

Media Framing of Women's Issues on Television Continental (TVC)'s Your View and its Influence on Public Perception in Nigeria

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ABSTRACT

This study investigates the media framing of women's issues on Television Continental (TVC)'s Your View and its influence on public perception. The study objectives include determining the extent of women's issues covered by the show, analyzing the framing of women's issues, identifying factors influencing the framing, and investigating women's perceptions of the framing in shaping public discourse. The study was guided by the Framing Theory, Priming Theory, and Feminist Theory. The study utilized a mixed-methods approach, combining qualitative and quantitative research methods. Content analysis, in-depth interviews, and surveys were used to gather and examine data. Purposive sampling was used to select items and participants based on specific criteria. The study analyzed a total of 25 episodes of the television show Your View on TVC, spanning a period of 6 months from May 29th, 2023, to November 10th, 2023. In addition, 71 questionnaires were administered to women who had been part of the live audience at any of the episodes, and 3 in-depth interviews were conducted with crew members. Findings from the study provide valuable insights into the portrayal of women's issues on Your View and the show's influence on public discourse. It highlights the need for media programs to promote gender equality, challenge stereotypes, and ensure inclusive representation of women.

INTRODUCTION

The depiction of women and women's concerns by the media has transformed throughout history; however, persistent challenges persist. The portrayal of women in the media often involves the utilisation of stereotypes and oversimplifications. The representations in question possess the capacity to reinforce established gender norms and perpetuate harmful stereotypes. According to Montiel (2015), the aforementioned representations impose limitations on the breadth of women's experiences and contributions. The media often overlooks and downplays women's concerns, such as reproductive rights, domestic violence, and gender-based discrimination. These important issues are given less attention in the media when compared to topics that are considered more newsworthy. The process of marginalisation has the potential to hinder progress in the realm of women's rights and gender equality, as argued by Montiel (2015). The under representation of women in news coverage is a common occurrence, encompassing both their limited presence as journalists and their portrayal as the central subjects of news stories. Under representation is a prevalent phenomenon that can be observed in various domains, encompassing politics, sports, and business. According to the research conducted by Montiel (2015), there is evidence suggesting that women's voices and perspectives tend to be marginalised within newsrooms, resulting in a lack of balanced coverage. The experiences of women exhibit variation as a result of various factors, such as race, ethnicity, socioeconomic status, and sexual orientation. The media often fails to integrate intersectionality,

resulting in an insufficient portrayal of women's experiences. To attain comprehensive media coverage, it is imperative to recognise and address intersecting identities, as emphasised by Kangas et al. (2015). The study conducted by Ogwezzy-Ndisika et al. (2023) revealed that the Nigerian media consistently demonstrates a lack of proportional representation of women, often relying on stereotypes and objectification. The researchers noted that media content consistently reinforces the conventional African notion of motherhood, emphasising the urgent need to eliminate gender stereotypes.

Unconscious biases play a role in perpetuating stereotypes and overlooking important women's issues. According to Montiel (2015), the implementation of training programmes and diversity initiatives within newsrooms is advocated as a means to address bias. The inclusion of a wide range of perspectives within newsrooms is crucial to guarantee unbiased and thorough news coverage. The enhancement of women's representation from diverse backgrounds within the field of journalism has the potential to positively impact the creation of news content that is more inclusive in nature. According to Ogwezzy-Ndisika et al. (2023), it is advisable for content producers to abstain from perpetuating stereotypes about sexuality and traditional gender roles. Instead, individuals should employ their content to critically examine and contest the negative depictions and under representation of women. According to Omonua et al. (2023), the inclusion of intersectionality can serve as a means to address the complexities of women's experiences and provide a more nuanced portrayal. The likelihood of garnering public support for these issues is increased by comprehensive and balanced coverage. According to Omonua et al. (2023), it is widely acknowledged among scholars that this support holds promise in driving policy changes and societal progress towards the attainment of gender equality. The potential exists for this initiative to enhance awareness surrounding women's issues, particularly those that are often marginalised. When a subject garners regular attention from the media, it becomes assimilated into the realm of public discussion, thereby promoting a deeper understanding and empathy. In contemporary discourse, there is a growing perspective among scholars that media and communication organisations have the potential to rectify the gender disparity within their ranks. This can be achieved through the implementation of strategic initiatives by media managers, aligning with the objectives of Millennium Development Goal No. 3 and Sustainable Development Goal No. 5. These goals specifically emphasise the attainment of gender equality and the empowerment of women (Ogwezzy-Ndisika et al., 2023).

This recommendation posits that the present study investigates a prominent television programme in Nigeria, *Your View* on TVC (Television Continental), which aligns with the perspectives of these scholars and has garnered significant popularity. Notably, *Your View* on TVC is widely acknowledged as one of Nigeria's most-watched talk shows, boasting a considerable viewership base (YNaija, 2016). The inaugural episode of *Your View* was broadcast on May 29, 2013, and it is regularly scheduled to air from Monday to Friday at 9 a.m. on TVC, as reported by BusinessDay (2014) and YNaija (2016). The programme is renowned for its captivating dialogues and talk show structure. Throughout its existence, *Your View* has had a significant impact on Nigerian television viewers. The platform has garnered a notable standing for facilitating discourse encompassing a diverse array of subjects, including political matters, entertainment, and societal concerns. The television programme has featured a multitude of prominent individuals, encompassing both renowned figures from the entertainment industry and esteemed public officials, such as the governor of Lagos state and various others. This has effectively transformed the show into a forum that amplifies a wide range of voices and viewpoints (Media Room Hub, 2023).

One notable characteristic of the programme is its exclusive female leadership, headed by Morayo Afolabi-Brown, who previously served as the Director of Programmes and anchor of the show at Television Continental for a duration of eleven years. The remaining female co-anchors of the show consist of Tope Mark-Odigie, Yeni Kuti, Nyma Akashat-Zabiri, Obijulu Ugboh, and Mariam Longe. Tope possesses extensive knowledge and expertise in the field of real estate and serves as an investment coach. Yeni has gained recognition for her distinctive fashion sense. Nyma is characterised by her determined nature and devout commitment to the Islamic faith. Obijulu operates as a life coach and entrepreneur. Mariam

possesses multiple professional roles, including that of an author and publisher. Additionally, she actively engages in environmental advocacy and exhibits a self-effacing demeanour. During an interview conducted by Media Room Hub in commemoration of the show's tenth anniversary, Morayo Afolabi-Brown expressed that the primary objective of their show was to provide empowerment to ordinary women and to highlight the diverse range of choices accessible for effectively managing the various obstacles encountered in life. The varied viewpoints of the female panellists on the television show "*Your View*," encompassing religious, cultural, and experiential dimensions, underscore the notion that there exists a multiplicity of approaches rather than a singular method. The objective of sharing their truths and experiences is to establish a connection with and motivate individuals who are observing, thereby providing diverse viewpoints on a range of matters (Media Room Hub, 2023).

The purpose of this study is to assess whether the aforementioned shows have successfully attained their intended objective and adhered to the recommendations put forth by scholars (Omonua et al., 2023; Ogwezzy-Ndisika et al., 2023) regarding the portrayal of women in media over the past decade of their broadcast. Hence, this research endeavours to analyse the influence of the television show on the general public's perception and its adherence to scholarly suggestions. Additionally, it aims to underscore the significance of media programmes in shaping discussions surrounding women's matters and advancing gender parity.

The gap that this study aims to fill is to assess whether the television show *Your View* on Television Continental (TVC) in Nigeria has successfully achieved its objective of empowering women and adhering to recommendations from scholars regarding the portrayal of women in media. The study also aims to analyze the influence of the show on the public's perception and highlight the importance of media programs in shaping discussions on women's issues and promoting gender equality. More essentially, it will assess the adherence of the show presenters and moderator guidelines for the portrayal of women in the media and shaping conversations about women's issues.

Research Objective

This study aims to examine the effectiveness of the *Your View* breakfast show on TVC in positively framing women's issues and influencing public perception in Nigeria. Based on the study aim, the specific objectives this study aimed to achieve include:

1. To ascertain the extent of women's issues covered by *Your View* on Television Continental (TVC).
2. To determine the framing of women's issues in *Your View* on TVC.
3. To identify the factors influencing the framing of women's issues in *Your View* on TVC.
4. To investigate the perception of women about the framing of women's issues on *Your View* on TVC in shaping public discourse about critical women's issues in Nigeria.

Research Questions

The study answered the following questions:

1. To what extent do women's issues are covered in *Your View* programme on Television Continental (TVC)?
2. How are women's issues framed in the content presented on *Your View* on TVC?
3. What factors contribute to the framing of women's issues on *Your View* on TVC?
4. How do women perceive the framing of women's issues on *Your View* on TVC, and how does this influence public discourse on critical women's issues in Nigeria?

LITERATURE REVIEW

Women Representation in the Media Industry

The woman in media is still a face that symbolizes the field of popular culture and hyper sexualized naked body, and she is most often presented in the media as a victim. In the last decade, the representation of women and the women's movement in the media has managed to make some progress. In the media, we will not see Roma women or disabled women, we will not see poor women, because they are not topics that manage to sell media content (Tankosic et al., 2020). The only topic that sells newspapers is the topic of violence against women, first of all, because it is a type of secondary victimization, where female identity through media content is again represented as 'another', and through the identity of the victim. The dead or scorched female body and the continuum of violence satisfy the logic of market capital (Tankosic et al., 2020). Journalists are categorized based on coverage nature—distinguishing between “hard news” and “soft news.” Despite prevalent discussions on women's empowerment in media, the research reveals a strikingly low representation across categories, particularly in certain roles. While women journalists are more prevalent in soft news, it has been found that their active contributions to hard news domains like politics, crime, and conflict zones (Sharma, 2019).

