry addition, prostitution and the trafficking of women and children should be stopped.
4. Short term classes for gender casters should be organized so that they can collaborate effectively and directly with the Nigeria Television Authority (NTA) Enugu on covering gender issues.
5. Working with school children before gender attitude and behaviour are deeply ingrained. Also, further research to explore how possible Negative effects such as back cash might be overcome.

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## **APPENDIX**

Department of mass comm.  
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Amorji Nike Emene  
Enugu State Nigeria.

Dear Respondent

I am a final year student of the department of mass communication ,caritas university Amorji Nike -Enugu state am carrying out a research on the topic role of Nigerian Television Authority in promoting gender equality: A study of Akpugo community in Nkanu West local government area .

As a way of collecting data for this project decoded to use questionnaire as the data collection method. I will be highly grateful of you help to complete this questionnaire.

You response shall be used for academic purpose only and would be treated as strictly confidence.

Thanks in anticipation

Yours faithfully,

**IGWE VIVIAN**

## APPENDIX II

THE SECTION IS DIVIDED INTO TWO PART, DEMOGRAPHIC DATA ,THE  
QUESTIONNAIR PLEASE THICK THE OPEN BRACKET.

### Section A

1. Sex of Respondent

( a) Female [ ] (b) Male [ ]

2. Marital Status of The Respondents

(a) Married [ ] (b) Single [ ]

3. Age Bracket.

(a) 18-29 [ ] (b) 30 -39 [ ] (c) 40 -49 [ ] (d) 50 and above [ ]

4. Occupation of the Respondent.

(a) Student [ ] (b) Business men [ ] ( c ) Civil servant [ ] (d) Unemployed [ ]

5. Academic Qualification.

(a) PHD [ ] (b) FSLC [ ] (c) WAEC [ ] (d) BSC [ ], BA [ ] AND HND [ ]

### Section B

6. Do you agree that Nigerian Television Authority (NTA) programmes in women in focus promote the quest for gender equality.

(a) Agree [ ] (b) Disagree [ ] (c) Strongly agree [ ] (d) strongly disagree [ ]

7. Do you watch Nigerian Television Authority (NTA) women in focus programme. (a) Yes [ ] (b) No [ ]

8. Do you believe that the astute and vibrant nature of women in Akpugo is associated with Nigeria television authority (NTA) programme in gender equality?

(a) Yes [ ] (b) No [ ]

9. Do you believe that Nigerian Television Authority (NTA) on foot print programme can help to promote gender equality. (a) Yes [ ] (b) No [ ]
10. Do you think that Nigerian Television Authority (NTA) play a vital role of promoting gender equality in Akpugo community. (a) Yes [ ] ( b) No [ ] (C) No opinion. [ ]
11. Do you believe that Nigerian Television Authority (NTA) face challenges in promoting gender equality in Akpugo community in Nkanu West Local Government. (a) Agree [ ] (b) Disagree [ ] (c) Strongly Agree [ ] (d) Strongly Disagree [ ]
12. Do you believe that the participation of women in development programme in Akpugo could be associated with Nigerian Television Authority (NTA) foot- print.  
(a) Yes [ ] (b) No [ ]
13. Do you think that leadership style in the Nigerian Television Authority can cause gender imbalance. (a) No [ ] (b) Yes [ ] (c) No opinion [ ]
14. Do you Agree that the location of Akpugo in Nkanu west local government area is a hindrance to Nigerian Television Authority (NTA) Enugu to effectively inform the people of gender equality.  
(a) Agree [ ] (b) Disagree [ ] (c) Strongly Agree [ ] (d) Strongly Disagree [ ]
15. Do you think that women are being victimized by the Nigerian Television Authority (NTA) Enugu. (a)Yes [ ] (b) No [ ]