

**African Women in Power: An Analysis of the  
Representation of Nigerian Business Women in  
Television**

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## **ABSTRACT**

Women generally have been categorized and placed under the chain of business industry, sometimes highly regarded and other times merely. The social construction of womanhood does not in all sense support a woman going into business let alone succeed in it because it is believed that it a man's world. In a typical patriarchal setting, a woman is expected to know nothing more domestic roles. For some women this is not the case as they have been able to break these barriers to excel in business amidst these social setting and stereotypes.

This study examines media representation of Nigerians business women. It is using content analysis of TV interviews as media text, framing analysis as a method. This study further aims to analyze media frames of two Nigerian business women: Folorunsho Alakija a business woman in the petroleum industry with current net worth 1.1 billion U.S dollars, emerging as the richest black women in the world 2014. Mosunmola Abudu, a media corporate owner in Nigeria who launched the first Africa's global black entertainment and lifestyle network in 2013. This study used six predefined frames: the business woman, the myth of business women, the non traditional woman, women in leading roles, the family woman, the religious woman and the philanthropist woman to analyse the representation of Nigerian business women in the media.

The analysis of aforementioned frames on TV interviews with these women reveals that the media perpetually reproduces existing gender stereotypes and do not challenge patriarchy. Women face challenges in trying to succeed in business while

trying to keep their homes stable. This study concludes that the media represent and reproduce gender stereotypes in spite of the expectation of empowering women. The media reduce those women accidental case rather than a role model for women in society.

**Keywords:** Representation of business women in the media, Business women in Nigeria, Framing in the media, Patriarchy.

## ÖZ

Kadınlar iş hayatında bazen saygınlıkla anılır bazen de görmezden gelinirler. Kadınlığın sosyal inşası bir kadını iş hayatında başarısını değil iş hayatına girmesini bile desteklemez çünkü iş dünyası erkeklerin dünyasıdır. Tipik bir ataerkil ortamda kadınların sadece özel alan rollerini bilmesi beklenir. Ancak bazı kadınlar için bu böyle değildir; Onlar iş hayatına girerek başarıları ile bu kalıp yargıları yıkmış ve bu engelleri kırmıştır.

Bu çalışma Nijerya'daki iki iş kadınının medyadaki temsilini incelemektedir. Çalışmada TV söyleşileri üzerine içerik analizi ve çerçeve analizini yöntem olarak kullanmaktadır. Bu kadınlardan Folorunsho Alakija 2014 yılında 1.1 milyar Dolarlık serveti ile dünyanın en zengin siyah kadınlarından biridir. Mosunmola Abudu, 2013 yılında Afrika'nın ilk küresel siyah eğlence ve yaşam tarzı network'ünü kuran medya patronudur.

Bu iş kadınları ile yapılan TV röportajlarındaki iş kadını temsillerine bakıldığında altı çerçeve öne çıktığı görülmüştür: iş kadını çerçevesi, iş kadını miti, geleneksel olmayan kadın, lider kadın, aile kadını, dindar kadın, cinsiyetçi medya.

Yukarıda tanımlanan çerçevelerin analizi bu iş kadınları ile yapılan TV röportajlarının varolan toplumsal cinsiyet kalıpyargılarını ısrarla yeniden ürettiğini ve ataerkilliğe meydan okumadığını göstermiştir. Kadınlar aile hayatlarını dengede tutmaya çalışırken iş hayatında başarılı olmakta zorlanmaktadırlar. Bu çalışma medyanın kadınları güçlendirmesi beklenirken toplumsal cinsiyet kalıpyargılarını

temsil ederek yeniden ürettiđi sonucuna varmıřtır. Medya bu iř kadınlarını sıradıřı vakalar olarak görmekte ve topluma rol modeli olarak göstermemektedir.

**Anahtar Kelimeler:** Temsil. Nijerya'da iř kadınları, Çerçeveleme, Eleřtirel söylem j analizi, Ataerkillik.

# **DEDICATION**

To my family

My Father, Basil Oguafor

My mother, Anastasia Oguafor

My siblings:

Ifeoma, Oyemike, Uche and Chinoyenum

The thought of making you all proud was my driving force. Thank you for  
believing in me.

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## **LIST OF ABBREVIATIONS**

CDA	Critical Discourse Analysis
GDI	Gender Development Index
GGMP	Global Media Monitoring Project
GPI	Gender Party Index
HDI	Human Development Index
NAFDAC	National Agency for Food and Drug, Administration and Control
UNESCO	United Nations Education, Scientific and cultural Organization
UNICEF	United Nations International Children's Emergency Fund

# Chapter 1

## INTRODUCTION

The media has over time rose to the power of aiding and insinuating perception, it is now the most useful tool in shaping perception with its content both in the form of mainstream media or the alternative media. The issue of stereotyping is also promoted by the same media content. A man and a woman are portrayed differently in the media and this is due to the existing gender stereotypes as social construction of their biological attributes. If a man is in a powerful position in any sphere of life he is portrayed as strong, intelligent, leader and a hero in many ways. However, if a woman is in the same position, the media is likely to portray her as someone who rose to power by doing the unthinkable. It is not new that a woman's success is viewed and taken with suspicion or with the idea that there is something suspicious about her success. These assumptions will therefore create the basis for the kind of representation she gets, she is portrayed in a light that is not different from these gendered assumptions.

The media will also be more concerned about her feminine characteristics as well as the woman's role as a mother. This study therefore seeks to uncover these factors with further understanding the representation of successful women, who have achieved business success. It is believed that business is a man's activity and till today the media has not fully reached its potential in imprinting otherwise to

audience. This chapter therefore encapsulates the background, objectives, limitations and significant contributions to knowledge of this study.

## **1.1 Background of the Study**

The rise and wide spread of feminism and gender criticism have encouraged women to take charge day by day of various sectors in the society. Women have also taken positions gradually meant for men supported by the patriarchy setting. Over time, the representation of women by the media has taken a turn because of the innovation of early movement, women are not always seen in the traditional roles that they traditionally were associated with. With time, gender roles began to change and even the media also began to shape with this ideology of the society. Media is a reflection of the society (Bowman, 2013), and so it is very instrumental in shaping gender roles, even though these roles were previously constructed by the society. Society has also come to an adjustment with time. The power of the post-feminist movement can also not be down-played as it contributed to this change. Before now, women generally have been categorized and placed as the plankton in the food chain of the business industry, sometimes highly regarded and other times merely. The social construct of a woman does not in all sense support a woman going into business let alone succeed in it. Simply because it is believed that it is a men's world.

In a typical African setting, a woman knows nothing more than taking care of the home, serving her husband and grooming her children like in many patriarchal societies. The place of a woman has been defined right from inception and in most cases do not even get educated. However, for some women this is not the case as they have been able to break these barriers to excel in business amidst these social

construct and stereotypes. This study is geared towards Nigerian women who are considered succeeded in business field that are always occupied by men.

The media creates a somewhat a stereotypical conception to those who consume its content. This is because their role in the society cannot be downplayed and the effect of the media on its audience is powerful. A woman in business will definitely be treated in the media differently from a man in business let alone those who do well in their various fields. She will be judged based on certain factors and attributes that differentiate her from a man, ranging from sexuality, physical appearance, womanhood and motherhood.

