**PERCEPTION OF FEMALE MASS COMMUNICATION STUDENTS TOWARD JOURNALISM AS A CAREER IN NIGERIA**

**(A STUDY OF ESUT FEMALE MASS COMMUNICATION STUDENTS)**

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**TITLE PAGE**

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**A PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION,**

**FACULTY OF MANAGEMENT AND SOCIAL SCIENCES IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF BACHELOR OF SCIENCE (B.Sc) IN MASS COMMUNICATION**

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**Abstract**

This research work focused on the perceptions of female mass communication students of Enugu state University of Science and Technology Enugu towards journalism as a career. The study aims at finding out the attitudes that are being displayed by female mass communication students towards journalism as a career. Survey method was adopted and the instrument used for data collection was the questionnaire. The population of the study according to the current attendance of ESUT female mass communication students were 370 girls out of which 192 were sampled using taro Yamani’s formula for getting sample size. Out of the 192 questionnaire were distributed, 190 were collected back. Data collected was analyzed in tables and simple percentages. The researcher found out that female mass communication students indeed have negative attitudes towards journalism as a career. The conclusion of the study was that female mass communication students have negative perception towards journalism as a career and there is discrimination, and there is discrimination against the female journalists in Nigeria. Again, it is also noteworthy that female roles as mothers and wives are some of the problems facing female journalists in Nigeria. This was evident on table 17 where 54% of the respondents affirmed to this. The study therefore recommended that media houses should make it as a point of duty to employ more of the female journalists just like they employ the male journalists.

**CHAPTER ONE**

**INTRODUCTION**

**1.1 Background of the Study**

In this age of information, everyone wants to be aware of the happenings around them. The media is the source of all that information, be it print media like the news papers, magazines and journals, the broadcast media radio and television or the electronic media like the internet etc. They are all called “journalism”. Journalists are those actually responsible for all that information believe it or not, they hold the power to influence the whole crowds with their firsthand information that they pass. It is their job to either be a part of the news that makes the difference or just utter rubbish in the name of information for the people to assimilate.

Journalism is a highly responsible job, and highly interesting at the same time. If someone is looking for a career in journalism, they should have a presentable and confident personality, along with the ability to write and present information accurately and consciously. Other essential requirements that highlight a good journalist are: an inquisitive bent of mind, good writing and communication skills, ability to differentiate between facts and fictions, intelligence, and interested in current affairs. Most importantly, must be capable of handling the unforeseen situation efficiently.

Journalism is the collection, preparation and distribution of news and related commentary and feature materials through such media as pamphlets, newsletter, magazines, radio, motion pictures, television, the internet and books.

The earliest known Journalists product was a newssheet in ancient Rome called the **ACTA DIURNA** published daily from 59 BC, it was hung in prominent places and recorded important social and political events.

Journalism in the 20th century was marked by a growing sense of professionalism. In our society today it has been observed that female student Journalists have negative attitude towards taking journalism as a career. This negative attitude is highly reflected in the number of mass media houses.

Almost all institution of higher learning in Nigeria offer mass communication courses leading to the award of various degrees and certificates, including National Diploma, higher National Diploma, Bachelor, and master’s degrees.

The increases in the number of female graduates from all these institutions are not reflected in the media of communication in the country. Each Year, hundreds of female students graduate as mass communicators. A close look shows that the number of female Journalists students surpassed the number of males. But in the field today, a good number of these female graduates are not seen working in the various media houses scattered all over the country.

Reference to the convocation booklets from these schools revealed that a good number of female ass Communication students graduated from these schools. In the year 1997, about 150 female journalists graduated from Federal Polytechnic Oko. The Ogun state Polytechnic in the same year turned out about 86 female Journalist students and similarly. Between the year 2014 and 2015, Godfrey Okoye University Enugu graduated about 12 mass communication students of which 8 of them were females.

Similarly with other mass communication schools in the country for instance, in 1995, the convocation booklets of the University of Nigeria Nsukka, revealed that 45 female students graduated from the department of mass communication. In the year 2008, Nnamdi Azikiwe University (NAU) Awka, turned out about 58 female graduates from the Department of Mass Communication. Between the year 2008 and 2009, Caritas University Enugu graduated over 50 female journalists.

In other levels, the number of female students surpassed the number of male students in the Department of Mass Communication with a great difference.

In recent years, media houses in the western countries lack trained female Journalists in the various communication activities. Invariably, in Nigeria, this could be seen in most cases of the media houses in Nigeria. There has been an imbalance in the number of female, and male trained journalists working with them.

The Nigerian Television Authority (NTA) had about twenty five trained Journalists on its staff list. Five out of the twenty- five are female. The Daily Star newspaper has newspaper had only six female journalists as its staff. The situation is similar in other media institutions throughout Nigeria.

**Statement of the Research Problem**

This study was undertaken because of the low participation of the female Journalist graduates towards practicing journalism as their career. Despite the fact that there is considerably number of trained female journalists, very few of them are wiling work with media houses in Nigeria.

A large number of female Journalists are produced from different institutions offering mass communication, but female participation in the profession is very negligible. One thing that is glaring in the Nigeria media is the near absence of Nigerian women as news makers. Though Nigeria is developing, it has gotten to a stage where the female Journalists and their male counterparts should be competing in the media houses.

The number of female Journalists in the field today is seen to be very few compared to the number that graduates from Journalism schools and universities. This dormant attitude of females tow the profession has resulted to the males claiming superiority over them in the field and as such not portraying a good image for the women in the society. This is because most men in the society believe that Journalism exposes the practitioners and makes the female counterparts lose their dignity.

Many female Journalists who work in the media sometimes do not show keen interest in their jobs. This affects the female practitioners as the male practitioners always tend to over shadow them both in position and in interest to work. This study therefore tends to find out why the female mass communication students have such perception when it comes to females being in the journalistic field.