Few organisations have robust gender equality policies and even fewer have formal or even informal mechanisms to monitor equality processes or statistics, without which policies are only so much paper. Much of the literature on gender and media make clear, as did the senior women media professionals interviewed for this study, that the cultural context in which women (and men) work is both part of the problem but could also be a large part of the solution, so that encouraging senior managers to take gender equality seriously and recruit and promote on grounds of competence rather than sex is good for employees (Ross, 2014). In addition, Shah et al. (2022) conducted a the qualitative research, on 40 female journalist in Pakistan and found that women were pressurized, hindered, and misbehaved when they came into the field of media. The study exhibited that family members' prejudice and pressure, society's bad comments and wrong perceptions, males' stereotype thinking, and overload of work were the topmost socio-cultural problems that women face in their entire media career. Moreover, they are considered an immoral, and receive the fewer marriage proposals. In corroboration, Sakha and Shah (2019) explored explore women journalists' experiences at the workplace, both within the office and at public spaces where they are deputed on assignments, and its impact on their family lives, narrates the stories in women's own voices among 200 women journalists and found that in addition to visible and invisible challenges that are globally associated with this profession, women journalists in Pakistan confront gender specific challenges. More surprising than the presence of these challenges is women journalists' reluctance to openly acknowledge their harassment. Collectively, 'Invisible nets,' 'labyrinths' and 'glass ceilings' are a sampling of the metaphors used to describe the impediments and challenges women face along their paths toward professional advancement, including those in media settings (Steyn & White, 2011).

Moreover, Tijani-Adenle (2019) study grounded in African feminist theory and a phenomenological approach to research assessed privileges women journalists' experiences and is focused primarily on documenting how they experience the news industry in Nigeria and findings are that even though more women are increasingly covering the hard beats, women journalists are nonetheless clustered in the soft beats. Contrary to previous evidence, pay equality is in theory but not practice as negotiation, nepotism and gender norms sometimes cause salary differentials for men and women journalists. The non-payment of salaries drives women out of media organisations. Sexual harassment and sexism are rife in Nigerian news companies and many organisations do not have policies and frameworks to address them, the few who handle sexual harassment complaints do so unofficially and off the records. Marriage and motherhood are the dominant factors creating glass ceilings for women journalists working in the Nigerian news media

(Tijani-Adenle, 2019). Nwabueze (2012) mentioned that the factors responsible for the low number of female journalists in Nigeria are that journalism requires and demands effort and commitment for success to be achieved (and this could make some women feel they cannot combine the pressure with their domestic responsibilities as women), corruption in the media (the brown envelope syndrome), cultural factors and the fact that women do not want publicity. It was also revealed that a reason for under-representation of women was largely because there were more male news makers in society (Nwabueze, 2012). Moreover, Nigerian women journalists experience different types of gendered un safety including discrimination in news gathering and production and sexual harassment; most of the affected women used risky coping strategies such as ignoring; most media organisations lacked policies and frameworks to handle such cases (Ibrahim et al., 2022).

Portrayal of Women and Women Issues in the Media

The media's portrayal of women and women's issues has undergone changes over time, yet obstacles remain. Women in the media are frequently depicted in stereotypical and oversimplified manners. These depictions have the potential to strengthen conventional gender norms and sustain detrimental stereotypes. Media depiction of women is full of images and cliché about women and girls – the glamorous sex kitten, the sainted mother, the devious witch, the hard-faced corporate; and political climber (Sharma, 2013). Public and private local, national and international media organizations have still stuck to the degraded portrayal of women. Most of the coverage for women viewers revolves around soft stories – culture, health, beauty, and other social issues. Even the new means of media such as internet sites too spawn an unbalanced view regarding the current situation of modern women. Women are often sexualized—typically by showing them in scanty or provocative clothing. Women are also subordinated in various ways, as indicated by their facial expressions, body positions, and other factors. Finally, they are shown in traditionally feminine (i.e., stereotyped) roles. Women are portrayed as nonprofessionals, homemakers, wives or parents, and sexual gatekeepers (Collins, 2011). Although the studies generally support these conclusions, some interesting moderating factors are identified, such as race. It is suggested that next steps involve the development of theory and a body of empirical evidence regarding the effects of exposure to under-representation of women (Collins, 2011). Gender specific features in media can strengthen the image of what a man and a woman are, and how they should behave in relation to each other (Sharma, 2013).

The symbiotic relationship among the consumers, the mass-consumer industry and advertising is capable of creating the consumer market in which women themselves would played a pivotal role. The need is only to accept their realistic strength and portray it without distortion and rather than reinforcing the traditional role of the two genders, accepting that private and public spheres of life are now relegated to both men and women. Only improving media images will not solve all of the problems associated with the rights of women, inequalities need to be addressed across a range of social and institutional systems (government, education system, family, religion, and so on). For instance, The Russo-Ukrainian war has spurred the portrayal of female soldiers in the media, presenting two contrasting images: a conservative typification adhering to stereotypical gender roles, and a counter-stereotypical representation challenging these norms (Khraban & Samoilenko, 2023). The conservative images, encompassing stereotypes like “Beauty in uniform,” “Model for a glossy magazine,” and “Mother,” reinforce traditional gender roles while perpetuating benevolent sexism. The portrayal of servicewomen as “Persons with special domestic needs” implies hindrances in the war zone due to physiological processes. In contrast, the counter-stereotypical images of the “Professional Soldier” and “Rebel” aim to break gender stereotypes, emphasizing professional competencies over gender and promoting women's equal rights in the military. The “Rebel” image challenges traditional perceptions, although the media's emphasis on masculinity implies a lingering perception of the army as a predominantly masculine domain. Notably, both conservative and counter-stereotypical images, such as “Sexual Object” and “Lesbian,” may be crafted for commercial purposes or as marketing strategies to engage the audience (Khraban & Samoilenko, 2023). In Nigeria, Fab-Ukozor (2019)

mentioned that unfortunately, statistics reveal a lack of journalist commitment to gender issues, with straight news reports prevailing over in-depth features or editorial comments. This signifies a gap in appreciating the ethical need to address women's concerns and promote gender balance in media. Given that women constitute a significant portion of Nigeria's population, denying them a voice in mainstream media contradicts fundamental human rights, democratic principles, and hinders sustainable national development.

This aligns with the watchdog concept, emphasizing the media's ethical responsibility to protect public interest. Similarly, daytime programs in Turkey primarily focused on slimming, healthy nutrition, and beauty, while neglecting women's reproductive health and musculoskeletal disorders. The study suggests that these programs reinforce existing gender roles and contribute to the gender gap in society (Etiler & Zengin, 2015). Jaring 2008 examined a channel in the Philippines that aimed to empower women through positive portrayals in their programs and found that how the network seeks to contribute to women empowerment by presenting positive portrayals of them. This prevailing type of programs in a powerful medium like television gives QTV the leverage to assume the social responsibility of promoting and protecting women's welfare (Jaring, 2008). Atar (2020) analysed three women's programs, which were broadcasted in 2018, were analyzed in the study of how women participate in these television programs and the presentation of gender roles and found that the issue of social representation in the context of the problem of representation in the media was discussed. Later on, feminism and women's programs in the media were examined and the situation in the media was determined. Montiel (2015) found that women's voices and perspectives are marginalised in newsrooms, leading to imbalanced coverage. Women's experiences vary due to factors including race, ethnicity, socioeconomic status, and sexual orientation. Media coverage frequently neglects to incorporate intersectionality, leading to an inadequate depiction of women's experiences. It is crucial to acknowledge and respond to these overlapping identities in order to achieve comprehensive media coverage (Kangas et al., 2015). Ogwezzy-Ndisika et al. (2023) found that Nigerian media continues to exhibit under representation of women, frequently resorting to stereotypes and objectification. The authors observed that media content continues to promote the traditional African concept of motherhood, underscoring the imperative to eradicate gender stereotypes. Unconscious biases can contribute to the perpetuation of stereotypes and the neglect of significant women's issues. Montiel (2015) argues that newsrooms should implement training programmes and diversity initiatives to tackle bias. The presence of diverse perspectives in newsrooms is essential to ensure impartial and comprehensive coverage. Increasing representation of women from diverse backgrounds in journalism can contribute to the production of more inclusive news coverage. Ogwezzy-Ndisika et al. (2023) argue that content producers should refrain from perpetuating stereotypes related to sexuality and traditional gender roles. Instead, they should utilise their content to challenge negative portrayals and the lack of representation of women. Omonua et al. (2023) argue that it can contribute to addressing intersectionality and presenting a more precise depiction of women's experiences.

Theoretical Review

This study is hinged and guided by the Framing Theory, Priming Theory, and Feminist Theory. These theories contribute to the theoretical framework of this study, with each theory playing distinct yet interconnected roles.

Framing Theory

Framing Theory, pioneered by Erving Goffman in 1974, has become a prominent theoretical framework within various disciplines, particularly in communication studies, sociology, and political science. Erving Goffman, a Canadian sociologist, introduced Framing Theory in his book "Frame Analysis: An Essay on the Organization of Experience," published in 1974. Goffman's work laid the foundation for understanding how individuals interpret and make sense of information within the social context. Framing Theory initially emerged in the field of sociology, focusing on face-to-face interactions and the construction of social reality.

Over time, it expanded its influence to encompass a wide range of disciplines, including communication studies, media studies, political science, and psychology. The adaptability of Framing Theory to various fields underscores its versatility in explaining how framing processes shape perceptions. Goffman's Framing Theory was deeply influenced by symbolic interactionism, a sociological perspective that emphasizes the role of symbols in social life. Goffman drew on this theoretical framework to explore how individuals engage in impression management by actively framing situations to influence the perception of others. His ethnographic studies, including "The Presentation of Self in Everyday Life" (1959), laid the groundwork for Framing Theory by examining the ways people present themselves in different social contexts.

Framing Theory posits several key tenets that guide its understanding of how individuals and media construct reality:

- **Selection and Emphasis:** Framing involves selecting certain aspects of information and emphasizing them while downplaying others.
- **Media Influence:** Media play a crucial role in shaping public perceptions by framing issues in specific ways.
- **Frame Alignment:** Individuals and groups are more likely to accept a frame if it aligns with their pre-existing beliefs and values.
- **Frame Competition:** Different actors engage in framing processes, leading to the competition for

The core tenet of framing theory posits that the way information is presented (framed) influences how individuals perceive and interpret it. Frames act as interpretative schemata guiding individuals in making sense of complex issues. Frames can highlight specific aspects, promoting particular understandings while downplaying others (Communication Studies, 2012). Entman (1993) expanded on this, introducing the concept of "issue framing" and emphasizing its role in shaping public opinion (López-Rabadán, 2021). Framing theory posits that the presentation of information, known as the "frame," shapes how people process it. Frames, acting as abstractions, organize message meaning. In media, frames are constructed by introducing news with predefined contextualization, serving either to enhance understanding or as cognitive shortcuts linking stories to broader context (Arowolo, 2017).