What makes for news in this case may not actually be from her job as a business woman but something other than her professional achievements. Headlines are also coined from issues arising from her career or the way counterparts view her. Women are constantly been portrayed in the media with some generic frames. Media scholars for the past decade have indicated that women are either underrepresented or misrepresented in the news (Wood, 1994). They are also sexualized in various aspects this can be found clearly in advertisement. Movies, series, soap operas, commentaries, talk shows and any kind of media product would however portray the stereotypical role of women in a given society (Collins, 2011 p. 293).

“Over time, a lot of contemporary studies have suggested that regardless of the efforts invested by women to the business of media and the increased success rate from social movement by women to challenge inequalities in gender within the society, media has however remained adamant to this shift that they would rather remain grounded in representing women in line with the shift. Women are still



represented with stereotypical frames which have been constructed traditionally by the society.(Byerly & Karen Ross, 2004). Although this might have not always been the case but in no doubt a patriarchal society makes it more difficult to see women in a light that is different from the already existing social construction of gender.

News media would traditionally instigate contents with a woman's appearance or biological description with their headlines, captions or text. For example, the print media would usually use words of endearment to describe women in their content with words like beautiful attractive business lady instead of the word successful business woman. They may stray a little by even talking briefly about their clothing line, hair or makeup, where she shops who her designer is and what she does at the time of her leisure. Interviews would do this with headlines and the type of questions asked. Questions would range from her husband to her kids and how she can juggle home responsibility as a business woman(Eckert, Penelope, Ginet, & Sally, 2010).An interviewer may even start by complementing her supporting the male gave or women dress so that they can be admired. However, this kind of portrayal does not reflect their career rather it places attention on their femininity (Kellner, 1995).

So far, the studies on how women are represented in the media, most of which take the angle of racism and stereotyping. However little or no studies can be found about women in Nigeria especially in unusual industries. Their stories are either told from a one-sided perspective alongside rumors or scandals whereas a man's story isn't narrated as such in the same perspective more also when man's success can be tagged usual and expected. There are consequences when the media frames a report to its audience based on sexist stereotypes. It is part of their duties to reduce these kinds of content to a minimum.

This study will analyze African women in power focusing on the media representation of two Nigerian women Folorunsho Alakija a successful business woman in the petroleum industry. Her current net was worth 1.1 billion U.S dollars, one of the richest black women in the world in 2014 unseating Oprah Winfrey as the richest African woman in the world. Mosunmola Abudu, a successful media mogul in Nigeria who launched Africa's first global black entertainment and lifestyle network in 2013. Both sectors are normally expected to be run by men and unusual for a woman to succeed in.

## **1.2 Problem Statement**

Stereotyping has constantly been an issue in media and media studies, it has existed for a long time in different forms and arguments have reason for so long whether or not it is the media's fault or the society's. Because the media in many senses are a mirror of the society that just reflects socially constructed realities. As at the initial invention of the media the issue of racism was rampant and so it created a base for stereotyping which led to the question "representation and stereotyping any nexus? Stereotyping works in many ways such as sexism, ageism, classism, ethnocentrism and racism. Studies have however shown that one cannot stand without the other and it is a continuous process that even in years to come, may actually not be fully eradicated from the society as well as the media.

Women's gender roles have been socially constructed to be the care givers, home makers, child bearers and dependent to the extent that when a woman has achieved something extraordinary there is something dodgy about it, it is almost abnormal and in most cases credits will be given to whichever man is in the picture as at the time.

Today, even with the achievements of feminist and post-feminist criticism we can still trace stereotypical and biased content in the media. This however has taken a more frightening dimension, as sexism, objectification and materialism have in many ways been inculcated as one in the media. It is difficult to separate one term from the other, woman in business have been associated with one of these terms.

There should be an avenue where women should be portrayed as strong and powerful independent from their sex. Women can be heroes, providers, leaders, independent, powerful, strong and successful without any doubt. They can also be portrayed in the media and represented without any stereotypical content. It is the social responsibility of the media to sharpen the society with its various functions like educating, informing, entertaining its audience.

### **1.3 Motivation for the Study**

As an international student from Nigeria, (Africa) the term stereotype did not make so much impact on me before now. Living in an environment dominated with people aside my race made me understand the concept of racism more as well as stereotyping with a firsthand experience almost every day. As days went by the interest in gender studies, gender in the media a course I had taken in my first semester broadened my understanding of an existing knowledge of feminism and post-feminist movement, combining my experience and my studies bore my interest in stereotyping African women in the media

Women have always been at the bottom of the chain in any patriarchal setting environment which is not different from my home country and my current host country. Even with the increase in the number of African women in power the

societal construct of a woman is still as it used to be with little or no difference in many societies. The media which is supposed to help with adjusting this as they have the power to do so have not been able to change this instead, they contribute to this by representing women in the manner that is still befitting for them.

#### **1.4 Research Aims and Objectives**

This study aims to explore, examine, compare and understand the TV interviews representation of women. This study aims to examine two Nigerian women in male dominated business sectors in Nigeria. Folorunsho Alakija and Mosunmola Abudu with international world recognition in the news media. This study will also highlight the stereotypical attributions to these women in four different news media.

This study will also examine how these women are represented. My aim is to display stereotypical and racial content if any in the news stories which the news media feature. This will be evaluated in the study by underlying reason why the media would use stereotypical words or otherwise to make news. This could consist of words describing their femininity, womanhood, motherhood, sexual and emotional appeal and also physical appearance. To be more detailed this study will have the following objectives:

1. To explore the ways African women in power are portrayed in the TV interviews internationally and in the Nigerian media
2. To analyze the kind of stereotypical content used to describe these women.

#### **1.5 Research Questions**

In order to achieve this study aims and objectives, these research questions will be answered:

1. How are African Women in power portrayed in the media?
2. How are Nigerian business women portrayed in the news media?
3. What stereotypical content are often attributed to women in business?
4. Is there a nexus between representation and stereotyping of successful women?

### **1.6 Significance of the Study**

This study will mainly give more insight to the issue of gender representation in the media, such as representing strong women in the media, as well as the representation of Nigerian women in business. Because the issue women face in trying to get to the peak of their career everyday while experiencing glass ceiling this study will help understand the various factors that hinder these women to achieving their goal in a patriarchy environment It will aid more clarity on the roles women have been forced to play as a result of social construct into as well as the generic perception of women in our existing society.

### **1.7 Scope and Limitations of Study**

This study is limited to studying two Nigerian business women, Folorunsho Alakija and Mosunmola Abudu with international recognition excelling in business industries particularly reserved for men in the Nigerian economy, petroleum sector and the media sector respectively. It is also limited to sexist and racist stereotypes in TV interview. The time frame of this study is also limited from 2013 till 2019 as it has significant dates in the career journey of these women.

## **Chapter 2**

# **LITERATURE REVIEW AND THEORITICAL FRAMEWORK**

This chapter reviews relevant literature and concepts that are relevant to the subject matter. The theoretical framework of this study is also included in this chapter.

### **2.1 Gender in the Media**

Gender is an important aspect of the media because it deals with issues either with them or from them. The concept of gender was introduced as far back to the 1970s. It was introduced as an analytical category which could be used for differentiation, it was also used to point out a distinction between biological sex difference. The concept informs ability and characteristics which are in turn designated to either gender. This demarcation had a purpose to argue the exact physical or mental effect of biological difference. Over time this differentiation has exaggerated and incorporated into patriarchal system of power between the male and the female gender (Pilcher & Whelehan, 2004)

Feminist scholars have argued that gender is a term that rather than having just biological connotation, it is more than that. Gender also has psychological and cultural meanings (Stoller, 1964), it also refers to the systematic social organization of each sexual difference (Moi, 2005). Gender apart from being biologically constructed is also constructed outside the laboratory too, gender is socially constructed and it's a learning process as per role playing in general, particularly in

useful form of social behavior and demonstration mechanisms of one's self (Crawford & Unger, 2000).