**1.3 Objectives of the Study**

1. To find out female mass communication students see journalism
2. To know if there is any discrimination against the women journalists.
3. To find out if there are wrong in about female journalist.
4. To find out if the female roles as mothers and wives contribute to some of the problems facing female journalists.

**1.4 Research Questions**

1. How do female mass communication students see journalism?

2. Is there any discrimination against the women Journalists?

3. Are there wrong impressions about the female Journalists?

4. Are the female roles as mothers and wives some of the problems facing female Journalists?

**1.5 Scope of the Study**

The study covered the whole female mass communication students of Enugu state university of science and technology. This attributed to the fact that the main focus of the study is on female mass communication students. . .

**1.6 Significance of the Study**

This study is very important because a lot of people are baffled over the issues of why women do not take up journalism as a career after studies. It has really agitated the minds of some professionals and has equally created a lot of controversies.

The researcher, therefore, has deemed it fit to find out the reasons for such negative attitude of females towards Journalism.

Journalism as the researcher could understand is very controversial and there no need to live on mere assumption. This study has therefore provided an avenue for an in-depth study on the controversial issue of knowing the reason behind women going into Journalism as a career, how do these women see the practice of journalism? Do they go into the study with the intention of practicing Journalism or taking it up just as a career?

The researcher also observed that female Journalists do not only disengage in the practice of Journalism but also do not contribute in the development and achievement of Journalism schools.

According to Okunna(1990) “In most schools in Nigeria, women are not often seen as lecturers both at universities and polytechnics”

They do not involve in the teaching of mass communication courses. Women prefer working in other fields to the career of Journalism.

The study will serve as a resource material for programme design and implementation in the effort concerning women in development and to students of women studies, mass communication, and Journalism. It will, be a useful reading and reference materials.

**1.7. Definition of Terms**

**Operational Definition of Terms**

**STUDY**: it is an act of considering or examining something in detail. It can also be said to be a piece of research that examines a subject or question in detail.

**PERCEPTION**: This is a way of: feeling or your opinion about something or somebody. The perspective you view an issue.

**FEMALE**: It is a situation of being a women or girl.

**MASS**: A large number of people in a community, Society, and nation.

**COMMUNICATION**: Methods of sending information to a large number of people, especially trough Television, Radio Computers, Newspapers, Magazines etc.

**STUDENTS**: These are group of people who are Studying at a university or college.

**TOWARDS**:- This is in relation to something or somebody, or in the direction of something.

**JOURNALISM**:-It is a new effort in reporting in which professional communicators use Social research method to gather, interpret and vividly present information to the target audience. Journalism is therefore, the science of reporting.

**CAREER**: It is the job or series of jobs that you do, especially if it earns you income.

**CHAPTER TWO**

**REVIEW OF LITERATURE**

**2.1. Introduction**

In this chapter, the researcher is going to review related studies on the topic “The attitude of female mass communication students towards journalism as a career.

Ogili (2005) said that review of literature concerns building your research project on specific foundation of earlier studies in a given area of interest.

Therefore literature review is concerned with the exhaustive survey of what has been done or known on a given identified problem. It helps the researcher to discover the extent of work or other studies done already in the problem area.

For a better understanding and easy flow of ideas, the chapter was organized into the following headings:

• Review of concepts

• Review of related studies

• Theoretical framework

• Summary of literature review

**2.2. Review of Concepts**

**2.2.1. Female Attitude towards Journalism**

There is a major saying that the women journalists have negative attitude towards practicing journalism as their career. There is also every reason to believe that the Nigerian women have made a significant entry into the journalism profession.

In our Nigeria today, if the women journalists are having negative attitude towards journalism as their career, they are not to be blamed because in Nigeria, culture and religion have helped in making women silent thereby relegating them to the background and also deny them of their rights and privileges they should enjoy as journalists and members of the society.

According to the previous researches in the media, Global media monitoring project GMMP 2000, 2005), and Okunna (2005), indicates that “the media are male dominated in terms of subject matter, news, and people who report news, prominence of male and female newsmakers and reporters”.

Okunna (2000) supporting this notion states:

*“Gender relations in Nigeria are characterized by a lot of imbalance to the disadvantage of women. Tradition, culture, religion, and other factors have continued to widen the disparity between Nigerian men and women, by keeping women in subordinate positions “.*

Again, Nwodu (2005), presented a data on the overall presence of women and men in the news it is categorized in three distinct ways which are subjects, reporters, and presenters.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Females** | **Males** | **Females** | **Males** | **Total subject** |
| Presenters | 69% | 31% | 42 | 19 | 61 |
| Reporters | 5% | 95% | 4 | 71 | 75 |
| Subjects | 17% | 83% | 42 | 206 | 248 |

The above table shows the perspective number of females and males that occupy the position of presenters, reporters, and subjects in Nigeria media. If we preach and practice gender equality in all facets of our socio political and economic framework, it is expected that males and females participation in journalism and news as presenters, reporters, and subjects should be equal. Contrary to expectations, data presented in the above table indicated that

• Greater numbers of females appear in the media as presenters than males.

• The position of women as subjects in the news is quite insignificant compared to men.

• Women issues received least mention in the news media.

42(69%) out of the 61 news presenters were females while 19(31%) were males, 4 (5%) out of 75 reporters were females while 71(95%) were males, and 42 (17%) out of 248 subjects in the news were females while 206 (83%) were males.

With this, we have seen that the only place for the women in the media houses is to become presenters. This is because the society think or take it to be the only place the women can fit in and not going into long pressure and filled hours routine assignment and competition as reporters with the men with this, women going into the field at late hours to gather and report news may be seen as an abomination in Nigerian traditions as they are expected to be at home taking care of their various families at that hour. This is why they are given a less hectic position in the media houses.