Framing theory has been widely employed in various disciplines, notably in political communication. Chong's (2007) review explored the effects of framing on public opinion, emphasizing its role in shaping political discourse. In health communication, the theory informed studies on reproductive health, as demonstrated by research on framing theory in the context of communication about reproductive health (Mass Communication Theory, 2014). While framing theory has provided valuable insights, scholars have criticized its potential for oversimplification and neglect of broader social contexts. Critics argue that it may not sufficiently address power dynamics or account for the diversity of audience interpretations. Additionally, some suggest that framing theory could benefit from a more nuanced understanding of how frames interact with individual values and pre-existing beliefs. Framing Theory has been extensively applied in various research areas. In political communication, it has been employed to analyze how media framing influences public opinion on political issues (Entman, 1993). In health communication, researchers have used framing to understand how media coverage shapes public perceptions of health risks and preventive behaviors (McCombs et al., 2014). For instance, Framing Theory is used to explain the disparities in gender representation in management positions in the work place. The argument is that conscious and unconscious frames may have hindered the progress of women especially in Kenya (Keles-Muli, 2020). Similarly, the framing of the ministerial appointment in Ethiopia was found to have framed differently based on politically sensitive issues both in terms of change and role. But the existing practice and the reality are no longer compatible in the public mind. These situations lead the public to debate widely in Facebook. As a result the role of Facebook is increasingly framed the Ethiopian women's ministerial appointment as an opportunity and threat in political terms. Moreover, Facebook is used to communicate and share different extreme ideas. The

appointment news is framed differently; gender as a means of political benefit and controlling central power. Difference in political ideology, ethnic belongingness and prior attitude towards women are found as factors for framing the appointment news (Gebretsadik, 2019).

While Framing Theory has become influential, it is not without criticism. Some scholars argue that the theory lacks precision in defining what constitutes a frame and how frames operate in specific contexts (Reese et al., 2007). Critics also highlight the potential oversimplification of complex social processes and the challenge of empirically testing framing effects.

Nevertheless, framing Theory analyses lens facilitates the analysis of media portrayals of women's issues, including the TV programme *Your View* on TVC. Framing Theory is utilised in this study to analyse how the show *Your View* frames discussions pertaining to women's issues. This enables an examination of how the programme portrays these issues to the viewers, either positively or negatively, and the potential influence on public opinion.

Priming Theory

Priming Theory owes its conceptualization to Meyer and Schvaneveldt in 1971, who conducted seminal research on semantic priming. Their work laid the foundation for understanding how the activation of certain concepts in memory can affect the processing of related information. Primarily emerging from the field of cognitive psychology, Priming Theory has expanded its influence into various disciplines, including social psychology, communication, and neuroscience. The theory's adaptability has facilitated its application in understanding a wide array of cognitive processes and behaviors. Meyer and Schvaneveldt's groundbreaking study on semantic priming, "Facilitation in Recognizing Pairs of Words: Evidence of a Dependence Between Retrieval Operations," published in 1971, marked the inception of Priming Theory. In this experiment, participants exhibited faster reaction times in recognizing word pairs when the second word was semantically related to the first, providing empirical evidence for the existence of priming effects in memory retrieval. Priming Theory posits several key tenets that govern its understanding of cognitive processes:

- **Activation of Concepts:** Exposure to a stimulus (prime) activates related concepts in memory, making them more accessible for subsequent processing.
- **Modulation of Processing:** Priming influences the processing of subsequent stimuli, affecting various cognitive functions such as perception, memory, and decision-making.
- **Implicit Nature:** Priming effects often occur implicitly, outside conscious awareness, shaping behavior without individuals being consciously aware of the priming influence.
- **Duration of Effects:** Priming effects can vary in duration, ranging from short-term effects that influence immediate cognitive processing to longer-term effects that shape attitudes and behaviors over time.

Priming Theory has been widely applied across diverse research domains. In social psychology, studies have utilized priming to investigate the impact of subtle cues on attitudes and behaviors. For instance, Bargh, Chen, and Burrows (1996) demonstrated that priming participants with words related to elderly stereotypes led to subsequent changes in behavior, such as walking more slowly. In communication research, priming has been employed to explore media effects, including how exposure to certain messages can prime individuals to interpret subsequent information in a particular way (Zillmann, 2000). Additionally, research on consumer priming has contributed to understanding how prospective and retrospective memory models play a role in shaping consumer behavior (Minton et al., 2016).

Despite its widespread application, Priming Theory has faced criticism, particularly regarding the replicability and robustness of priming effects. Some researchers have raised concerns about the

methodological challenges in priming studies, including issues related to experimental design, measurement, and the potential for experimenter bias (Lindsay & Ehrenberg, 1993). Still, priming Theory reveals the application of *Your View* discussions in influencing viewers' perceptions of women's issues. The show's exposure to diverse perspectives and discussions on women's issues can potentially enhance the audience's critical thinking on these topics. The theory is pertinent in assessing whether the show's content primes viewers regarding women's issues and subsequently impacts their opinions and attitudes.

Feminist Theory

Feminist Theory does not have a single propounder but rather has evolved through the contributions of numerous scholars over time. Its roots can be traced back to the late 19th and early 20th centuries with the works of feminist pioneers such as Mary Wollstonecraft, but the modern feminist movement gained momentum in the mid-20th century. Notable contributors include Simone de Beauvoir, Betty Friedan, and Bell Hooks. Feminist Theory initially emerged within the fields of sociology and women's studies but has since expanded its reach into various disciplines, including philosophy, literature, political science, and cultural studies. The interdisciplinary nature of feminist scholarship reflects its commitment to understanding and challenging gender-based oppression across diverse contexts (Arinder, 2020).

The proposition of Feminist Theory was informed by a series of social, political, and intellectual developments. The first wave of feminism in the late 19th and early 20th centuries focused on legal inequalities, such as women's suffrage. The second wave, starting in the 1960s, broadened the scope to social and cultural issues, addressing issues like reproductive rights and workplace discrimination. These historical movements laid the groundwork for feminist scholars to develop a theoretical framework that could critically analyze and dismantle patriarchal structures (Arinder, 2020). Feminist Theory encompasses a range of perspectives, but common tenets include:

- **Gender as a Social Construct:** Feminist theorists argue that gender is not biologically determined but socially constructed, shaping expectations and roles for individuals based on their perceived sex.
- **Intersectionality:** Intersectionality acknowledges that individuals experience multiple forms of oppression and privilege, emphasizing the interconnected nature of gender, race, class, sexuality, and other social categories.
- **Power and Patriarchy:** Feminist Theory analyzes power dynamics and challenges patriarchal structures that perpetuate gender-based inequalities.
- **Agency and Empowerment:** Feminism seeks to empower individuals by recognizing their agency and advocating for equal opportunities and rights.

Feminist theory encompasses several key tenets, including the critique of patriarchal structures, the examination of intersectionality, and the exploration of gender as a socially constructed concept (Ferguson, 2017). These frameworks highlight the interconnectedness of gender with other social categories, emphasizing the diverse experiences of women based on race, class, sexuality, and more. Feminist theorists employ various methodologies to investigate gender-related issues. Research spans disciplines, including sociology, psychology, political science, and literature. Notable studies include those applying an intersectional lens, such as Kimberlé Crenshaw's work on intersectionality, which explores how multiple social identities intersect to shape individuals' experiences (Ferguson, 2017)

Feminist Theory has been applied across a broad spectrum of research areas. In sociology, feminist scholars have examined the impact of gender on various social phenomena, such as family dynamics, education, and work (Connell, 2002). In literature and cultural studies, feminist analysis has provided insights into the representation of women and the construction of gender norms in media and literature (Hooks, 1981). In political science, feminist perspectives have influenced the study of international relations and policy-making, challenging traditional notions of power and diplomacy (Enloe, 1989). Recent studies such as

Mendes (2011) analyzes news coverage of the second-wave feminist movement and argues that patriarchal and capitalist ideologies in media discourse hindered women's equal partnership with men. Sumita (2014) examines the representation of women in media and the commoditization of beauty, highlighting the need to understand the socio-cultural dynamics and gendering processes involved. Lira (2022) discusses the challenges faced by women in politics and emphasizes the role of media in shaping perceptions and rights of female politicians. While Bachmann et al. (2018) provides a broader overview of feminist media studies, it underscores the need for transdisciplinary and intersectional approaches to gender and media.

In this study, the *Your View* theory is utilised as a fundamental framework to examine the manner in which it addresses women's concerns and its compatibility with feminist viewpoints. Feminist Theory is pertinent to the study as it enables researchers to evaluate the show's promotion of feminist ideals, its ability to challenge stereotypes, and its empowerment of women. It also facilitates the assessment of the program's impact on gender equality and social change.

EMPIRICAL REVIEW

This study review recent studies on media framing of women issues as well as media representation of women. The extent literature such as Jakonda et al. (2018) examines how media representation of the Nigerian women perpetuates gender inequality. Using secondary data, the paper argues that women are more often underrepresented, misrepresented and stereotyped in the mass media. This not only further reinforces the gender inequality and discrimination they experience in society, thereby slowing the pace of achieving gender equality and empowerment. It inevitably also affects their ability to fully contribute to sustainable national development. It goes on to suggest that the same media can be constructively used to promote gender equality, making necessary recommendations to achieve this.

Diabah (2018) investigates how women are represented in Ghanaian radio commercials and indicates whether such representations reproduce, reinforce, or challenge feminine practices. An analysis of thirty-seven gender-related adverts reveals that, although women are rarely represented as challenging gender stereotypes, they are sometimes represented as using certain traditionally stereotyped roles as sources of 'power' to challenge other stereotypes. (Advertising, gender stereotypes, women, radio, Ghana, ideals of femininity).