The media however having already defined this concept has ethical and social responsibility of finding meeting grounds for its content to meet the various needs for both genders. Men and women are generally portrayed in different lights by the media.

Studies over time has found the likelihood of men to appear most prominently in the media way more than women do. A study by Julia T. Wood, she stated that "The media implies the meaning of their content into our consciousness without us knowing it. One form in which the media communicates stereotypes is by portraying images of sexes in a way that is unrealistic, this builds up the perception in our minds in most cases it causes us limited options to broaden our perception"(Wood, 1994 p. 24). This means that the media in a bid to communicate gender they end up revealing or promoting stereotyping. The same study further argued that women that are regularly seen in the media are always easily mis represented and sometimes under represented. (Gill, 2007, von Zoonen, 1994, Touchman, 1978).

A research carried out by (Collins, 2011b) reveals that the media already has roles that are assigned to genders and so contents arising from the media would suit this already gendered roles. It is arguable that these roles however preexisted before the advent of the media, however the media seizes every opportunity for gender to be portrayed to suit these already defined roles.

Gender in the media is no doubt a case of media bias since men as well as women are portrayed differently. whether this is as a result of social construct or not, from previous researches, one thing has been identified may be the cause of this, these reasons range from stereotype, gender roles and social construct.

## **2.2 Analyzing Gender Stereotypes in the Media**

The media entirely is made up of different stereotypical contents, the television, magazines and the new media, internet and its content. This has been recognized over time, although this subject has been flogged over and over again in various researches, one would think that by now the ratio of these content would have been reduced to the barest minimum. In a bid to evaluate and analyze these stereotypes attributed to various gender roles, it is imperative to understand the term both academically and in media as a terminology.

There is no avenue for the word individual in describing what stereotype is. Usually stereotypes use generalization. An individual cannot be stereotyped instead a group of people can be. Stereotype in itself has stereotype. (Perkins, 1979) describes the many assumptions people have about this term because it is usually mistaking for what it is not. These assumptions will help in understanding what the term entails including when it is used. Stereotyping however is a word used when placing a group in generalization when describing them. This is why the word generalization is important since it describes a group, no individual characteristics is found.

Stereotypes most times are geared towards minority groups, although they are simple it is however very complicated. It cannot change because it is not flexible, that is why we see that stereotypes are sustained within a group for significant numbers of



years. It is also passed on from one generation to the other and sometimes people cannot trace where the stereotypes used to describe them came from. It is also not structurally reinforced; we can say that it is socially constructed.

The definition and use of stereotypes even in the media dates back to early 1920's. However, defining stereotype has been expanded over time and has now been used in various forms. A term used to depict the manner in which people use psychological ability to create a mental images about other people or events, hence Lippman (1922) refers to it as "the pictures in our heads". Stereotypes are typical beliefs about the attributes, behaviors patterns, and activities of individuals or a group of people. As stated by (Browne, 2013), they can serve different purposes depending on the context which can either ease communicative processing and facilitate the psychological demands of the receiver. Bodenhausen, Kramer, & Siisser (1994) argued that stereotypes can condition people into perceiving other people wrongly, although there are arguments that the concept can enhance understanding by allowing the spectator to generalize and connect additional information to a group or person based on other stereotypical features (Hilton & Hippel, 1996).

In public opinion, Lippman originally gave his definition as well as its uses in the society stating that it was often used in description and categorization of a group or an individual coming from another group, and later studies involving other nations. Stereotypes contains evaluations that justifies social differences and with the establishment of this it is safe to say that stereotypes are not neutral, it is taught, learned and carried on upon unto generations.

Stereotypes are everywhere, and it is much easier to describe where gender stereotypes are not found than where they are, researchers have continuously documented the existence of stereotypes in virtually every aspect of communication media (Busby, 1975). Stereotypes however is evident in the distribution of either male or female content, males and females are portrayed in their gender specific traits, represented with limited behavioral roles, that is, the social constructed role of each gender is still portrayed in the media as it is in the society, little or nothing has been done over the years to change this constructed ideology(Crawford & Unger, 2000).

Stereotypes can also adopt in this study a meaning as a personalized perceptions of others, which could either mirror a correct perception of reality or not. Mayer & Bell (1975) states that there are three key elements in explaining what stereotypes consist of these elements are: overgeneralization, which is untrue to some extent, especially when directed to a person, who is almost immune to correction (Rhineland, 1977-1978). Stereotypes are naturally neither negative nor positive, however they are essential factors in defining perceptions role and determining a suitable response to new situations.

Stereotypes in the media has to do with the way the media portrays a particular gender as opposed to the other. (Wood, 1994) identifies three themes in respect to how the media stereotypes gender by saying that Three themes describe how media represent gender. At first, the women are not well represented, secondly men and women are stereotypical represented to enhance socially agreed notions of gender. Finally, the social relationship between men and women focuses on traditional roles which indirectly support the violence against women.

Men generally as opposed to this are often represented as the most important gender, having to be the providers, the workers, strong, heroes and protectors of the women, leaders for the women to follow. A study by Doyle (1989) identified the stereotypical portrayal of men such as aggressive, dominating, and always engaging in enthusiastic activities which they get rewarded for as a masculine accomplishment.

### **2.2.1 Gender Role Stereotypes**

Gender-role stereotypes can be seen as widespread beliefs about the attribute, attribute, and characteristics of proper men and women (Browne, 2013). Stereotypes performs numerous functions, they make communicative process easy as well as the simplify the psychological needs of the receiver (Bodenhausen et al., 1994). Stereotypes can also help to enhance awareness by letting the perceiver to generalize and ascribe further information to a person based on other known stereotyped attribute (Hilton & Hippel, 1996). Gender role stereotyping involves a psychological process that enhances the categorization of ideas by individuals into male or female (Martin & Halverson, 2016).

Rebecca L.(Collins, 2011b) stated that women are usually sexualized in the media. One possible reason for this could be because it is believed that they most but submissive to men. Similarly, (Touchman, 1978) opines that women were systematically subject to ‘symbolic annihilation’ in the media (1978, p. 8). Previous studies in gender role stereotypes indicates that this stereotypes are not outrightly negative, however, positivity in stereotypes can cause distorted point of views which fails to see people differently (Hilton & Hippel, 1996). Stereotypes have a great effect on interpersonal communication, hence it demands attention, it helps in distinguishing “who is who” “ what is what” “abnormal or normal” and “right from

wrong” the media does this by portraying contents which seeks to put across boundaries to existing stereotypes created by society.

Many researches have examined gender role stereotypes in different media outlets. A study by Pingree, Hawkins, Butler, & Paisley (1976) revealed that the biased portrayal of women in the media existed long ago. It also found that there is more negative portrayal in advertisement.

Another research was carried out with the focus in women’s magazines because make it easier to spot the issues of gendered role stereotypes when dealing with women. Reichert (2005) reveals that the sex role in which female are usually condemned to is unchanging. He further revealed that women portrayed as sex object is to reinforce the product. However, men social relationship with product is usually different. Elbert (2004) examined the notion of global cyber-culture and its impact to women. He evaluated the digital media as a significant tool which intentionally making women available to mobile men.