**2.2.2. Discrimination against Women Journalists**

Women studies winch is basically women focused have in recent time received the attention of UNESCO (1975-1985), the ten-year. “Towards equality under the UN decade for women in Africa, Asia, Latin and South American”, have brought women issues such as unequal job opportunities, cultural barriers, low economic and political empowerment and human right abuses.

Some Nigerian has established Non Governmental organization (NGOs) such as women in Nigeria (WIN), Gender Resource Network (GRN) and Gender and Development Action (GADA). Since it has been noticed that women are object of discrimination, all these was established to advance the needs of Nigerian women by calling for the abolition of obnoxious cultural practices that have placed women at the background making their participation in both social, political and economic activities ineffective.

The position of women in the society and our different cultures makes the men and the society at large discriminate against women journalists. According to Hananiya (2004), she says that “the general view about women was always conceived within the context of the home, it was that of child bearing carrying out home functions only”. Because of the view about women, the concept of a woman practicing journalism or making a choice to practice journalism was considered rebellious and unfeminine. The obsolete ideas about women’s place in the society still tell on their position in the media houses and journalism field. Uzochukwu (2008:72) says “Women also have problems of time, given their multiple roles and heavy domestic responsibilities”. Traditional cultural attitudes in most societies also discriminate against women having access to education. This can also discourage them in the practice of journalism as girls are encouraged to get married and become house wives or encouraged to take up any other job which gives them more time and makes them responsible house wives than their journalism profession. There is also the issue of gender bias in attitude toward women studying journalism or using information technology as many people hold the views that women cannot think or work scientifically.

It is a hidden fact that women are underrepresented in the field of journalism. This maybe because of the discrimination or the basic assumption that “a woman’s responsibilities should be her sole property”, thereby undermining her active participation and performance in the practice of journalism. The issue of gender bias too, contributes enormously to the low participation of women in journalism. Another assumption militating against female participation according to Amao(1999) is that “female sex is biologically not designed for energy exerting, hazardous occupation and long hours field assignment”. Supporting this Beverly (1995) notes that the society assumes that women should be mothers, school teachers, hairdressers, secretaries, maids and social workers only.” Therefore they do not need education or training in other fields like journalism.

**2.2.3. Reasons Why Female Journalists Shy Away From Their Professional Duty**

In our society today, because the women journalists are rarely seen practicing their profession, people now see them or take them to be shy of carrying out their duty in the field of journalism. In the real sense, they are not been naturally shy. It is the class which they have, been placed in the society that makes them shy away or pretend not to be interested in the career. In Nigeria where people are raised in culture highly do by role differentiations, the women are often reminded of their natural roles wives and mothers and that these are the only places where they can fit in and perform. The effect therefore, is that women especially in Nigeria tend to shy from other roles they can comfortably fit into.

The issue here is that the women who read journalism as their profession are not even given the opportunity to be employed and show what stuff they are made up of supporting this, Okogie (2008) said “we have qualified, professionals disciplined and responsible women who can hold top positions in this country, they should be given the opportunity to serve”. Nigeria has a wealth of knowledgeable women and resources that are been ignored and wasted. Maduagwu (2008:3 5) also said that “empowerment will enhance the potentials of women in education, business, political, and skills acquisition”. Pointing out that it will help the women combat gender difference and marginalization. In real life, it is believed that motherhood leaves the African women at the centre but not necessarily in power.

If the women can be given the opportunity to share outdoor work with the men to earn a living, they will forget everything about shyness and have the interest in practicing their journalism profession. Women need to demonstrate their priceless abilities as mothers and managers of the home in such a career as journalism; surely they would do better than our male folks. Journalism is a profession for both men and women. Nigerian women should see journalism as natural intelligence and sense of perfection which are natural endowments and from God himself to women.

In the media houses, research has shown that the number of female presenters is more than male, while the number of male reporters is more than the female reporters. This shows that even in the media houses, the employers think that the best place for the women is in the section where they can present programmes. They believe that women cannot devote enough time, not strong enough or not intelligent enough to go into the field together with the male reporters to report news. This makes women not to be seen in the field work like their male counterparts and because of these, it seems as if they shy away from their profession.**2.2.4. Impression about Female Journalists**

The negative impression the society has about female journalists maybe as a result of our cultural and religious practices. Since negative cultural perceptions and social expectations can impose lower status and devalued role on individuals which in turn, can result in limited job or career choices, restricted opportunities and access to training programmes and narrow stereotypical employment possibilities. In the Nigerian situation, the parents and elders are believed to know the best and as such, family or the parents dictates the type of occupation the children will choose regardless of the children’s ability and interest. The impression is that female journalists don’t need to be serious about their occupation or that they are not meant to practice journalism as it keeps them away from their various homes while they are expected to be helpers to their husbands who are expected to be breadwinners for the family.

Also the impact of sexism and negative female gender images in journalism is particularly alarming. In the follow-up study, Okunna(2000), found out that the images of women in Nigerian home video films generally is causing the society in general to perceive Nigerian women as easily lured by material things, wayward and of low morality. Because of these, they are seen to be only fit for domestic work rather than professional and career roles. Okunna (1996). Based on her findings, concluded that “the image of women in the field of journalism is very negative and capable of negatively influencing the perception of women among the large society in the country.

**2.3. Review of Related Studies**

**2.3.1**. In a study carried out by Patricia E. et al titled “Career considerations in journalism among female mass communication students of redeemers university” the researchers sought to find out the perception of female students of mass communication on the career opportunities for the female journalists in Nigeria, if these students would consider a career in journalism, the specific career options they would consider, and the factors that inform their decision.

The researchers adopted survey methodology; using the questionnaire as their data gathering instrument. They found out that students are not oblivious of the fact that career development for female journalists in Nigeria is challenged by the fact that they do not enjoy the same career opportunities as their male counterparts, and the family responsibility of a woman also makes it difficult to adequately fulfill the career expectations required in journalism.