Ojomo and Adekusibe (2020) seek to identify current portrayals of women in television content and examine the effects on women and the society at large. Adopting a conceptual approach, the study reviewed extant literature on female stereotypes in television contents and ascertained their effects on women and the Nigerian society. Findings from the reviewed studies revealed the prevalence of traditional portrayals of women such as domestic workers, housewives, dependent on man and sex object. The findings also showed that the stereotypical portrayal of women in television content affects women's attitudes and contribution to national development negatively. Because of this, the paper concludes that television reinforces gender stereotypes, which affect Nigerian society with women being the most brunt. Thus it recommends that deliberate efforts should be made by TV producers to ensure gender balance in television content to dismantle the patriarchal structure which seems to be the fundamental cause of the imbalance.

Ihechu and Nwabuisi (2021) set out to determine the Abia Audience's perception of the portrayal of women in television Advertising. The fundamental reason behind the study is to ascertain the way Abia audiences, especially women are portrayed in television advertising; two theories were used as theoretical frameworks; they are reception analysis theory and constructivism theory. The researcher adopted the survey research design, employing the questionnaire as an instrument for data collection. A population of 138,570 was used out of which a sample size of 400 respondents was studied. Findings from the respondents show that women are not happy about the way they are presented in television advertising. Also, findings show that women

are generally found in advertisements for home products, baby items, cosmetics and food items. They are also generally portrayed stereotypically in advertisements for entertainment, clothes, and cosmetics but are portrayed nonstereotypically in ads for tobacco, travel, food and financial services. Based on the conclusion, the researchers recommend advertisements where women were treated merely as an object to sell, need to be abandoned and women need to come up openly and boldly against their degrading presentation.

Aladi and Okoro (2021) investigated newspaper representation of women in the news. A total of four newspapers were studied. They are Vanguard, The Punch, The Guardian and This Day. The duration of the study was three years (January 1st, 2015 to December 31st, 2017). The study was guided by three objectives and two hypotheses. Content analysis was used for the study with the code sheet as the instrument for data collection. Simple percentages were used to answer the research questions while the chi-square test of independence was used to test the hypotheses at 0.05 level of significance. The result showed that entertainment and domestic news about women appeared more than other categories like economy, politics, education, health and the environment. Also, the tone of the newspaper's representation of women was largely negative. The researcher recommends, among other things, that journalists should improve their representation of women in the news since women constitute 49% of the population of Nigeria.

Ndinojuo (2020) investigated the role of women in the reportage of military operations against the Boko Haram insurgents and their portrayal in news reports. Radical Feminist Theory and Feminist Muted Group Theory were used to elucidate the research. Using content analysis, online editions of four Nigerian newspapers—Daily Trust, Premium Times, The Nation, and Vanguard—from January 2014 to December 2016 were investigated to reveal how women were presented in news reports. Findings produced 185 news stories; women were included in 10 % of the total pictures used. Women made up 8 % of the bylines and 4% of the sources, with 59 % of the women mentioned in the news presented as kidnap and rescued victims. The study found an under representation and misrepresentation of women in news reports, which were attributed to the male-dominated journalism field that preferred using their male sources to the detriment of issues affecting women.

Fafowora's (2020) study explores the representation of women political leaders in four Nigerian newspapers, The Punch, The Guardian, Vanguard, and This Day, aiming to understand the marginalization and subjugation of women in society. The study uses content analysis and In-Depth Interviews to analyze media content and stakeholders' sensitivity to the promotion of disempowering narratives and stereotypes that exclude women from public leadership positions. The study uses Framing Theory, Media Hegemony Theory, and Feminist Theory to examine media processes in selecting and publishing stories about women in political leadership positions in Nigeria and how they reinforce pre-existing socio-cultural gender norms. The study found that while the media used both stereotypical and non-stereotypical frames, the number of publications focusing on women increased by 13% and the use of gender stereotypes decreased by 31%. The study concludes that women in politics are still underrepresented in Nigerian media and that socio-cultural gender norms and economic challenges intersect with media representations to perpetuate the low participation of Nigerian women in politics.

Ihechu et al. (2023) investigate the patterns of framing of cultural practices against women by the media in Nigeria; as well as the challenges of framing the practices in South East Nigeria. The major objectives were to determine the frequency of coverage, the framing patterns and the constraints to media coverage. The survey method was employed to study a sample of 276 journalists in South East Nigeria using the questionnaire as an instrument for data collection to determine their opinions about the challenges of media coverage of the practices. Also, the content analysis method was employed to study the frequency of coverage of the practices in select radio, television and newspaper contents; as well as to determine framing patterns. In the end, it was found that both radio and television stations gave adequate coverage to the practices while the newspapers' level of coverage was low. It was also found that the patterns of framing

range from a condemnatory stance to revealing the consequences on societal development and clamouring for review, amendment and eradication of the practices. However, challenges of coverage were lack of enabling laws, family and religious links to practices, sacredness and secrecy of the practices, etc. It is, therefore, recommended that the media, policymakers, NGOs, community leaders, etc should find ways of ameliorating the identified hitches to enable hitch-free coverage of cultural practices so that analysis would be pragmatic.

Sharma (2019) investigates the representation of women journalists across five Hindi news channels and five newspapers, examining their roles as byline contributors, anchors, reporters, voice-over artists, and in Pieces to Camera. Additionally, the research analyzes the content covered by women journalists, categorizing them based on source and distinguishing between hard and soft news. Despite prevalent discussions on women's empowerment in media, the study reveals a notably inadequate representation of women journalists in both Indian print and electronic media. The data underscores this disparity across various categories, with a higher concentration of women journalists in soft news, although noteworthy instances of their engagement in hard news, including politics, crime, and conflict zones, are observed. This content analysis, employing a methodological approach, highlights the imperative to fortify the representation of women journalists in the Indian media landscape.

Collins (2011) provides a commentary regarding the quantitative content analyses of gender roles in media published in the two special issues of Sex Roles (Rudy et al. 2010 a, 2011). A few themes and some overarching lessons emerge from the wide variety of data presented. First, women are under-represented across a range of media and settings. Second, when women are portrayed, it is often in a circumscribed and negative manner. Women are often sexualized—typically by showing them in scanty or provocative clothing. Women are also subordinated in various ways, as indicated by their facial expressions, body positions, and other factors. Finally, they are shown in traditionally feminine (i.e., stereotyped) roles. Women are portrayed as nonprofessionals, homemakers, wives or parents, and sexual gatekeepers. Although the studies generally support these conclusions, some interesting moderating factors are identified, such as race. It is suggested that the next steps involve the development of a theory and a body of empirical evidence regarding the effects of exposure to the under-representation of women. Data concerning the effects of exposure to sexualized or stereotypical portrayals on young audiences is also lacking. Finally, content analyses of new media, including those created and distributed by users, are recommended as the next step. It is concluded that, while increasing the representation of women in media may be valuable, it is also critical that how they are portrayed be simultaneously considered to avoid increasing negative or stereotypical depictions that may be particularly harmful to viewers.

Khraban and Samoilenko (2023) conducted a qualitative content analysis, examining 50 articles on women in the Armed Forces of Ukraine published between November 2020 and May 2023. The study coincided with the Ukrainian government's commitment to gender equality, marked by the ratification of the National Action Plan for Resolution 1325 – “Women, Peace and Security” up to 2025. The Russo-Ukrainian war prompted the media to portray servicewomen through two distinct images: a conservative typification reinforcing traditional gender roles and a counter-stereotypical representation challenging such norms. The conservative images, including “Beauty in Uniform” and “Mother,” perpetuate benevolent sexism, incorporating paternalism, gender differentiation, and heterosexual intimacy. Notably, the image of a “Person with special domestic needs” implies hindrances for women in the war zone. Counter-stereotypical images, like the “Professional Soldier” and “Rebel,” aim to break gender stereotypes, emphasizing professional competencies and challenging the perception of the military as a masculine domain. However, both conservative and counter-stereotypical images, such as “Sexual Object” and “Lesbian,” may be strategically crafted for commercial purposes or as marketing strategies.

Fab-Ukozor (2019) investigated the impact of journalist knowledge of gender mainstreaming ideology on

the reporting of gender issues in Nigeria, employing a survey research method with a sample size of 500 from a population of 10,000 practising journalists. Results indicated that Nigerian journalists possess significant knowledge of gender mainstreaming, influencing their reporting. However, the dominant form of reporting, primarily as straight news, suggests a lack of commitment to gender mainstreaming issues. This contradicts the watchdog concept, emphasizing the media's ethical responsibility to protect the public interest, particularly regarding gender balance in media reports. Recognizing women as a substantial part of Nigeria's population, the study recommended journalist sensitization to reinforce ethical responsibility towards gender mainstreaming. Furthermore, advocating beyond media organizations to media associations was proposed to influence policies, fostering gender-sensitive reporting. This approach aligns with the principles of democracy and sustainable national development, acknowledging the fundamental human right of women to be heard in public spaces, particularly in mainstream media.

Maractho (2019) examines how mass media reproduce cultural narratives that affect women in Uganda. It is part of a larger study on the representation, interaction and engagement of women and broadcast media in Uganda. It is framed within critical theory, in particular feminist thought, cultural studies and public sphere theory. The research is conducted using a multi-method approach that encompasses case study design, content analysis and grounded theory. The findings suggest that the media reproduces cultural narratives through programming that mirrors traditional society's view of women and excludes women's political and public narratives. Interactive and participatory public affairs programming is increasingly important for democratic participation. While men actively engage with such programming, women have failed to utilize it for the mobilization of women, reconstruction of gender stereotypes and production of new argumentations that challenge problematic cultural narratives that dominate media and society.

Endong (2016) presents an investigation into Nigerian female journalists' definition of their role vis-à-vis the two concepts of women's empowerment/emancipation and feminism. It examines the level to which the country's media and social environment are conducive to feminist journalistic expression. The paper argues that although a good number of female media producers in the country, demonstrate a strong adherence to feminism and women's empowerment/emancipation, they are hindered from fully materialising their orientation. These hindering factors include, among others, patriarchal socio-professional fixations, weak female representation at decision-making levels in the media, and limited financial resources to create gender-sensitive programmes.