In relating this to women, a comparative study carried out by Carter, Branston, & Allan(1998) argues that stereotype is constrained to definitive imaginative image that is developed in the mind and this definitive scheme bring a sexist approach on women. In addition to this argument, Carter, Branston & Allan supported this argument with the fact that women in a typical patriarchal society are usually secondary figures. Connecting this to Perkins definition, we can also say that gendered stereotypes play a major role in the society at large, this could be positive or negative in image building.

Millett, (1969), in *Sexual Politics*, claimed that there are two assumptions of patriarchy: “male shall dominate female, elder male shall dominate younger” (p. 20). This means that gendered stereotype or stereotype in itself is built on the availability of male dominance generally. Because most environments are patriarchic in nature there is bound to be a biased view or representation of women. Since males dominate, females have no other option to be submissive and subordinate. This is a concrete reason why the media will continue to portray genders differently.

Connell (1987) agrees to the existence of a universal domination of women by men. What Connell’s study put is that in a situation where it is already occupied and dominated by the male gender there is no way there won’t be an availability of gendered stereotypes. Men are bound to be described in different ways than women so there would not be a clash of power relations of any sort, men and women already know their placing in the society which the media continually portray. This also applies to jobs women are secluded in jobs that are meant for men even in the media this is not hidden. Scholars have blamed this setting for decades now as a result of patriarchy in which power is given and ascribed to men only, while women should be subordinate and, in most cases, submissive to and subjected to this power.

### **2.3 Patriarchy and Women’s Subordination**

Patriarchy in relations to this study and in general is a very huge obstacle to women in attaining social, political, personal entrepreneurial, advancement and development in any given society. Regardless of the differences in levels of domination between men and woman based on societal construct, the broad principles remain the same. “It is a man’s world” or it is believed that “men are in control”, there is already an existing working power relation that has lingered on from generation to generation.

This control may be different, because in most cases women are also in control of certain things in their environment. Because of this it is paramount to comprehend this system and how it works in keeping women dominated and subordinate as the case may be, to decipher its system so as to work out an avenue for the growth of women in a systemic manner.

A family within a traditional setting, has an autocratic male adult and it remains a significant place in which women are initially conditioned to accept male domination as the natural order. (Sultana, 2012) opined that a patriarchal society creates an obstacle for a woman because it only gives complete importance to men which indirectly constrains the right of women. Hence, arguments from different scholars insinuates that the whole idea of a patriarchal society as well as the power relationship that exist should be held accountable for portraying women in a subordinate position. Patriarchal society tends to gives complete power and first superiority to men to the point of limiting a women's human rights, in most cases these rights are completely ignored. In patriarchal setting, the male is given authority and he controls every other group within the society including younger men and children.(Pilcher & Whelehan, 2004). Patriarchy also explains male dominance in public and private domain. Feminists studies as however used the concept of patriarchy to explain the existence of power relation between male and female within a society as well as exposing the causation for the subordination of women in the society.

An extensive definition of patriarchy explains the demonstration and systemization of male dominance over women and the children usually in the family. It implies that men are the authority within the paramount institution in the society, while women

are denied access to these authority except in rare situation(Lerner, 1989). Jagger and Rosenberg in their study of feminist frameworks explained patriarchy to be an institutionalized system of male domination together with an array of social relation that exists between men and the women. They opined that it has a material base, although hierarchical, it creates some sought of aptitude and consensus amidst men which allows them to dominate women and children (Jagger& Rosenberg, 1984). The whole idea of patriarchy is believed to limit the power in which women have access to certain rights, some scholars say that the fear of women rising up against men is another ideology in which patriarchy feeds on and so in order to cub an impending doom the system becomes patriarchal.

The ideology of that supports patriarchal stretches the biological disparity separating men from women and this difference establish that men perform dominant role usually called masculine role, while women perform the subordinate role usually called feminine roles. The nature of a patriarchal ideology is so influential to the extent that men are usually justified for oppressing women. Since the social institutions such as the family, society and the religious organization supports the domination of women by men (Millett, 1977). A patriarchal system is symbolic with the notion of power, domination, hierarchy, and competition. Hence, patriarchy is a societal arrangement and conventions which allows men to oppress and subordinate women. Gender is constructed in a hierarchical relation as a result of patriarchal formations this is because men are rulers while women should be subjects. It is arguable that there is a binary form which exhibits the most insidious and powerful form of patriarchy misrepresentation. Grosz, (1991) studies on women representation most cases are always hinged on patriarchy that limits them to a subordinate position, this has proven to be the major factor that hinders women from having a voice, with

the media women have overtime been able to speak up, air their views and somewhat creates an avenue for to have a voice.

## **2.4 Women in the News**

The news media is an element of the mass media that is responsible for dispersing informative and news contents to a wide and heterogenous audience. The functions of the news media however involve reports the news, serve as an intermediary between the government and the people, helps determine which issues should be discussed, and keeps people actively abreast of what is happening in their society. Because the news media has these roles in society, they are the key agents of perception, building and studying the framing effect of the media will help us understand and analyze the subject matter.

Women in generally are less featured in the news often, the media however with past and recent studies have shown that this is as outcome of stereotypes existing in the media. It is also the reality that men are making the significant impact than women in the society. With the elements of news being prominent, it is more likely for a woman to be rarely talked about in the news even when they are found doing the extra ordinary.

Hernandez (1994) carried out a survey on women in the news and it is revealed that as at the time of this survey, it was only at the rare occasion's women appeared in the news. When they make it to the news, they were portrayed negatively much more often than men in the papers. The news media also seemed to be portraying these women in different field business or politics rather harshly than the men, a case of the united states female politician Hilary Clinton were all negative and somewhat



biased according to A survey by Finds Bias in 1996 this goes to show that if women are mentioned at all their images are more likely to depict what is not real, or what is a fiction of the actual news meaning. Geraldine Ferraro in the United states while she was running for presidency was also featured in a cruel manner especially in some political cartoons (Miller, 1993 p. 56). Ferraro was often depicted as a threatening figure who reduced her opponent Walter Mondale the presidential candidate as a helpless submission.

In Nigeria women such as Late Dora Akunyili, director of the National agency for food and drug control (NAFDAC) was often portrayed by the media as a tyrant and troublesome woman. Before her death the media always seized the opportunity to portray her as an evil power thirsty woman who had a drive to see all drug distributors in Nigeria who were male out of business. Scholars have however argued that this may be as a result of intimidation on the male gender to see a woman so powerful, supporting this statement Nwabueze (2004) insists that any media bias gender content comes from a gender who is in charge of composing the news.

When women are eventually mentioned their appearances is criticized more often in comparison to man. News articles are clear in treating male and female distinctively, there is always a reference to appearance and dressing of women regardless of the idea behind the new, which happens in rare cases for men.(Crawford & Unger, 2000 p. 148)

Monitoring over time shows that women without specific actions to encourage coverage of women interest is unlikely to break through the and free from media definitions because men have always been placed at the center of any activity,

business or otherwise (Gallagher, 2001). Women doing the extraordinary poses as a threat to the dominant masculine setting of the economy, hence the media try to devalue successful women's achievement by domesticating them because such women are seen as a threat to men.