They therefore concluded that most female mass communication students would positively consider a career in journalism; especially in the area of photojournalism.

This corroborates with one of the findings of this study which showed on table 16 that female roles as mothers and wives are some of the problems facing journalists in Nigeria.

**2.3.2** In another study carried out by Ali, .I.E, (2010), titled. “The Attitude of Female Mass Communication Students towards Journalism As a career in Nnamdi Azikiwe University, Awka”, the researcher sought. to discover the different ways female mass communication students react towards journalism as a career. She used the survey method using the questionnaire and personal interview method for data collection.

The researcher found out that female mass communication students have negative attitudes towards journalism as a career, and also that female roles as mothers and wives are some of the problems facing female journalists. The findings of this work also corroborates with the findings of the work above. It is evident that female students of mass communication have negative perception towards journalism as a career.

**2.3.3.** Another similar study which was carried out by Adelabu O.T Sanusi B. 0 and (2015), titled “women in journalism practices in Nigeria: from the hood to the limelight, the researchers set out to trace the rose of women in journalism profession across several generation The method which they adopt in carrying out this work was the historical method. In their findings, they discovered that the history of modem journalism will not be complete without a generous and prominent mention of the role and contribution of women who strived and shone like northern stars to build and nurture the profession. .

The findings of the study contradict with the findings of this work. This work found out that without females in the field ofjouma1i journalism would. still be worth it as their presence in journalistic work contributes less to the practice of journalism in Nigeria.

**2.4. Theoretical Framework:**

**2.4.1. Social Categories Theory**

A theory is an organized systematic body of knowledge that explains natural phenomenon. Theory according to Nwodu (2006:3 2) “helps researchers to wisely organize, analyze and interpret data. This theory as propounded by Melvin L. Defleur in 1970 which states that individuals within broad sub—group e.g; Age, sex, social or educational class react similarly to the mass media. It provides clear explanations of realities based on objective and sustained observation”. Defleur et al (1971:196), says “a theory is a set of interrelated generalizations, combined in such a way that they form a logical system of explanation in which one generalization does not contradict another”.

In a nutshell, a theory is all about proposition about one concept relates to the other. It also entails a clear explanation regarding why a particular concept behave in a particular way.

Theoretical framework on its own is the conscious and deliberate decision that a researcher has made in terms of theory or combinations of theories, which guided his research effort. Also it is a section in research work which deals with the theoretical- bent of the work.

In the course of this study, the researcher discovered that various theories of mass communication discusses about the freedom, importance and functions of the mass media in the society and so on. Regrettably, none of these theories have reference to this topic in study.

Based on this, the researcher anchors her study on a theory that is relevant to her study which is Social Category Theory. It is only social categories theory that has been observed to have similar modes of orientation and behavior which relate people in the same social category to such phenomena as mass communication, and media in similar ways. It was also emphasized according to Agbo et al (2000:151) -that, “Members of a particular social category will select more or less similar communication content and will respond to it roughly equal ways”. So most female mass communication students, who belong to the same social category in the society, develops same attitudes towards journalism as a career. As most of the female communicators are negatively affected by the discriminations from the society and our families, it shows that they have responded to it.

The issue is that the way women are portrayed when they are seen practicing journalism detem o a large extent how the- public will perceive such and individual. The nature of journalism tends to posses questioning challenges that influence people’s construction of reality.

This is why women participation as journalists should be an issue of grave concern to both experts in media organizations, higher institutions, and the society at large and in our individual families in other to encourage them in the practice of their profession.

Because of the way our society, cultures and families portray women who practice journalism, the female journalist students who can be referred to as members of a particular social category will leave their journalism career for other jobs and respond to it on roughly equal ways.

A work carried out by Patricia, B., Okere, S, Oluwayisayo, .O, Ifeoluwa O, and Atakiti O. (2015) titled “career considerations in journalism among female mass communication students of Redeemer University”, the researchers set to find out the perception of students of mass communication on the career opportunities for the female journalists in Nigeria.

They tried to achieve this using the survey method and the questionnaire was used as a data gathering instrument, and at the end of the study, they found out that students are not oblivious of the fact that career.

**2.5. Summary of Literature**

In summary, this literature review shows that women journalists are generally portrayed in the society from the perspective of ri culture, domestic roles, traditions, religions, or by their sexual appeal to men. Findings revealed that the way our society, culture and religions present women, contributes either negatively or positively to their status in the field or ward of journalism.

According to Nwodu (2005) as mentioned above “women issues receive least mentioning in the news media”. This is because the numbers of female reporters are smaller than men and so they are unable to report female issues.

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 Introduction**

This chapter discussed the method used in the study. The chapter contained the research design, the population of the study, the sampling technique/sampling size, description of the research instrument for data collection, validity and reliability of the data gathering instrument, method of data collection, and method of data analysis.

**3.2 Research Design**

According to Obasi (2008), the research design used for this study is survey method design. survey design is one in which a group or item is studied by collecting and analyzing data from only a few people or items considered to be representation of the entire group. Survey research is concerned with the collection of data for the purpose of describing and interpreting a certain condition, practice, beliefs, attitudes, etc. Its specialties are how such data were collected and analyzed.

**3.3 Population of the Study**

Population means all cases or individual that fit a certain specification. The populations of the study are female mass communication students of Enugu state university of science and technology, ESUT. According to the current attendance of female students in ESUT, they have a total number of 370 female students studying there. So the researcher drew her sample size from population.

**3.4 Sampling and Sampling Technique**

Sampling is defined as a small group of element drawn through a definite procedure from the specified population. Sampling takes place because we cannot study the entire population.

Sampling technique refers to the statistical method used to arrive at the sampling size or at a good representation of the population.