Etiler and Zengin (2015) studied the contents of the daytime programmes on TV channels on women's health and gender problems to determine the transmitted knowledge. This descriptive study applied qualitative assessment to daytime programmes on TV channels showing during May-June 2013. 11 channels which have daytime programmes about women and health, A total of 22 sessions were included in the study where 18 were health and 4 were general women programmes in 11 channels which have daytime programmes. The study found that the most discussed issues are about slimming and healthy nutrition and beauty issues in those programmes. Women's reproductive health issues (labour, menopause etc.) or their musculoskeletal disorders were rarely discussed. In the discussions, the gender roles of women are presented with many hidden messages. In addition, we found that women were treated as consumers with advertising of many items from health care to several materials including shoe soles and cooker pots. The study concludes that these kinds of programmes are functioning to reproduce existing gender roles in Turkey where the gender gap is already deep. The health topics discussed do not overlap with women's health problems our society's health problems were densely presented with beauty and esthetic contents. However, these programmes could be used both as a tool in women's health promotion and as an intervention to decrease the gender gap in our society, a gap that is increasing gradually. There is a necessity that relevant institutions of the government should plan and control these issues.

While existing studies touch upon media representation of women in different contexts, none seem to

directly address the framing strategies employed by a specific television program in Nigeria and its impact on public perception. The absence of a study on TVC's *Your View* leaves a void in understanding how this particular platform shapes the narrative around women's issues and influences the audience's perception. This gap underscores the need for a focused inquiry into the framing techniques used by *Your View*, the messages conveyed, and the potential repercussions on public attitudes and opinions regarding women's issues in Nigeria. Addressing this gap could provide valuable insights into the role of a specific media outlet in shaping societal attitudes towards women, contributing to the broader discourse on media influence on gender perceptions. It would also add specificity to the existing body of literature by exploring the framing patterns of a particular television channel and their implications for public opinion in Nigeria.

METHODOLOGY

The study employed a mixed-methods approach though in a triangulation format, integrating qualitative and quantitative research methods to thoroughly investigate how women's issues are presented on the TVC's programme *Your View* and its impact on public perception within Nigeria. The study employed a combination of content analysis, in-depth interviews as well and surveys to facilitate the systematic gathering and examination of data to elucidate and comprehend the phenomenon of media framing about women's issues on the television programme *Your View*. For instance, content analysis helps the study to investigate the media's portrayal of women on TVC's *Your View*. Examining verbal and visual elements provides a quantitative overview of how women are framed in the broadcast. This method allows for the systematic identification of recurring themes and patterns, offering insights into the prevalent narratives shaping public perception (Ihechu et al., 2017). Also, In-depth interviews complement content analysis by capturing nuanced perspectives. Engaging with key stakeholders, including media producers, presenters, and viewers, allows for a qualitative exploration of the motivations and intentions behind media framing. These interviews offer a deeper understanding of the decision-making processes in shaping narratives and the potential impact on audience perception (Tijani-Adenle, 2019). In addition, surveys bring a quantitative dimension to the triangulation method. By reaching a broader audience, surveys enable the collection of statistically significant data on public perceptions of women's framing of *Your View*. This method provides valuable insights into the audience's attitudes, beliefs, and potential behavioural impacts resulting from media portrayals (Ihechu et al., 2023).

The triangulation of these methods strengthens the overall study. The integration of quantitative findings from content analysis with qualitative insights from in-depth interviews and surveys allows for a comprehensive understanding of media framing dynamics. Discrepancies or convergences in the results across methods can be explored, enhancing the validity and reliability of the study (Ihechu, et al., 2023). This triangulation method addresses potential gaps identified in previous research on media framing of women's issues in Nigeria. While some studies focused solely on content analysis, the incorporation of in-depth interviews and surveys ensures a more holistic exploration of the phenomenon, capturing both quantitative trends and qualitative nuances. This method acknowledges the complexities involved in framing women's issues, offering a more nuanced and ethically informed interpretation of the data (Tijani-Adenle, 2019).

For this study, the population are drawn from the programme *Your View* on TVC which includes the episodes that have been aired since the programme started, the moderator as well as the co-anchors on the programme including the audience that has watched the programme. For the content analysis, the study looked at all episodes of *Your View* from May 29th 2023 to November 10th 2023 spanning a period of 5 months after their tenth anniversary. The population for the in-depth interview will include the moderator and co-anchors which include Morayo Afolabi-Brown, who was once a Director of Programmes and anchor of the show at Television Continental for the past eleven years. The other women who co-anchor the show with her include Tope Mark-Odigie, Yeni Kuti, Nyma Akashat-Zabiri, Obijulu Ugboh, and Mariam Longe.

One thing to mention is that this women-led show with all anchors from the past year's women represents the diverse nature of the nation. Hence, these persons become the population for the study. For the survey, the population of the study are the audience that frequently watches the show either via a television set, TVC's YouTube channel or as a live audience at the show. Due to the unavailability of data for this, the live audience who are mostly between 100-150 participants was the population for this study. According to the producer of *Your View* on TVC, this is the range of live audience depending on the time of the show.

This study utilizes the purposive sampling technique which involves selecting participants intentionally based on specific criteria to ensure the study includes relevant perspectives. This is similar to the sampling technique utilized in (Ihechu, et al., 2023; Ihechu et al., 2017) which looks at the content of selected broadcast and print media framing of women's issues as well as a survey of audience. Purposive sampling is acceptable in particular situations and uses an expert's judgment in selecting cases with a specific purpose in mind (Levin and Lobo, 2011). Purposive sampling can also select participants based on their willingness to participate in a study or their knowledge of a particular issue (Tejumaiye, 2017). In the context of studying media framing on *Your View*, purposive sampling could target diverse groups, including viewers, media professionals, and key stakeholders, ensuring a comprehensive representation of opinions and experiences.

Therefore, the study selected every episode the subject matter is women-oriented either household issues, political issues, economic issues as well as legal issues. These episodes are those produced after May 29th 2023 which is the day, they marked their ten years of broadcasting *Your View* as a show on TVC. This is expected to give a total of 25 episodes selected from the total number spanning the space of ten years. Similarly, three of the anchors will be interviewed including the moderator (Morayo Afolabi-Brown) since is the only surviving member of the team that started the shows. Three interviewees will give their views on reasons for the framing and the objectives they aimed to achieve with it. They will talk about the intricacies as well as challenges they faced when discussing women on *Your View*.

Also, for the perception survey, 71 women who are heavy viewers of the show and have been a live audience in one of the episodes that women issue will be purposively surveyed. By utilizing well-constructed questionnaires, researchers can gather statistically significant data on public perceptions, attitudes, and potential behavioural impacts resulting from media portrayals of *Your View* (Nwachukwu & Affen, 2022). In essence, purposive sampling ensures a diverse participant pool, content analysis reveals quantitative trends, in-depth interviews provide qualitative insights, and surveys offer statistical validation. Integrating these diverse perspectives enhances the overall robustness and validity of the study (Ugochukwu & Nwolu, 2021).

Instrument of Data Collection

To facilitate content analysis of data generated for this study, the study employed a standardized coding sheet which embraced fair communication variables that were measured in this study, relevant information was entered into this coding sheet through the coding tags designed in the coding guide. The instrument used for data collection for the study is the Coding sheet. The content of the programme was analyzed in tandem with the objectives of the research work. The coding sheet is structured in a way that represents the objectives of the study. The present analysis will encompass a combination of qualitative and quantitative coding techniques to assess the degree of positive framing, stereotypes, and biases present within the content.

The interview guide included outliers that helped participants share their experiences and views on media framing of women's issues on *Your View* on TVC. These outliers focused on biases, representations, portrayals and stereotypes of women in the programming content of *Your View* on TVC. The questions were open-ended, allowing participants to narrate, describe, highlight, explain, and provide examples of cases

where they frame women's issues positively or negatively.

For the survey, a structured questionnaire will be distributed to the sample size to gauge their perception about *Your View* as well as their attitudes, and opinions regarding women's issues both before and following their exposure to the programme. The questionnaire includes both closed-ended and Likert scale questions to gather quantitative data on perception and views on frames and content of *Your View* on TVC concerning women's issues.

For the content analysis, data was collected by watching each selected episode of *Your View* on TVC and categorizing generated items in categories as well as tagging them in a tabular format on a Microsoft Excel Worksheet. It involves tallying and tagging the excerpts that define the framing or portrayal of women's issues. The extracted excerpts from the 30 episodes will be word-coded and meaning and themes will be attributed to them based on the research objectives. For the in-depth interview, the study interviewed 3 anchors of the shows especially those that have been on the show over the last five years as well as the moderator. These anchors will be interviewed through a Zoom or Microsoft Team and the session will be recorded with their permission. Similarly, the survey involved designing a Google Form and shared to women who have been live audiences of *Your View* on TVC and her members of the community on WhatsApp. The researcher will educate the women on the need for the study after being permitted by the group/community administrator and then paste the link to the Google Form that contains the questionnaire on the group repeatedly until the preferred sample is achieved. To ensure reliability and validity, the researcher reviewed the interpretation for consistency and explored different interpretations to gain richer insights from the data. Triangulation was employed by using multiple data sources and sampling replication logic to enhance transferability for external validity. The study employed a three-tiered coding system of open, axial, and selective coding for consistent data analysis, similar to Turnbull and Wheeler (2014). Notes were made after each interview, and the data was organized into critical themes using codes derived from existing literature. Discrepancies in coding were minimal and resolved through discussion.

Thematic analysis was used to systematically analyze the data and interpret the meanings and experiences of the participants (Creswell, 2013). This analysis involved dissecting, reducing, sorting, and reconstituting the data. The analysis utilized three levels of coding: open, axial, and selective coding. The analysis followed an inductive interpretivist approach, using an iterative thematic analysis of the data set. Microsoft Word comment and table features will be used to assist with the organization, identification, and coding of nodes, word frequency, and word search tools. Quotations were selected to illustrate the opinions expressed (Saunders, Lewis, & Thornhill, 2019). The researcher followed procedural guidelines by Elo and Kyngäs (2008) for qualitative content analysis and Braun and Clarke (2006) for thematic analysis. Materials from three organisations, including websites, textual and visual resources, and digital networking assets, were compiled and analysed. The research process involved the use of established frameworks (Elo & Kyngäs, 2008) and themes (Braun & Clarke, 2006) to categorise materials. Furthermore, conducting in-depth interviews, qualitative data obtained through interviews will be transcribed and subjected to thematic analysis to extract significant insights and perspectives from the stakeholders involved. However, the data gathered from the questionnaires were coded and properly analyzed using the Statistical Package for Social Science (SPSS) tools. Descriptive statistics were computed with the use of frequency counts and percentages.