Powerful women for instance in politics, media will lay more emphasis on her family situation, womanhood, motherhood, appearance, or her ability to juggle family and career instead of focusing on the fact that she is a woman aspiring to occupy one political position or the other. An example is a study by (Zoonen, 1994) which found that the Dutch media portray family members of male politician as supportive, while female politicians and their family are portrayed as problematic for their political career. This is not very different or far from a woman who is successful in a business dominated by men, the case of news portrayal will remain same in these different aspects. These studies above however concluded that the news coverage of women apart from its bias nature did also contribute to a mediated collective memory.

An international study published in 1981 revealed that women makes up a little over half of the world's population, news contents about women did not contain half of the total women content in the media (Gallagher, 1981). Also the study conducted by Media Watch (1995) in the year 2000 a research was carried out in 52 countries regarding women's representation in the media, it showed there is basically no major change or improvement in the representation women by the media, the result however showed that there was 18% out of 19% representation of women by the media considering previous researches done meaning that there was a 1% reduction in value (Spears, Seydegart, & Gallagher, 2000).

International global media monitoring project (GMMP) did an analysis of 70 countries at a time in one day with the idea of analyzing women represented in the news, the result of this analysis revealed that 19% of news were actually featuring women in roles they would usually play at home or in the society. Roles like mother, wives, submissiveness to the higher authority (man) in form of husband or fathers as the case applies and only 17% featured women otherwise.

Following a gender representation study in the three southern European countries, Serbia, Bosnia, Croatia and Herzegovina this research case studied a total number of nine newspapers, published daily with over 8000 article and 1444 announcement, findings revealed that these media constructed a gender biased, discriminatory media discourse which the men dominated” (Isanovic, 2006).

## **2.5 Women in Business**

The term business is used to describe the activity involved in buying and selling products and services, in an exchange for something legal and tangible. In simple term, it is the activity one involves in to make more money. (Davis, 1973) argue that business should accomplish social benefit, along with the traditional economic gain. Business structure however can be individual or group whichever the soul aim should be to make profit. For the purpose of this study women in business are adult females who run their own business to make profit and add to the economy growth of any nation.

According to Buttner, (2001) The interface between business and the society is defined with a continuous ethical pressure, for example the logic between societally answerable action and business conduct. Having experienced this in an ongoing

situation, it is rare for a woman to succeed in one and even when they do, they have been faced with numerous challenges to get to where they are. Hence, Davis (1973) opines that a business should achieve both social gains together with economic profits which it is created to gain.

There has always been a distinction between occupation and family. Men are more dominated in business and government, usually men rule the world of business, which is the public domain. While women dominate in domestic affairs, it was a norm that the women should take care of the home, usually the private domain. Over time, the two domains have been gendered, this is so because masculine ability is favored more in governance while feminine attributes are well valued in the private sphere. (Landes, 1984) Hence, men have defined how an organization is run and works based on their personal experience. There is an increase recognition of gender as an essential characteristic of everyday life and society, hence, this has brought about changes to the relationship between men and women, which has further resulted in women now having more interest in jobs that concerns women and vice versa (Eikhof, Summers, & Carter, 2013)

In a study carried out by Doris Ruth Eikhof and Juliette Summers they analyzed the media representation of female entrepreneur and found out that, with the media being gendered, the way entrepreneurs are represented may have direct impact the truth in the representation of female entrepreneur, this is majorly defined with underrepresentation and gender inequality (Eikhof et al., 2013).

Torch Burch, (2013) in her article affirms that business women observe the world using a different optics and because of this, they do things differently too. Women

operate new businesses every day even at this they face a big problem when it comes to equality with men. This gap has been unable to close even in recent times, given an example in only seven countries, Nigeria, Ecuador, Mexico, Thailand, Uganda, Ghana, Ecuador, Panama and Mexico, women take parts in business. Which is almost at an equal rate with the men, while in other countries such as Pakistan they are exceptionally involved in business let alone take part in them, this has brought inability of women to reach their potentials even when they are active business owners. On finance women also face huddles because it is preferred to give s man a loan than a woman. Women are highly discriminated sometimes the regulations are gender biased.

Palaniappan, Ramanigopal, & Mani, ( 2012) carried out a research on the problems and prospects of women entrepreneur, this study reveals that as much as how business women face difficulties in running a successful business this has not reduced the number if women who venture into business every day. Not letting different factors affect them. Studies analyzing the problems associated with female entrepreneurs agrees that women who has successful broken the barriers in their home by venturing into professional fields, they have also acquired various skills to juggle work and home responsibilities very well that they are successful in the field. The study also carried out a research on possible factors which motivates and influences women to go into various business fields, it also analyses the environmental potentials for women who are found in these fields as well as the strengths and weaknesses of their business contingencies and possible risk which can promote entrepreneurship by offering suggestions to promote entrepreneurship among women .

The study concluded by affirming that because of inadequate training and proper business education among women, most of them are unable to succeed in the field. The problem of finance remains a major issue for women entrepreneur in a situation where finances are not readily available or institutions are not ready to give loans, she faces a huge problem and this may result in the closure of her business. She has to start from the scratch and in most cases goes back home to retire to her traditional duties full time. It may not be so in the cases of men.(Palaniappan et al., 2012)

Carol Roth in her article of challenges faced by women entrepreneur suggest that, entrepreneurship is a difficult venture and it is more difficult for women. With the level of development in the entrepreneur world, there seems to be a daunting task before there can be an equal success rate between men and women in the venture. According to her, there is an innate problem setting women back such as the notion of being taken serious by people and the inability to control their own situations (Roth, n.d.)

Most studies on women in business however tilts towards the angle of conditions in which women go through in entrepreneurship, from running the business, to owning one and also having to juggle between running a business and the family in most cases, few or one in ten have looked at the media depiction of these strong business women subsequently those in Nigeria, going with this notion the study tends to explore the representation of Nigerian business in the media. Over time these women have been described as the strong women of Africa in various news articles, either in print media, broadcast or the new media.

According to the statistical report of Africa CEO forum ( 2018) there are only 5% of CEO of major business groups are women, 18% of business have women in senior roles and 29% of senior roles are held by women. This statistic could be attributed to the glass ceiling effect on women. this term is used as a metaphor to describe women who are unable to advance in their careers or profession. Cotter, Hermsen, Ovadia, & Vanneman ( 2001) describes glass ceiling as a specific kind of gender or racial inequality that can be distinguished from other kind of inequality as it disables opportunities for career advancement with specific challenges.

## **2.6 Theoretical Framework**

This study employs majorly the feminist theories and framing analysis to understand how powerful businesswomen in Nigeria are represented in the various media platforms. The theoretical grounding of this study is also hinged on some factors which will also be discussed herein this section. The feminist media analysis however will help in analyzing these representations, using a feminist perspective.

### **2.6.1 Representation in the Media**

Representation is the portrayal or a description of someone in a particular manner, it can also mean the characterization of any given subject matter. in media studies it is the way aspects of society such as gender, ethnicity, race are presented to content consumers “it is argued that the way women perceived themselves and were perceived was ineluctable shaped by the ways in which images were constructed and communicated to the society at large” (Pilcher & Whelehan, 2004). This goes to show the impact of media portrayal in the society.

For the purpose of this study representation is the media portrayal or depiction of the subject matter “women in business” how the media frames these women, what words, text, codes, or signs used to describe them to targeted audience.