Using the taro Yamani’s formula of finding sample size: n = N

l+N (e)

Where n= sample size

N=population: 370

e =Error limit: 0.05

1 = constant

Therefore, n 370

1+370(0.05)2

N= 370

1+370(0.0025)

N=370

1+0.925

N= 370

1.925

n= 192.2

Therefore, n = 192. The sample size for this study therefore becomes 192 female mass communication students of ESUT.

**3.5 Description of Research Instrument**

The instrument which was used for data collection in this study was the questionnaire.

The researcher decided to use the questionnaire because it’s considered as the best instrument when dealing with people. The questionnaire also gives the researcher the ability to easily analyze her data.

The questionnaire comprised of close-ended questions. The questionnaire was divided into two sections. Section A answered questions on the demography of the respondents. Section B answered the research questions.

**3.6 Validity of Data Gathering Instrument**

It is strongly believed that the questionnaire as an instrument for data collection is extremely valid. This is because they contained information about the respondent’s opinion. The data gathering instrument was also thoroughly scrutinized by the supervisor and he ensured that the questions on the instrument properly addressed the research questions. And so, this gave the researcher the confidence that the data gathering instrument was valid.

**3.7 Reliability of the Data Gathering Instrument.**

The gathering instrument to the best of the researcher’s knowledge was reliable. This was because the researcher carried out a test retest on 10 selected female mass communication students of Godfrey Okoye University Enugu who are related to the sample population.

The questions were answered without finding and correcting errors, and then the researcher was able to prove that her data gathering instrument was reliable.

**3.7 Method of Data Collection**

A total number of 192 copies of the questionnaire were distributed to ESUT female mass communication students face to face by the researcher. Out of 192 copies distributed, 190 copies were returned, therefore giving the researcher a response rate return of 98%.

**3.8 Method of Data Analysis**

Data was analyzed using simple tables, frequency and percentages. The researcher choose this method because she wanted the audience who picked up the work to easily understand the entire research work without stress.

**CHAPTER FOUR**

**DATA PRESENTATION AND ANALYSIS**

**4.1. Introduction**

The purpose of this study was to determine the perception attitude of female mass communication students towards journalism as a career. (A study of ESUT female mass communication students).

This chapter is concerned with the presentation and analysis of data generated through the administration of Questionnaire. 192 copies of questionnaires were administered to the various respondents, out of which 190 copies were recovered. This presented a response rate of return of 98%.

The study answered the following research questions;

1. How do female mass communication students see journalism?

2. Is there any discrimination against the women Journalists?

3. Are there wrong impressions about the female Journalists?

4. Are the female roles as mothers and wives some of the problems facing female Journalists?

**4.2 Analysis of Bio - Data**

Items 1 in the questionnaire answered questions. on the bio-data of the respondents.

**Question 1: what is your age (in years)?**

**Table 1: Age Distribution of Respondents**

|  |  |  |
| --- | --- | --- |
| **AGE BRACKET** | **FREQUENCY** | **PERCENTAGE%** |
| 18—30 | 187 | 98.4% |
| 31-40 | 3 | 1.6% |
| 41-50 | - | - |
| 51 and above | - | - |
| TOTAL | 190 | 100% |

The table above showed the age distribution of the respondents in which 187 respondents (98.4%) were between the ages of 18 and 30, 3 respondents (1.6%) were between the ages of 31 and 40, while none of the respondents were above the ages of 40.

**Question No. 2: Do you agree that female Mass Communication students have negative attitude towards journalism as a career?**

**TABLE 2: answered this question.**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percentage** |
| Strongly Agree | 80 | 42.1% |
| Agree | 30 | 15.8% |
| No opinion | 16 | 8.4% |
| Disagree | 34 | 17.9% |
| Strongly disagree | 30 | 15.8% |
| Total | 190 | 100% |

From the table above, 80 respondents representing (42.1%) strongly agree that female mass communication students have negative attitude towards journalism as a career. 30 respondents (15.8%) agree that female mass communication students have negative attitude towards journalism as a career. 16 respondents (8.4%) says they have no opinion if female mass communication students have negative attitude towards journalism or not. 34 (17.9%) respondents disagree while 30 respondents representing 15.8& strongly disagreed that female mass communication students have negative attitudes towards journalism as a career.

Therefore, with 80 respondents representing 42.1%, it became clear that female mass communication students have negative attitude towards journalism as a career.

**Question No 3: Below is a list of profession, which would you like to practice?**

**Table 3: Response to Question 3**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percentage** |
| Journalism  | 48 | 25.3% |
| Teaching  | 70 | 36.8% |
| Private business | 50 | 26.3% |
| Modeling  | 14 | 7.4% |
| Artist  | 8 | 4.2% |
| Total | 190 | 100% |

From the table above, it is shown that 48 respondents representing 25.3% shows that the respondents went for journalism. 70 respondents representing 36.8% shows that the respondents went for teaching. 50 respondents representing 26.3% shows that the respondents went for private business. 14 respondents representing 7.4% shows that the respondents went for modeling, while 8 respondents representing 4.2% shows that the respondents went for Artist.

Therefore, with 70 respondents representing 36.8 %, it is clear that teaching is most appropriate profession for women.

**Question 4: Below is a list of professions. Which would you recommend for women?**

**Table 4: response to question 4**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percentage** |
| Journalism | 48 | 25.3% |
| Teaching | 70 | 36.8% |
| Private Business | 50 | 26.3% |
| Modeling | 14 | 7.4% |
| Artist | 8 | 4.2% |
| Total | 190 | 100% |

From the table above, it is shown that 48 respondents representing 25.3% recommends journalism for women. 70 respondents representing 36.8% recommended teaching for women. 50 respondents representing 26.3% recommended private Business for women. 14 respondents representing 7.4% recommended modeling, while 8 respondents representing 4.2% recommends Artist for women.