DATA PRESENTATION AND ANALYSIS

This stage analyzes the data collected on the Media Framing of Women's Issues on Television Continental (TVC)'s *Your View* and its influence on Public Perception in Nigeria. One hundred (100) copies of the questionnaire were administered to the respondents, who are women and have been part of the live audience

at any of the episodes of *Your View* on TVC. Also, 3 in-depth interviews were conducted with crew members especially assistant producers as well as one of the presenters of the show. The transcribed responses of the interviewees are presented and analysed through themes and quoted sound bites. Similarly, the study reviewed and content analysed 120 episodes of *Your View* via the YouTube channel of TVC for the last six months to check how they frame issues or subject matter about or concerning women. This involves qualitative content analysis and observation. With the use of tables, frequency, percentage, mean and standard deviation, discursive and themes, this chapter analyses the respondents' responses to the questions relevant to the research questions.

Table 1: Analysis of Questionnaire Administered

Number of Returned and Unreturned Questionnaires		
	Frequency	Percentage
Valid Questionnaire	71	71.0
Invalid Questionnaire	29	29.0
Total	100	100.0

This analysis revealed that the majority of the respondents 71.0% (n=71) out of the 100 completed copies of the questionnaire administered to them while a smaller proportion of questionnaires were considered invalid 29.0% (21 out of 100). The valid copies of the questionnaire of 71 respondents were the basis of the analysis.

Table 2: Analysis of Content Analysed Episodes of *Your View* show

Intended Sample	Retrieved	Not Women Issue Related	Women Issue Related
100.0% (N=120)	100.0% (N=120)	79.2% (n=95)	

20.8% (n=25)

Table 2 analysis revealed that the majority of the episodes 79.2% (n=95) retrieved are not related to women issue in the last six months. Only 20.8% (n=25) episodes contain subject matter about women issue and they are the basis for the analysis.

Table 3: Demographic Classification of Respondents for Survey

Age	Frequency	Percentage
18-24 years	14	19.7
25-34 years	31	43.7
35-44 years	16	22.5
45-54 years	8	11.3
55 years and above	2	2.8
Total	71	100.0
Educational Qualification	Frequency	Percentage
Bachelor's degree	48	67.6
Doctorate	3	4.2
Master's degree	12	16.9

Secondary School or below	8	11.3
Total	71	100.0
How long have you been watching Your View on TVC?	Frequency	Percentage
10 years and above	8	11.3
Between 1-3 years	17	23.9
Between 4-6 years	22	31.0
Between 7-9 years	13	18.3
Less than 1 year	11	15.5
Total	71	100.0
How many times have you been part of the live audience of the show?	Frequency	Percentage
1-5 times	68	95.8
11-15 times	1	1.4
16-20 times	2	2.8
Total	71	100.0

Table 3 provides a detailed breakdown of the demographic characteristics of respondents for the Your View TVC survey. In terms of age distribution, the majority fall within the 25-34 years range, comprising 43.7% (n=31), followed by the 35-44 years category at 22.5% (n=16). The 18-24 years, 45-54 years, and 55 years and above groups represent 19.7% (n=14), 11.3% (n=8), and 2.8% (n=2) of the total sample, respectively.

Analyzing educational qualifications, the majority of respondents hold a Bachelor’s degree, constituting 67.6% (n=48), followed by those with a Master’s degree at 16.9% (n=12). Respondents with a Doctorate make up 4.2% (n=3), and those with Secondary School or below education represent 11.3% (n=8) of the total sample.

The distribution of the duration of watching Your View on TVC shows a varied engagement among respondents. The largest group has been watching for 4-6 years, accounting for 31.0% (n=22), followed by those who have been watching between 1-3 years at 23.9% (n=17). Respondents watching for 10 years and above, between 7-9 years, and less than 1 year represent 11.3% (n=8), 18.3% (n=13), and 15.5% (n=11) of the total sample, respectively.

Regarding live audience participation, the overwhelming majority have been part of the live audience 1-5 times, constituting 95.8% (n=68). A smaller percentage has participated 11-15 times (1.4%, n=1), and 16-20 times (2.8%, n=2) in total.

Table 4: Demographic Classification of Respondents for In-depth Interview

Interviewees	Position	Organisation	Designation	Years as Part of <i>Your View</i>
Interviewee 1	Producer	TVC	Producer of <i>Your View</i>	More than 10 years
Interviewee 2	Assistant Producer	TVC	Assistant Producer of <i>Your View</i>	Eight years
Interviewee 3	Presenter	Freelance	Co-Presenter on <i>Your View</i>	Six years

Table 4 presents demographic of interviewees that are participants in this study. The interview 1 is a Producer working for TVC and have been producing *Your View* for more than ten years. Also, the interviewee 2 is an assistant producer working for TVC and have been working as an assistant producer for *Your View* for eight years. Furthermore, the third interviewee (interviewee 3) is a co-presenter on *Your*

View for the past six years and also working for TVC permanently.

Research Question One (RQ 1): To what extent does women’s issues are covered in *Your View* programme on Television Continental (TVC)?

Table 5: Extent to which women’s issues are covered in *Your View*

<i>Your View</i> Subject Matter	Minimum	Maximum	Mean	Std. Deviation
Issues Related to Women	1.00	5.00	2.0909	1.47710
Issue Not Related to Women	4.00	5.00	4.9091	0.29424

Table 5 presents extent to which women’s issues are covered in *Your View* programme on Television Continental (TVC). This was measured with a 5-item scale, with 1 representing worse while 5 representing better. The average extent of portrayal of the four movies is N greater than the 3.0 mean.

Here, Issues related to women discussed in *Your View* on TVC in the six months reviewed has a mean of 2.0909 while Issues not related to women has a mean of 4.9091. This implies that coverage of women issues on *Your View* on TVC is very poor when compare to the coverage giving to other subject matter.

This analysis of table 5 implies that *Your View* on TVC gave coverage to fewer issues concerning women or which women are part of the subject matter focus in the last six months and over 120 episodes compare to other issue or subject matter.

RQ 2: How are women’s issues framed in the content presented on *Your View* on TVC?

Table 6: Framing of Women’s Issues in *Your View* on TVC Content

Frame’s Subject Matter Focus	Frequency	Percentage
Intimidation of Women by Powerful People	1	4.2
Justice for Women who are Survivors of Rape	1	4.2
Patriarchal behaviour of men towards women	1	4.2
Women and Society norms	1	4.2
Women Fighting	1	4.2
Women in Leadership	1	4.2
Women in Marriage	13	54.2
Women in Politics	2	8.3
Women in Spotlight	1	4.2
Women Outspokenness	1	4.2
Women’s Choice	1	4.2
Total	24	100.0

Table 6 presents an analysis of how women’s issues are framed in the content presented on *Your View* on TVC, focusing on various subject matters. The analysis is based on the frequency and percentage distribution of different frames. The most frequently addressed frame in the content is “Women in Marriage,” constituting 54.2% (n=13) of the total frames. This suggests a significant emphasis on discussions related to women’s roles, challenges, and experiences within the context of marriage.

Other notable frames include “Women in Politics” and “Women in Leadership,” each representing 8.3% (n=2) of the total frames. These frames highlight discussions about women’s involvement and

representation in political and leadership positions. Also, frames such as “Intimidation of Women by Powerful People,” “Justice for Women who are Survivors of Rape,” “Patriarchal behaviour of men towards women,” “Women and Society norms,” “Women Fighting,” “Women in Spotlight,” “Women Out spokenness,” and “Women’s Choice” each contribute 4.2% (n=1) to the overall distribution. These frames reflect a diverse range of issues, including gender-based violence, societal norms, women’s activism, and individual choices.

The analysis of Table 6 indicates a broad coverage of women’s issues on Your View on TVC, with a particular emphasis on discussions related to women in marriage. The inclusion of various frames demonstrates a comprehensive approach to addressing different facets of women’s experiences and challenges within the presented content.

Table 7: Tone and Direction of Framing Women’s Issues in *Your View* on TVC Content

Frames’ Tone & Direction	Frequency	Percentage
A very balancing views with no bias.	1	4.2
A very balancing views with no bias	4	16.7
A very balancing views with no bias.	1	4.2
A very balancing views with no bias. They call for encouragement and support for women and ask HR to cut women some slack for years gap.	1	4.2
No stereotypes, positive framing without bias	2	8.3
No stereotypes, positive framing without bias. It was educative.	7	29.2
No stereotypes, positive framing without bias. It was educative. About women in politics	1	4.2
Positive framing	3	12.5
Positive framing without bias	1	4.2
Positive Framing, No stereotypes with bias. They supports Chioma choice.	1	4.2
There is bias because they didn’t tackle the context. A stereotype of men as drivers.	1	4.2
This was positive framing, however, the episode title makes it a negative framing. There is a stereotypes that women are not happy with broken marriage.	1	4.2
Total	24	100.0

Table 7 provides an analysis of the tone and direction of how women’s issues are framed in the content presented on Your View on TVC, based on the frequency and percentage distribution of different frames. The majority of frames convey a positive and unbiased tone. Specifically, “No stereotypes, positive framing without bias” is the most common tone, accounting for 29.2% (n=7) of the total frames. Additionally, “A very balancing views with no bias” represents 16.7% (n=4) of the frames, indicating a commitment to presenting balanced perspectives without bias. Also, frames such as “Positive framing” and “Positive framing without bias” contribute 12.5% (n=3) and 4.2% (n=1) respectively, emphasizing the overall positive portrayal of women’s issues without the inclusion of stereotypes or bias.

However, there are instances where it was discovered that there are biases or stereotypes in the framing. For example, it was discovered due to to the omission of context, there was bias while another points out a stereotype about men as drivers. These instances constitute 8.3% (n=2) of the frames, indicating a nuanced perspective on the content’s framing.