The concept of representation has been discussed in various field. Representation, however in the media has to do with the systems in which people or issues are coined by the media to portray meaning and understanding. According to Hall (1997) representation is a social process of making meaning. Media do not only reflect or mirror the society, people also interact with others to find a view or construct ideology about reality. Representation is the social process of making and exchanging meanings (Hall, 1997)

Representations generally can be constructed by a number of things amongst which and most importantly are images and words. In relation to words, languages as a form of communication has to do with systematic signs this will in turn provide individuals a chance to express themselves. The way and manner in which individuals presents their ideas, emotions, and opinion signifies the ability to be represented one way or the other. This is no different from how the media works its way in representations of people and a given issue.

Studies have shown that the concept of representation remains a crucial aspect of feminist discourse which is why in gendered studies, representation is a key factor. According to Pilcher & Whelehan (2004) the manner in which women are identified by the society and subsequently by themselves has defined the manner in which their identity is created and perceived by the public in general.



Representation however according to Hall ( 1997) have three approaches in his bid to explain how meanings in representations occur for someone to be able to identify the “reality” and “meaning” of the world. These three approaches are the constructionist, reflective and the international approach. Given that the reflective approach is that the meaning is thought to lie in the object, idea, person in an event of the real world, and languages functions like a mirror which reflects the true meaning that is already existing in the world (p. 24)

The next approach is the intentional sender, he argues that the meaning is imposed by the author who enforces his intended meaning on the audience through choice of language. This is specific because everyone before speaking has an idea or a message they want to pass across to audiences available, however the language in which the author uses in passing information across is what the meaning is used to be interpreted. Although language involves codes and different ways of understanding these codes the author is systematic and calculative in other to get his meaning across. This is similar to what the mass media uses, the gatekeeper detects what should go out and the meaning it should convey.

This is however similar to the gatekeeping theory of the media, where certain agents act as the gate keepers of information getting to the audience. These are the guards of the frames by using specific headlines or questions to impose meanings, hidden or not. This study however adopts this approach because the interviewers do not only reinforce their intended meaning through language spoken, questions asked but they also try to produce what is seen as normal intentionally instead of challenging it.

The last approach is the constructivist or constructionist approach which is the system of language which people use to symbolize their concept (Hall, 1997). This approach explains that there are only meanings that are constructed using representational signs and systems based on items ranging from sounds, signs, images, symbols or even text. Hence semiotics is an important model of the constructionist approach. semiotics which argues that meanings are constructed and represented with signs and symbols.

### **2.6.2 Feminist Media Analysis**

Feminist studies began with a need to distinguish between socio cultural and biological gender since its meaning are somewhat interwoven. Hence, power relationship became a foreground for these studies as it became apparent that sex is distinct from gender. This later has however become an important discourse in feminist studies (Lykke, 2010).

According to (Ortner, 1974) "feminist" as a term on its own refers to a theoretical acceptance that women were most times devaluated traditionally and otherwise., meaning that there is an already existing devaluation that is acknowledged which needed to be looked into and probably changed. This is however related to patriarchy.

The challenges that were mostly associated with women who wanted to break out of the manipulation of the patriarchal structure of their society almost rendering them handicap in certain activities prompted the movement, feminist movement. Scholars have over time referred to this as the "social movement through which women in a given situation, time and place have sought to obtain their equal rights with men. It is

also the ability to access and enter into public deliberation institution building and processes attached with citizenship in their social societies” (Byerl & Ross, 2006)

Feminism as a movement is based on three main ideology, one of them is that the biological determinant does not directly set an individual behavior and cultural trends in the society this is because feminist in a considerable number see sex as a physical difference (Treichler & Kramarae, 1985) putting in contest this means that the differentiation between female and a male categorized as sex is only physical, what is the guarantee that because one appears physically as a female or a woman , cannot carry out activities that are usually seen to be for a man.

According to the Stanford Encyclopedia of Philosophy on Feminist Perspectives on Power argues (2016) that feminism and the “feminist theory is obligated to correcting the ideology that women should be subordinate to men, this is done through acknowledging that women subordination existed and should be challenged. This subordination included issues of sexism, race, women oppression in class, home, work and family while envisioning the possibility of ending them.

The mainstream media have always ended up as the center and focus of feminist evaluation, because the media has become important targets of women. In other countries the media portrayal of women has aroused similar impassioned feminist critique. This is not far from the fact that the media is a fore runner in the production of popular culture, so if the media keeps producing an issue constantly it tends to become culture, when this is done and it is not in line with the feminist movement there are bound to be feminist criticism springing from feminist. (Zoonen, 1994) posited that feminist criticism arouses and became even more prominent as the media

began to represent and portray women in ways that the movement didn't agree with. This can also be linked with the feminist media studies, viewing media content in feminist perspective, analyzing texts to identify hidden meanings pertaining to women issues.

### **2.6.3 Framing Theory**

While developing the reception analysis of the media, effect and representation, the theory of framing emerged in order to guide studies relating to receptions and effect. There are basic concepts such as stereotypes, racism, ethnicity and racial biased contents of the media are all studied, analyzed or explained with the use of framing theory in aspect of analyses or otherwise.

The framing theory is one of the most researched field in communications, and sociology because it determines and reveals the degree to which the media affect people's understanding of contents (Lecheler & De Vreese, 2012). Framing emanating from Erving Goffman's (1974) Frame Analysis argues that a frame is needed to organize or categorize items within ones experience or pieces of information. Goffman is however traced with the ideology of framing as he is also accepted as the founder of framing theory, this is because his pioneering work on frame analysis in 1974 is regarded as the backdrop of framing theory (Botan & Hazleton , 2006).

Robert Entman (1993)another scholar, described framing as a case of selection and salience, which he explains that to frame is to pick some aspect of a known reality and making them paramount in a text in such a way that can bolster a certain interpretation, ethical evaluation for that which is described (Entman, 1993). The definition above explains that the media is powerful in creating meanings,

silently also interpreting these meanings by placing either emphasis or direct focus on issues through its content for the audience to perceive. Entman further explains that there are processes, actors and tenants in which information are exchanged, these processes and actors are by “four locations”, these are the “communicator”, “the text”, “the receiver”, and “the culture” (p.52). Relating this to the study, meanings here are emphasized through the TV interviews by the interviewer who purposely directs question to these women in order to either agree or disagree with the existing stereotypes. Because the media has a way of reproducing these meanings, it is however inevitable for the interviewee to curb certain questions on the spot.

Framing theory comes from the ideas that the world has its interpretation to different people, meaning no two person finds the world the same in perception building. These perceptions sometimes are built on personal interests. People see the world through the media with the help of the full media crew working on the content received. (Baran & Davis, 2010). Framing has similarly been described as “schemata of interpretation” which does not only calls the audiences’ attention to the dominant perspectives on the picture created in their minds (by suggesting what is relevant and irrelevant in the picture), but that actively encourages a distinct issue definition, causal interpretation, moral evaluation and/or treatment recommendation for the item described in the picture (Entman, 1993, McCombs, 2004).

Scholars like (Entman, 1993) explained that framing is the selection of aspect of an event or issues and giving it more importance in a communicative text. Similarly, Tankard (2006) sees framing as a central categorization of media content that provides a framework and recommend the way the issue is identified by selecting, emphasizing, excluding and elaborating .Carragee & Roefs (2004) asserted that

framing studies examines how a news story is constructed using media frames and how the audience understands these frames. Framing can be defined as the manner in which the media portray the rhetoric in their news and how this impacts the audience opinions and cognition (Cappella & Jamieson, 1997). Frames are centered around common concepts, this means silencing of some observed reality.