Therefore, with 70 respondents representing 36.8 %, it is clear that teaching is most appropriate profession for women.

**Question No 5: Journalism as a career is good for women. Do you agree?**

**Table 5: response to this research question**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percentage** |
| Strongly Agree | 50 | 26.3% |
| Agree | 40 | 21% |
| No opinion | - |  |
| Disagree | 20 | 10.5% |
| Strongly disagree | 80 | 42.1% |
| Total | 190 | 100% |

From the table above, it is shown that 50 respondents representing 26.3% strongly agree that journalism is a good career for women. 40 respondents representing 21% agrees that journalism is a good career for women.

None of the respondents has an opinion whether journalism is a good career for women or not. 20 respondents representing 10.5% disagrees that journalism is a good career for women.

80 respondents representing 42.1.3% strongly disagree that journalism is a good career for women.

Therefore, with 80 respondents representing 42.l%, it is clear that journalism is not a good career for women.

**Question No 6: Do you agree that there is discrimination against the female journalists?**

**Table 6: response to this research question**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percentage** |
| Strongly Agree | 80 | 42.1% |
| Agree | 40 | 21% |
| No opinion | - |  |
| Disagree | 20 | 10.5% |
| Strongly disagree | 50 | 26.3% |
| Total | 190 | 100% |

From the table above, it is shown that 80 respondents representing 42.1% strongly agree that there is discrimination against the female journalists. 40 respondents representing 21% agrees that there is discrimination against the Female Journalists.

None of the respondents has an opinion whether there is discrimination against Female Journalists or not. 20 respondents representing 10.5% disagrees that there is discrimination against the Female Journalists. 50 respondents representing 26.3% strongly disagree that there is discrimination against the female Journalists.

Therefore, with 80 respondents representing 40%, it is clear that there is discrimination against the Female Journalists.

**QUESTION NO 7: As an upcoming graduate of Journalism, it is preferable for the women to teach in a journalism school or to practice in the field?**

**Table 7: response to question 7**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percentage%** |
| Strongly preferable | 86 | 45.3% |
| Preferable | 34 | 17.9% |
| Strongly not preferable | 29 | 15.3% |
| Not preferable | 39 | 26% |
| No option | 2 | 1.1% |
| Total | 190 | 100% |

The above table shows the various responses which states that 86 respondents representing 45.3% says that it is strongly preferable for the women to teach in journalism school or to practice in the field. 34 respondents representing 17.9% says it is preferable for the women to teach in journalism school or to practice in the field, 29 respondents representing 15.3% says it is strongly not preferable for the women to teach in journalism school or to practice in the field. 39 respondents representing 26% says it is not preferable for the women to teach in journalism school or to practice in the field while 2 respondents representing 1.1% have no idea on if it is preferable for the women to teach in journalism school or to practice in the field. Therefore, with 86 respondents representing 45.3% it is clear that female journalists should teach in journalism school rather than practice in the field.

**QUESTION NO 8: How would you assess the number of female journalists in the field?**

**Table 8: response to question 8**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percent** |
| Very large | 29 | 15.3% |
| Large | 34 | 17.9% |
| Very small | 86 | 45.3% |
| Small | 39 | 26% |
| No idea | 2 | 1.1% |
| Total | 190 | 100% |

The above table shows the various responses which states that 29 respondents representing 15.3% says that the number of female journalist in the field is very large. 34 respondents representing 17.9% says the number of female journalists in the field is large. 86 respondents representing 45.3% says the number of female journalists in the field is very small. 39 respondents representing 26% says the number of Female Journalists in the field is small. While 2 respondents representing 1.1% have no idea on the number of Female journalists in the field.

Therefore, with 86 respondents representing 44% it is clear that the number of female journalists in the field is very small.

**Question No 9. Does the number of female Journalists in the field affect female attitude towards Practicing Journalism?**

**Table 9: response to question 9**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percentage** |
| Yes | 116 | 61.1% |
| No | 53 | 28% |
| No opinion | 21 | 11.1% |
| Total | 190 | 100% |

From the table above, it can be inferred that the number of female journalists in the field of journalism affects female attitude towards practicing journalism. This can be seen with the 116 respondents that affirmed to the above question.

**Question No 10. How would you assess the moral standard of female Journalists?**

**Table 10: response to question 10:**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percentage** |
| Very good | 76 | 40% |
| Good | 44 | 23.1% |
| Very bad | 29 | 15.3% |
| Bad | 39 | 26% |
| No idea | 2 | 1.1% |
| Total | 190 | 100% |

Table 10 above showed that 76 respondents representing 40% said -that the moral standards of female journalists are very good, 44 respondents representing 32.1% says they are good, 29 respondents representing 15.3 says they are very bad, 39 respondents representing 26% says they are bad, while 2 respondents representing 1.1% have no idea on the question being asked.

**QUESTION NO 11: Are the female journalists shy at carrying out their duties?**

**Table 11: response to question 11**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percentage** |
| Always | 26 | 13.7% |
| No | 89 | 47% |
| Sometimes | 16.8% |  |
| Yes | 40 | 21.1% |
| No idea | 3 | 1.6% |
| Total | 190 | 100% |

The table above shows that 26 respondents representing 1.3 7% says that female journalists are always shy at carrying out their duties. 89 respondents representing 47% says that female journalists are not shy at carrying out their duties. 32 respondents representing 16.8% says that female journalists are sometime shy at carrying out their duties. 40 respondents representing 21.1% says yes that Female Journalists are shy at carrying out their duties. While 3 respondents (1.6%) have no idea if Female Journalists are shy at carrying out their duties or not.

Therefore, with 89 respondents representing 47%, it is clear that female journalists are not shy at carrying out their duties.