The analysis of Table 7 suggests that the majority of frames in the content on *Your View* on TVC convey a positive and unbiased tone, with an emphasis on presenting diverse perspectives and avoiding stereotypes. However, there are a few instances where respondents perceive biases or stereotypes, highlighting potential areas for improvement in framing women’s issues.

In answering the research question, the analysis of tables 6 and 7 implies that *Your View* on TVC has a comprehensive approach to exploring various facets of women’s experiences and challenges, with a predominant focus on “Women in Marriage” and a diverse range of other women’s issues. The majority of frames in the show convey a positive and unbiased tone, aligning with the program’s commitment to presenting women’s issues in a balanced and constructive manner, although there are instances where biases or stereotypes are perceived, indicating potential areas for improvement.

RQ 3: What factors contribute to the framing of women’s issues on *Your View* on TVC?

To answer the research questions on factors that contribute to the framing of women’s issues on *Your View* on TVC, it was discovered that there is no pre-determined or meditated factors. The three interviewees point to the fact that subject matters on each episode is influence by how trending and popular they are. This suggests that the show aims to stay relevant and engage with current discussions. For instance, **Interviewee 1** mentions that:

“So most of the time in the morning when we come to the office, we try to look for trending topic that is online, then do some research for the ladies to know different angles. We cover all issues that need to be covered or issues that are trending.”

Also, they highlight the significance of audience feedback in shaping the show. They mention positive feedback and how it helps to shape the direction of the show. This indicates that the show values and listens to its audience. This is corroborated in the words of **Interviewee 2** thus:

“Audience feedback has helped to shaping the show. In fact, we celebrated 10 years not because we are the best but because the voices of the women have been heard. Many feedbacks. People come all the way from overseas just to be part of the show...”

These interviewees agree that while commercials are necessary for the show to continue running, both interviewees state that it does not influence the framing of the show. They emphasize that there are no biases or stereotypes in the framing of topics. They mention that the hosts come from different religious and cultural backgrounds, allowing for diverse perspectives and discussions.

This analysis of the interview implies that there is no predetermined or premeditated factors in framing of women’s issues on *Your View* on TVC, though coverage of those issues are influenced by trending and popular topics, as well as audience feedback. The show aims to cover all relevant and trending issues, and values the voices of its audience. The interviewees also emphasize that there are no biases or stereotypes in the framing of topics, as the hosts come from diverse backgrounds, allowing for diverse perspectives and discussions.

RQ 4: How do women perceive the framing of women’s issues on *Your View* on TVC, and how does this influence public discourse on critical women’s issues in Nigeria?

Table 8: Women’s Perception of the Framing of Women’s Issues on *Your View* on TVC

	Variables	Frequency	Percentage
	Completely	3	4.2

To what extent do you feel the framing of Your View on TVC captures the voices and concerns of marginalized groups of women in Nigeria?	Moderately	15	21.1
	Not at all	2	2.8
	Slightly	5	7.0
	Very much	46	64.8
	Total	71	100.0
	Variables	Frequency	Percentage
To what extent do you believe the framing of women’s issues in Your View reflects the cultural diversity of Nigeria?	Completely	13	18.3
	Moderately	13	18.3
	Not at all	1	1.4
	Slightly	10	14.1
	Very much	34	47.9
	Total	71	100.0

Table 8 investigates women’s perceptions of the framing of women’s issues on Your View on TVC. Concerning the capturing of voices and concerns of marginalized groups of women, a significant majority of respondents (64.8%, n=46) feel that the framing in Your View on TVC very much captures these voices and concerns. Additionally, 21.1% (n=15) perceive a moderate capture, while only 4.2% (n=3) feel it is completely capturing. However, 7.0% (n=5) perceive a slight capture, and 2.8% (n=2) feel that the framing does not capture these voices and concerns at all.

In terms of reflecting the cultural diversity of Nigeria, 66.2% (n=47) of respondents feel that the framing in Your View on TVC either completely (18.3%) or very much (47.9%) reflects the cultural diversity of Nigeria. Additionally, 18.3% (n=13) perceive a moderate reflection, while 14.1% (n=10) feel it reflects diversity slightly. Only 1.4% (n=1) believe the framing does not reflect the cultural diversity at all.

The analysis of Table 8 suggests that women respondents generally perceive the framing of women’s issues on Your View on TVC positively, with a strong emphasis on capturing the voices and concerns of marginalized groups of women and reflecting the cultural diversity of Nigeria.

Table 9: Perceived Influence of *Your View* Women’s Issue Framing on Public Discourse of Women Issues

Have you ever felt misrepresented or excluded by the framing of women’s issues on Your View on TVC?	Variables	Frequency	Percentage
	No	55	77.5
	Not sure	9	12.7
	Yes	7	9.9
	Total	71	100.0
	Variables	Frequency	Percentage
How likely are you to engage in discussions or share content from Your View on TVC related to women’s issues on social media?	Likely	23	32.4
	Neutral	13	18.3
	Unlikely	5	7.0
	Very likely	30	42.3
	Total	71	100.0
	Variables	Frequency	Percentage
Do you think the framing of women’s issues on Your View on TVC has the potential to inspire positive changes in societal attitudes towards women in Nigeria?	Completely	30	42.3
	Moderately	11	15.5

	Not at all	2	2.8
	Slightly	5	7.0
	Very much	23	32.4
	Total	71	100.0

Table 9 explores women’s perceptions of the influence of Your View on TVC’s framing of women’s issues on public discourse in Nigeria. Regarding feelings of misrepresentation or exclusion, the majority of respondents (77.5%, n=55) state that they have not felt misrepresented or excluded by the framing of women’s issues on Your View on TVC. However, 12.7% (n=9) are unsure, and 9.9% (n=7) have felt misrepresented or excluded.

Concerning the likelihood of engaging in discussions or sharing content related to women’s issues on social media, a significant portion of respondents (74.7%, n=53) express a likelihood of engagement, with 42.3% (n=30) indicating they are very likely to engage. Additionally, 18.3% (n=13) are neutral, 7.0% (n=5) are unlikely to engage, and 32.4% (n=23) are moderately likely to engage. Regarding the potential of the framing to inspire positive changes in societal attitudes towards women in Nigeria, 74.7% (n=53) of respondents believe that the framing of women’s issues on Your View on TVC has the potential to inspire positive changes. Specifically, 42.3% (n=30) feel it can inspire positive changes completely, and 32.4% (n=23) feel it can inspire positive changes very much. However, 15.5% (n=11) perceive a moderate potential, 7.0% (n=5) feel it has a slight potential, and only 2.8% (n=2) believe it does not have the potential at all.

The analysis of Table 9 provides insights into how women perceive the framing of women’s issues on Your View on TVC and how they believe it influences public discourse on critical women’s issues in Nigeria. This includes their feelings of representation or exclusion, their likelihood of engagement on social media, and their beliefs regarding the potential impact on societal attitudes.

In respect to research question four, the analysis of table 8 and 9 implies that The analysis of tables 8 and 9 suggest that women respondents generally perceive the framing of women’s issues on Your View on TVC positively, with a strong emphasis on capturing the voices and concerns of marginalized groups of women and reflecting the cultural diversity of Nigeria. Additionally, the analysis reveals that women believe the framing of women’s issues on the show has the potential to influence public discourse on critical women’s issues in Nigeria, impacting societal attitudes.

DISCUSSION OF FINDINGS

This study assessed whether the television show Your View on TVC in Nigeria successfully empowered women and followed recommendations for portraying women in the media. It also aimed to analyze the show’s influence on public perception and highlight the importance of media programs in shaping discussions on women’s issues and promoting gender equality. Additionally, the study aimed to evaluate the adherence of the show’s presenters and moderator to guidelines for portraying women in the media and shaping conversations about women’s issues.

In an attempt to ascertain the extent of women’s issues covered by Your View on Television Continental (TVC), the study found that *Your View* on TVC gave coverage to fewer issues concerning women or which women are part of the subject matter focus in the last six months and over 120 episodes compare to other issue or subject matter. This finding aligns with existing literature that often highlights the under representation, misrepresentation, and stereotyping of women in mass media, including television (Jakonda et al., 2018; Ojomo & Adekusibe, 2020; Collins, 2011).

In answering the second research question on the framing of women's issues in *Your View* on TVC, the study found that *Your View* on TVC has a comprehensive approach to exploring various facets of women's experiences and challenges, with a predominant focus on "Women in Marriage" and a diverse range of other women's issues. The majority of frames in the show convey a positive and unbiased tone, aligning with the program's commitment to presenting women's issues in a balanced and constructive manner, although there are instances where biases or stereotypes are perceived, indicating potential areas for improvement. The discussion revolves around various topics related to women's roles, relationships, societal expectations, and cultural norms. The participants express their opinions on stereotypes in acting roles, the importance of valuing oneself, the impact of deception in relationships, the acceptance of infidelity, the issue of slut-shaming, cultural influences on marriage, the importance of seeking justice for sexual abuse, the dynamics of relationships based on money, the recognition of narcissistic behavior, the role of women in promoting local culture, the need for compromise in relationships, and the communication of fantasies in marriage. The presenters as well as invited guests offer different perspectives and engage in a balanced discussion, considering various factors such as personal values, cultural context, and individual experiences. The decrease in gender stereotypes in media, as found by Fafowora (2020), corresponds with the positive and unbiased tone identified in *Your View* on TVC. Both studies point towards the importance of challenging stereotypes and promoting gender equality in media. Still, it corroborates the findings of studies on how women are portrayed in different forms of media, such as radio commercials (Diabah, 2018), newspapers (Aladi & Okoro, 2021), and news reports (Ndinojuo, 2020) which suggest that women are often portrayed in traditional roles and face negative representation in media content. However, there are also instances where women are portrayed challenging gender stereotypes and using their roles as a source of power (Diabah, 2018). Therefore, there is a need for media to promote gender equality and recommend measures such as gender-balanced content and abandoning degrading portrayals of women as recommended in studies (Ojomo & Adekusibe, 2020; Ihechu & Nwabuisi, 2021).