Framing specific issues of an event, enables the media to give different interpretations to the same issue and thus shape the public understanding of certain reality. The significance of framing theory originates from its capacity to shape the public through the understanding of actions and making a sense for them from specific perspectives. It also allows scholars to measure and examine media content and its role in influencing the audience. Hence, framing shapes the reality of the public. Generally, framing concentrates on the arrangement of news stories place importance on a specific story line.

From the above definition and understanding of framing theory and frame analysis, the study of representation is hinged on the way in which media portray these women. The media can dictate what the news is, where the angle of the news should be taken from, how the audience should perceive contents dispersed. The media also has the power to confer status, promote, value and sometimes devalue individuals, in this case women.

## **Chapter 3**

# **AN OVERVIEW OF THE SOCIAL, ECONOMIC AND POLITICAL POSITION OF WOMEN IN NIGERIA**

### **3.1 Profiling the Nigerian Woman and the Media**

Gender is one of the most important 'fault-lines' running through the media and its structure in Nigeria. The media however has been accused over and over again as defaulting and ineffective in the representation and news reportorial in issues concerning the female gender. Arguments are biased and they do not see women in changing perspective nearest future.

Since independence in 1960, Nigerian women have constantly challenged their stereotypical gender role in society. Although women have been a major source of growth and development in the economy, the media has still not been able to acknowledge them in the proper light. Apart from the fact that most of the media establishment are owned by men, it is also sometimes more focused on economic, social and political issues of the country. What this does is that it doesn't create room for women doing their own thing or creating their own agenda. Social movement by women in the country has become a catalyst to the fight of women and it has made women issues a priority. This has resulted into having few Nigerian women been elected and some appointed into powerful positions to help put a check on these activities. Women have also been given minimal roles in politics in a bid to sooth any women empowerment movements in the country.

Oyinade, Daramola, & Lamidi, (2013) carried out a research on gender, media and politics, using the Nigerian economy stated that the movement of women has brought a significant change in the media resulting to the appointment of women into political positions. Politically, the plight of Nigerian women is however not too encouraging, in fact one might say that it is quite appealing. Even though women constitute over 50% of the Nigerian electorate, they are not well represented in making national decisions. There are arguably a number of militating factors affecting the active participation women in politics. Some of these factors most importantly are embedded in the premises of a women's secondary status within the society, some of which includes lack of education and poverty.

The Nigerian political environment not conducive for women because it is violent. Cultural stereotypes, religious beliefs system, financial capacity which makes most women depend on men are other factor that affect them. Most practices are also harmful, hence over time women have been neglected in the political system of Nigeria. For example, during the military leadership in Nigeria, people were handpicked into position of power and not a single woman was selected into position of power, this is because the rule wouldn't have been conducive for women, also men who ruled at the time was ruthless that women couldn't have worked side by side with, moreover the arm forces as at the time had little or no women in it. The sharing of the country's resource is done through politics, hence the underrepresentation of women in politics will continue to make their needs and freedom suffer.

With the help of the media, women in Nigeria have been able to organize themselves using the media as a tool to pass across their messages to desired audience, however



this does not ensure a 100 percent result, but it sure goes a long way in helping them achieve desired aims. In the year 2014, 220 school girls were abducted in Borno state Nigeria, this abduction was allegedly carried out by the Boko Haram terrorist group in Nigeria (Felter, 2018) The issue sparked a global outrage beginning with the persistent movement of women themed “Bring back our girls” women from different parts of the country would assemble for a peaceful protest and with the help of the continuous media coverage, interviews, giggles, press releases, talk shows, sensitization. the government began a thorough search on the missing girls. The issue also sparked reactions from powerful women internationally, Michelle Obama, Hillary Clinton, Oprah Winfrey and Ellen Johnson Sirleaf all joined the movement by following the hashtag trend, speaking to different media and granting interviews online and offline.

Another women movement happened in Delta State, Nigeria in 2014 themed oppressing the Urhobo women. The governor of Delta State as at the time Ewetan Uduaghan was allegedly oppressing the women in the state by destroying market squares and depriving them from pension entitlement (Edewor, 2014). Women took to the street to protest and curse him out. And with the constant coverage of the issue, the government from other states including the federal government had to look into these issues.

Apart from the fact that women in Nigeria use the media to get what they want, the media also has the role they play in making these movement difficult which should not be undermined, media in Nigeria has its advantages and disadvantages as seen in every culture. The cons are mostly found in the structure of the media as well as its ownership. Generally, the media in Nigeria is either government owned or privately

owned in most cases. The government own media plays a huge control policy over every media establishment in Nigeria, this is because even when the media is privately owned the regulation policies are put in place by the government in which they are strictly adhered to.

Although the country has no rigid laws and regulations in terms of ownership of media establishment, they have policies surrounding what content goes out of the media. Privately owned media establishment are also owned by men except one, Ebony live studios which is owned by a woman. In a situation whereby the media is owned by a male gender one can tell that media content to a large extent would be biased in terms of gender representation.

The Human Development report office of United nations, it measures gender inequality in three major dimensions of human development: health education, and economy.

	Life expectancy at birth		Expected years of schooling		Mean years of schooling		GNI per capita		HDI values		F-M ratio
	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	GDI value
Nigeria	54.7	53.1	9.2	10.8	5.0	7.3	4,433	6,008	0.494	0.569	0.868
Congo (Democratic Republic of the)	61.5	58.5	8.7	10.6	5.3	8.4	703	889	0.420	0.493	0.852
Ethiopia	67.8	64.0	8.2	9.1	1.6	3.8	1,304	2,136	0.424	0.501	0.846
Sub-Saharan Africa	62.4	59.0	9.5	10.6	4.7	6.5	2,763	4,034	0.506	0.567	0.893
Low HDI	62.3	59.2	8.7	10.1	3.8	5.7	1,915	3,126	0.465	0.540	0.862

Figure1: Nigeria GDI for 2017 relative to selected countries and groups

The result shows that the female HDI value for Nigeria is 0.494 as against 0.569 for males, which results in a GDI value of 0.868 this buttress the point that women are at a disadvantage due to their gender.

Although been disadvantaged by their gender, a large number of Nigerian women have achieved great things in different fields, this includes women from every region and ethnic groups in the country, even at this, the identity of a typical woman in Nigeria reveals a position of disadvantaged as well as frequent comparison to her male counterpart. There are various reasons why this is so amongst which and more importantly, poverty, patriarchy, lack of substantial education (illiteracy) as well as low self-esteem or lack of exposure, this does not completely eradicate a particular problem, discrimination because of gender.

Poverty remains a militating factor affecting the growth of women and it is caused by a little or no opportunity to credit facilities as mentioned in the previous chapter, there is also a huge marginalization from major economic activities against their favor. There is also a limit to which a woman can be involved in economic activities (Okoye, 2000 p.19)

The Nigerian women is also economically disadvantaged and impoverished in terms of business, property and financial ownership of any sort, this includes a land, which in turn can be used as a field of producing materials for profit. Most ethnic groups have a tradition that disqualifies a woman from inheriting property. (Nwankwo, (2001) in her book on rights and inheritance of women in Africa revealed that, women do not own property hence they cannot inherit such from their spouses or parents. in a related study by Okunna (2002) she identified that in some part of Nigeria these customs and traditions have come to play has a major hindrance to women in Nigeria who would have ordinarily want to own plots of lands to be productive, lands can be used to farm, it can also be used as a form of collateral just in case one needs a loan from a financial institution. Okunna however opines that the

economic inefficiency of women in the Nigerian society reflects in her subordination to both her husband and her male children. This is so even in death of her, she is inherited alongside her husband's estate. Hence, women have been confined to dependency on the male gender in all ramifications. Traditional law has denied women every right of inheritance regardless of her contribution to ownership of such (Nwankwo, 2001).