**QUESTION NO 12: Are the women who read journalism as their profession given the opportunity to practice their profession?**

**Table 12: response to question 12**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percentage** |
| No | 116 | 61.1% |
| Yes | 53 | 28% |
| No opinion | 21 | 11.1% |
| Total | 190 | 100% |

From the table above, 116 respondents represent 61.1% says no that the women who read Journalism their profession are not given the opportunity to practice their profession. 53 respondents represent 28% says yes that the women who read Journalism as their profession are given the opportunity to practice their profession, While 21 respondents representing 11.1% have no opinion about it.

Therefore, with 116 respondents representing 61.1%, it is clear that the women who read journalism as their profession are not given the opportunity to practice it.

**QUESTION NO 13: Do you agree that there are wrong impressions about female journalists?**

**Table 13: response to question 13**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percentage** |
| Strongly Agree | 90 | 47.4% |
| Agree | 46 | 24.2% |
| No opinion | 9 | 4.7% |
| Disagree | 31 | 16.3% |
| Strongly disagree | 14 | 7.4% |
| Total | 190 | 100% |

The above table shows that 90 respondents representing 47.4% strongly agree that there are wrong impressions about the female journalists. 46 respondents representing 24.2% agrees that there are wrong impressions about the female journalists.

9 respondents representing 4.7% have no opinion if there are wrong impressions about the female Journalists or not. 31 respondents representing 16.3% disagree that there are wrong impressions about the female Journalists. 14 respondents representing 7.4% strongly disagree that there are wrong impression about the female Journalists.

Therefore, with 90 respondents representing 47.4%, it is clear that there are wrong impressions about female Journalists.

**QUESTION NO 14: Do you agree that female Journalists, find it difficult to get married?**

**Table 14: response to question 14**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percentage** |
| Strongly Agree | 14 | 7.4% |
| Agree | 40 | 21.1% |
| No opinion | 7 | 7.8% |
| Disagree | 57 | 30% |
| Strongly disagree | 72 | 40% |
| Total | 190 | 100% |

From the above table, 14 respondents representing 7.4% strongly agree that Female Journalists find it difficult to get married. 40 respondents representing 21.1% agree that female Journalists find it difficult to get married. 7 respondents representing 7.8% have opinion if female Journalists find it difficult to get married. 57 respondents representing 30% disagree that female Journalists find difficult to get married. While 72 respondents representing 40% strongly disagreed that female Journalist find it difficult to get married.

Therefore, with 72 respondents representing 40%, it is clear that female Journalists do not find it difficult to get married.

**QUESTION NO. 15: Does Journalism practice give enough time for other family activities?**

**Table 15: response to question 15**

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percentage** |
| Yes | 42 | 22.1% |
| No | 143 | 75.3% |
| No idea | 5 | 2.6% |
| Total | 190 | 100% |

From the above table, 42 respondents representing 21.1% says yes that Journalism practice gives enough time for other family activities. 143 respondents representing 75.3% says that Journalism practice does not give enough time for other family activities, While 5 respondents representing 2.6% have no idea whether Journalism practice gives enough time for other family activities or not.

Therefore, with 143 respondents representing 75.3% it is clear that Journalism practice does not give enough time for other family activities.

QUESTION NO.16: Is it true that female role as mothers and wives are some of the problems facing female journalists?

Table 16: response to question 16

|  |  |  |
| --- | --- | --- |
| **Responses** | **Frequency** | **Percent** |
| Very True | 102 | 54% |
| True | 46 | 24.2% |
| Not very true | 31 | 16.3% |
| Not True | 11 | 6% |
| No Idea |  |  |
| Total | 190 | 100% |

From the table above, 102 respondents representing 54% says it is very true those female roles as mothers and wives are some of the problems facing female Journalists. 46 respondents representing 24.2% says it is true that female roles as mothers and wives are some of the problems facing female Journalist. 31 respondents representing 16.3% says it not very true that female roles as mothers and wives are some of the problems facing female Journalists. 11 respondents representing 6% says it is not true that female roles as mothers and wives are some of the problems facing female Journalists, while 0 respondents have no idea if female roles as mothers and wives are some of the problems facing female Journalists or not. Therefore, with 102 respondents representing 54%, it is clear that female roles as mothers and wives are some of the problems facing Journalists.

**4.3 Discussion of Findings :**

In this section, the data collected from the survey on the topic “The Attitude of Female Mass Communication Students towards Journalism as a Career. (A Study of ESUT Female Mass Communication Students) was discussed. The data were contained in the I 9,0 copies of questionnaire retrieved from the respondents. The section therefore discussed the findings of the study in relation to the four research questions.

**4.3.1 Research Question 1: Do female mass communication students have negative attitude towards Journalism as a career?**

The aim of this research question was to find out if female mass communication students have negative attitude towards Journalism as a career? Data on table 2 showed that 80 respondents representing (42.1%) strongly agree that female mass Communication students have negative attitude towards Journalism as a ca 30 respondents. (15.8%) agree that female mass communication students have negative attitude towards Journalism as a career. 16, respondents (8. 4%) says they have no opinion if female Mass Communication students have negative attitude towards Journalism or not. 34 respondents (17.9%) disagree. While 30 respondents representing 15.8% strongly disagreed that female mass communication students have negative attitudes towards Journalism as a career.

Therefore, with 80 respondents representing 42.1%, it became clear that female mass communication students have negative attitude towards Journalism as a career.

**i. Research Question 2: Is there any discrimination against the women Journalists?**

The aim of this second research question was to determine if there are any discrimination among the female journalists.

Data on table 6 showed that 80 respondents representing 42.1% strongly agree that there is discrimination against the female journalists. 40 respondents representing 21% agrees that there is discrimination against the Female Journalists.

None of the respondents has an opinion whether there is discrimination against Female Journalists or not. 20 respondents representing 10.5% disagrees that there is discrimination against the Female Journalists. 50 respondents representing 26.3% strongly disagree that there is discrimination against the female Journalists.