For the third research question bothering on identifying the factors influencing the framing of women's issues in *Your View* on TVC, the study revealed that there is no predetermined or premeditated factors in framing of women's issues on *Your View* on TVC, though coverage of those issues are influenced by trending and popular topics, as well as audience feedback. The show aims to cover all relevant and trending issues, and values the voices of its audience. The interviewees also emphasize that there are no biases or stereotypes in the framing of topics, as the hosts come from diverse backgrounds, allowing for diverse perspectives and discussions. This aligns with the literature, such as Diabah (2018) and Khraban and Samoilenko (2023), which explore representations in media content. The emphasis on covering relevant and trending issues in *Your View* on TVC resonates with the literature's call for a more inclusive and balanced representation of women in media, as argued by Jakonda et al. (2018). The acknowledgment of the importance of audience feedback in *Your View* on TVC aligns with Ihechu and Nwabuisi's (2021) study on audience perception of women in television advertising. However, while *Your View* on TVC asserts the absence of biases or stereotypes due to diverse hosts, the literature, such as Ojomo and Adekusibe (2020) and Ndinojuo (2020), indicates that stereotypes persist in television contents and news reports, with negative impacts on women's attitudes and contributions to national development.

Furthermore, when investigating the perception of women about the framing of women's issues on *Your View* on TVC in shaping public discourse about critical women's issues in Nigeria, the study discovered that women respondents generally perceive the framing of women's issues on *Your View* on TVC positively, with a strong emphasis on capturing the voices and concerns of marginalized groups of women and reflecting the cultural diversity of Nigeria. Additionally, the analysis reveals that women believe the framing of women's issues on the show has the potential to influence public discourse on critical women's issues in Nigeria, impacting societal attitudes. These positive perceptions align with the literature emphasizing the importance of media in shaping societal attitudes towards women. The studies reviewed

(Jakonda et al., 2018; Ojomo & Adekusibe, 2020) consistently underscore the impact of media representation on gender equality. The portrayal of women in non-traditional roles, challenging stereotypes, and utilizing their roles as a source of power, as found in *Your View* on TVC, aligns with the call for more gender-balanced content and the abandonment of degrading portrayals of women in media (Diabah, 2018; Ojomo & Adekusibe, 2020; Ihechu & Nwabuisi, 2021). Moreover, the positive perception of the potential to inspire positive changes in societal attitudes towards women (32.4% completely, 42.3% very much) reinforces the idea that media platforms, like *Your View* on TVC, can play a pivotal role in challenging and reshaping societal norms. The literature consistently highlights the need for media to contribute to gender equality by avoiding negative stereotypes and providing diverse, empowering representations of women (Diabah, 2018; Ojomo & Adekusibe, 2020). However, it's crucial to acknowledge the 9.9% of respondents who felt misrepresented or excluded by the framing of women's issues on *Your View* on TVC. This suggests that while the majority perceives positive representation, there is room for improvement to ensure inclusivity for all women. Addressing the concerns of this minority aligns with the literature's call for media to be mindful of potential biases and stereotypes that may persist in their content (Jakonda et al., 2018).

More so, the study findings align with key tenets of the theoretical frameworks, demonstrating the relevance of Framing Theory, Priming Theory, and Feminist Theory in analyzing the media portrayal of women's issues on *Your View* on TVC. For instance, The study findings align with Framing Theory, which emphasizes the selection and emphasis of certain aspects of information (Arowolo, 2017). The analysis of *Your View* on TVC acknowledges that the framing of women's issues is influenced by trending topics and audience feedback, demonstrating how frames are constructed based on contextualization (Arowolo, 2017). On the other hand, critics of Framing Theory argue for a more nuanced understanding of how frames interact with individual values and pre-existing beliefs (Reese et al., 2007). The study recognizes the importance of avoiding biases and stereotypes but acknowledges room for improvement in this regard (Arowolo, 2017). Also, the findings of the study aligns with Priming Theory, which suggests that exposure to diverse perspectives and discussions on women's issues on *Your View* on TVC can shape viewers' perceptions (Arowolo, 2017). However, the study acknowledges the criticism faced by Priming Theory, such as concerns about replicability and methodological challenges (Lindsay & Ehrenberg, 1993). Furthermore, the study aligns with Feminist Theory by recognizing the importance of capturing the voices and concerns of marginalized groups of women and reflecting the cultural diversity of Nigeria (Ferguson, 2017). In line with Feminist Theory, the study emphasizes the importance of including the voices and concerns of marginalized groups of women and reflecting the cultural diversity of Nigeria. This aligns with Feminist Theory's recognition of the interconnected nature of gender with other social categories. However, the study also acknowledges the need for improvement, reflecting the criticism that Feminist Theory can be essentialist or exclusionary. This suggests the importance of applying feminist perspectives in a nuanced and inclusive manner when portraying women's issues on *Your View* on TVC.

CONCLUSION

This study concludes that *Your View* on TVC in Nigeria has made efforts to empower women and follow recommendations for portraying women in the media. The show covers a range of women's issues and promotes balanced and constructive discussions. However, there is still room for improvement in terms of addressing biases and stereotypes. The study also found that the framing of women's issues on the show is influenced by trending topics and audience feedback. Women respondents generally perceive the framing of women's issues positively and believe it has the potential to influence public discourse and societal attitudes. However, there is a need for more inclusive representation and addressing the concerns of those who feel misrepresented or excluded.

The findings of the study offer several implications. First, it highlights the under representation, misrepresentation, and stereotyping of women in mass media, including television. This emphasizes the

need for media programs to promote gender equality and challenge stereotypes. Second, the study suggests that *Your View* on TVC has a comprehensive approach to exploring women's issues, but there are instances where biases or stereotypes are perceived, indicating areas for improvement. Media programs should strive for a positive and unbiased tone in their portrayal of women.

Third, the study reveals that the framing of women's issues on *Your View* on TVC is influenced by trending and popular topics, as well as audience feedback. This emphasizes the importance of covering relevant and diverse issues and valuing the voices of the audience. Furthermore, the study shows that women generally perceive the framing of women's issues on *Your View* on TVC positively and believe it has the potential to influence public discourse and societal attitudes. However, it is important to address the concerns of those who feel misrepresented or excluded to ensure inclusivity for all women.

RECOMMENDATIONS

Based on the findings, the study recommends that:

1. *Your View* on TVC should provide more coverage on women-related issues to ensure a balanced representation of topics discussed on the show.
2. *Your View* on TVC should work on addressing perceived biases and stereotypes in their discussions, ensuring a more unbiased and inclusive approach to exploring women's experiences and challenges.
3. *Your View* on TVC should take into account audience feedback and trending topics when framing discussions on women's issues, while still aiming to cover all relevant issues and value audience voices.
4. The show should continue this approach to empower these groups and reflect the cultural diversity of Nigeria, ultimately influencing public discourse and societal attitudes on critical women's issues.

CONTRIBUTION TO KNOWLEDGE

The study on the television show, *Your View* on TVC, in Nigeria contributes significantly to the existing body of knowledge on media framing of women's issues and representation. By focusing on the empowerment of women and adherence to recommendations for portraying women in the media, the study goes beyond a mere exploration of content and delves into the potential impact of media programs on public perception and societal attitudes. This multifaceted approach distinguishes the study from past research efforts.

One key contribution lies in the adoption of a mixed-methods approach, employing content analysis, in-depth interviews, and surveys. This triangulation of research methods enhances the robustness and validity of the findings. The study meticulously analyzes episodes spanning a significant time frame, from May 29th, 2023, to November 10th, 2023, capturing a diverse range of discussions on women's issues. This temporal depth provides a nuanced understanding of how the framing of women's issues evolves.

The incorporation of theoretical frameworks such as Framing Theory, Priming Theory, and Feminist Theory enriches the study's theoretical foundation. These frameworks not only guide the analysis but also contribute to a more comprehensive interpretation of the findings. The use of Framing Theory, in particular, helps unearth implicit messages and sheds light on the deliberate choices made in presenting women's issues, addressing the "how" and "why" behind media framing. Furthermore, the study's purposive sampling technique demonstrates a thoughtful and intentional selection process. By focusing on episodes that specifically address women's issues, the study ensures relevance and depth in the data collected. The inclusion of diverse perspectives, including those of the moderator, co-anchors, and the audience, adds

richness to the analysis, presenting a holistic view of the program's impact.

In terms of findings, the study unveils both strengths and areas for improvement in the framing of women's issues on *Your View*. The identification of specific themes, such as "Women in Marriage," provides insights into the show's content landscape. The acknowledgement of positive and unbiased tones is a testament to the program's efforts in fostering constructive discussions. Simultaneously, the recognition of perceived biases or stereotypes underscores the study's critical evaluation, paving the way for recommendations aimed at refining these aspects. The implications drawn from the findings resonate with broader issues of gender representation in mass media. The study aligns with the call for more inclusive portrayals of women, challenging stereotypes and promoting gender equality. Recommendations, rooted in the study's insights, provide practical guidance for enhancing the program's impact, emphasizing the importance of balanced coverage and audience engagement.

LIMITATION OF THE STUDY

The study focused on how the Nigerian television show "Your View" on TVC portrays women's issues and empowers women. It highlighted the program's efforts to present balanced discussions and adhere to best practices in representing women. However, limitations were identified, such as the constraints of the time frame and sample size. The study was conducted over a six-month period with live audience members, limiting the generalizability of the findings to the broader Nigerian population and all viewers of the show. To address this, a more extensive sample that includes online and television viewers over a longer period could provide a more comprehensive understanding of audience perceptions.

Another limitation was the reliance on self-reported perceptions of bias from viewers and interviewees, which may not always align with the program's actual framing practices. To strengthen the study's conclusions, including independent media analysts to objectively assess framing techniques could be beneficial. Additionally, a deeper exploration of the show's editorial decision-making processes would offer valuable insights into how framing choices are made.

The study suggested avenues for further research, such as conducting a comparative analysis of how different Nigerian media outlets portray women's issues to identify broader trends and best practices. A longitudinal study tracking changes in framing on "Your View" over time could provide a more nuanced understanding of the show's evolving approach. Furthermore, a global comparison with similar programs in other countries could shed light on the influence of cultural context on media representation.

Exploring the causal impact of the show's framing on audience attitudes towards women's issues through experiments and analyzing online platforms associated with "Your View" like its YouTube channel could offer a more holistic view of the program's impact. Additionally, investigating the representation of diverse women on the show and the role of advertising in shaping audience perceptions of women are areas for further research.

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