Therefore, with 80 respondents representing 40%, it is clear that there is discrimination against the Female Journalists.

**4.3.3 Research Question 3: Are there wrong impressions about the female Journalists?**

Data from table 13 showed that 90 respondents representing 47.4% strongly agree that there are wrong impressions about the female journalists. 46 respondents representing 24.2% agrees that there are wrong impressions about the female journalists.

9 respondents representing 4.7% have no opinion if there are wrong impressions about the female Journalists or not. 31 respondents representing 16.3% disagree that there are wrong impressions about the female Journalists. 14 respondents representing 7.4% strongly disagree that there are wrong impression about the female Journalists.

Therefore, with 90 respondents representing 47.4%, it is clear that there are wrong impressions about female Journalists.

**4.3.4 Research Question Four: Are the female roles as mothers and wives some of the problems facing female Journalists?**

The major objective of this research question was to know if the female roles as wives and mothers contribute to some of the problems facing female journalist.

Data from table 16, which treated this research question showed that 102 respondents (5 4%) says it is very true that female roles as mothers and wives are some of the problems facing female Journalists. 46 respondents representing 24.2% says it is true that female roles as mothers and wives are some of the problems facing female Journalist. 31 respondents representing 16.3% says it not very true that female roles as mothers and wives are some of the problems facing female Journalists. 11 respondents representing 6% says it is not true that female roles as mothers and wives are some of the problems facing female Journalists, while 0 respondents have no idea if female roles as mothers and wives are some of the problems facing female Journalists or not. Therefore, with 82 respondents representing 55%, it is clear that female role as mothers and wives are some of the problems facing Journalists.

**CHAPTER FIVE**

**SUMMARY, CONCLUSION AND RECOMMENDATION**

**5.1. Introduction**

The aim of this study was to find out the “The attitude of female mass communication students towards journalism as a career. (A study of ESUT students).

In carrying out the study, the researcher adopted the survey research design using the questionnaire as the data gathering instrument.

Following the analysis of data and discussion of findings, this chapter is concerned with the summary of findings, conclusion and recommendations.

**5.2. Summary of Findings**

The findings of this study showed the following:

1. That female mass communication students have negative attitude towards Journalism as a career.

2. That there is discrimination against the Female Journalists.

3. That there are wrong impressions about female Journalists.

4. That female role as mothers and wives are some of the problems facing Journalists.

**5.3 Conclusion**

From the study, the researcher concluded that female mass communication students view journalism in a light negative, and there is discrimination against the female journalists in Nigeria. This was represented in tables 3 and 7.

Again, it is also noteworthy that female roles as mothers and wives are some of the problems facing female journalists in Nigeria. This was evident on table 16 where 54% of the respondents affirmed to this. .

Despite the negative perception of female Journalists towards Journalism as a career, the researcher was able to discover that in as much as the Female. Journalists Have Negative perception towards Journalism; they can still do much better in the field, if given the opportunity to practice.

**5.4 Recommendation**

The study recommended the following:

1. Media houses should make it as a point of duty to employ more of the female Journalists just like they employ the male Journalists,

2. Our families, religions, cultures and the society should stop the discriminations against women. This will help the society to see the female Journalists as important as their counterparts.

3. Those media houses that have employed women, should not only employ them as presenters but also assign them to the field, as reporters so that they will see and feel ‘the fun of Journalism. . . . .

**5.5 Suggestions for Further Findings**

Since the study was all about the attitude of f mass communication students towards journalism as a career, the researcher recommends that ftirther research studies be carried out on how the negative attitudes of female mass communication students towards journalism should be curtailed.

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**LETTER TO RESPONDENTS**

Department Of Mass Communication

Godfrey Okoye University,

Ugwu-Ornu Nike,

Emene.

Enugu

24 May 2016.

Dear Respondents,

1, Chime, Chioma Licia of Mass Communica Lion Department, a final year student of the

above named Institution, and now conducting an academic research on “A study of the Attitude of Female Mass Communication Students of ESUT Towards Journalism as a

Career”.

This attached questionnaire is part of my research work for the award of first Degree in Mass Communication.

You are kindly requested to answer all the questions as contained in the attached questionnaire by ticking ( All the information given therein shall be treated with

utmosi couii

Thanks for your co-operation.

Yours faithfully,

Chime, Chioma Licia

Researcher

QUESTIONNAIRE

Please tick ( in the box provided against your choice of answer.

1. What is your age (in years)?

(a)18-30 ( )(b.)31-40( ) (c.)41-50 ( ) (d.)5landabove( )

2. Do you Agree that Female Mass Communication Students Have Negative Attitude Towards Journalism As Career?

(a) Strongly Agree () (b) Agree () (c) Disagree (d) Strongly disagree (e) No opinion

3. Which of the following professions would you like to practice?

(a) Journalism () (b) Teaching () (C) private business () (d) Modeling () (E) Artist ()

4. Below is a list of professions which would you recommend for women?

(a) Journalism () (b) Teaching () (c ) Private Business() (D) Modelling () (e) Artist ()

5. Journalism as a career is good for women. Do you agree?

(a)Strongly agree () (b) Agree () (c) Disagree (d) Strongly disagree (e) No opinion

6. Do you agree that there is discrimination against the female Journalists?

(a) Strongly Agree () (b) Agree ()(c) Disagree (d) Strongly disagree () (e) No opinion ()

7. As an upcoming graduate of Journalism; it is preferable for the women to teach in journalism school or to practice in the field?

(a) Strongly preferable ( ) (b) Preferable ( ) (c ) strongly not preferable ( ) (d) Not preferable () (e) No opinion

8. How would assess the number of female Journalists in the field?

(a) Very large () (b) Large () (c ) Very small () (d) small (e) No idea