Illiteracy is another factor this is as a result of the absence of substantial education of access a number of Nigerian women are illiterates. Poverty and illiteracy often go together because in most cases illiterate women are poor, they live in the swine of the rural areas in the country and those who manage to live in the urban areas still are faced with the difficulty to afford basic education. Millions of women in Africa and around the globe are faced with this problem, it is not only secluded to Nigerians. The very high illiteracy rates among rural women in the developing countries is attributable to the very heavy task which women perform to ensure family subsistence, this situation which places poor women in an impending doom of domestic servitude.(Nwankwo, 2001). What this does is to deprive them of the time to acquire any form of education at all be it formal or otherwise. With the existence of intensive domestic work, coupled with an overwhelming family hustle, literacy is an unattainable dream for a large number of women including their children, particularly their daughters who are already assigned the same domestic roles as their mothers.

In sub-Saharan Africa, the number of out of school girl child is alarming. According to UN, about 121 million children are out of school and about 65 million are girls. Most of which are from sub Saharan Africa. The situation in Nigeria is not any better

has we have more boys enrolled in school than girls. A report by the National School Census (NSC) in Nigeria reveals that boys are more likely to be enrolled in school than the girl child.

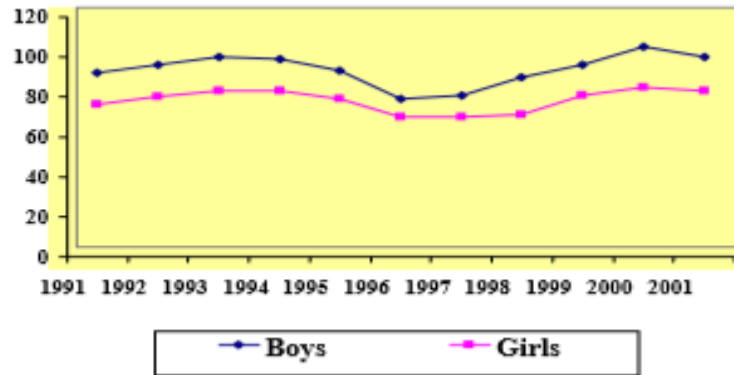


Figure 2: Primary school Gross Enrolment Rate over last decade

The figure above revealed a net enrollment ratio (NER) of 80.6% which indicates that an important percentage (19%) of primary school children are not enrolled nationwide. That is about 5 million girl-child aged between 6-11 years old is out of school.

Recent statistics by the United Nations Educational Scientific and Cultural Organization (2017) shows that there are about 13.2million out of school children on Nigeria, out of which 7.93 million are girls (Ndujihe & Chinonso Alozie, 2018). Furthermore, the British council report in 2014 shows the Gender Parity Index (GPI), revealing the ratio of girls to boys at each level of education, consistently shows fewer girls than boys enrolled in school.

Indicator	2011 %
GER Primary Female	79
GER Primary Male	87
GER Primary Total	83
GPI GER Primary	0.91
NER Primary Female	55
NER Primary Male	60
NER Primary Total	58
GPI NER Primary	0.91
GER Junior Secondary Female	44
GER Junior Secondary Male	49
GER Junior Secondary Total	47
GPI GER Junior Secondary	0.89

Figure 3: Enrolment at Primary and Junior Secondary school

The figure above shows that at all levels of education in Nigeria, the ratio of boys enrolled in school are significantly higher than girls. This is to show that girls are highly at risk when it comes to acquiring education. There are various factors that however hinders girls from acquiring any form of formal education which has been previously explained. Both figures show that there have not been any significant changes in the years respectively.

With the increasing growth in the percentage of girls deprived from education, it is difficult for a woman to uphold a certain degree of power or importance in the society. Okunna (2002 p.6) tries to explain how patriarchy contributes to the factors that hinders, political, social and economic growth of a woman.

The Nigerian woman is also often defined by low self-esteem, this happens more often because the society has always devalued her efforts and regard her as a second-class citizen in comparison to her male counterpart. Society has always practiced patriarchy in which favors the male child to the female. "Throughout the growth of the girl child, she is socialized to accept her subordinate position even when it is well

known that Liberal Feminist Theory is correct in its argument that boys and girls are born with equivalent potentials that could be fully realized, given the proper and conducive environment. However, cultural practices often deny the girl child this type of environment through child-rearing practices that puts her always at a disadvantage”(Okunna, 2002 p.4).

In recent times, Nigerian women despite the factors that hinders them from attaining high heights most of them are still subjected to patriarchy subordination as earlier stated in the previous chapter, it is difficult to remove the female gender from the patriarchy equation because without them there is no opportunity for such practices to thrive, in as much as the study of gender, women in particular exists in the media, the place of patriarchy can never be underestimated.

Placing Nigerian business women in the news, this study looks at two Nigerian women, Mosunmola Abudu, a media owner and Folorunsho Alakija an oil tycoon, two business fields popularly reserved for and dominated by men.

### **3.2 Biography of Mosunmola Abudu**

Mosunmola Abudu popularly referred to as Mo Abudu or Mo is one of the famous women in Africa. She is currently the only woman who owns a media establishment in Nigeria. She is an all-round media mogul and personality, television producer, talk show host, human resource management consultant, entrepreneur and philanthropist. Mo has been constantly described as a woman of substance and a force to reckon with in Nigeria.

She is from Ondo state, western region of Nigeria although she was born in London, United Kingdom in the year 1964. At the age of seven, her family relocated to Lagos,

Nigeria from the United Kingdom. Mo Abudu lived with her grandparents who were cocoa farmers in the 70's this enabled her adaptation to the Nigerian culture. She had a bit of her secondary school education at Fiwasaye Girls' Grammar School Akure. She returned back to London at the age of 12 after her father's demise while in London, she attended Hammersmith County Secondary School and Ridgeway School in Kent, she proceeded to West Kent College and Mid Kent College. Mo Abudu obtained a Master's Degree in Human Resource Management from the University of Westminster, London. She is also an accredited member of British Psychological Society and also has a qualification in Occupational and Personality testing.

Mo Abudu lives in Lagos State, Nigeria. She has two children, a daughter Temidayo and a son Adekoyejo Abudu from her former marriage to Mr. Tokunbo Abudu, the marriage was a short one. According to her updates on social media and granted recent granted interviews it can be deduced that she and her kids share a close relationship with their father.

Mo Abudu has been described by Forbes Africa as one of "Africa's Most Successful Women". She is one of the most influential media images in Nigeria and in Africa. She is a media proprietor by occupation. During her days in the university she was a model and the brand ambassador of AVON Cosmetics. After her master's in Human Resource Management, she started her career as a recruitment consultant in UK in the year 1987 thereby ending her short career as a model. She joined Starform Group as a manager for their Corporate Credit Management Exhibition for two years (1998-2000). She worked for Arthur Andersen heading the Human Resources and Training unit for Esso Exploration & Production Nigeria Limited. When she relocated to



Nigeria and had the experience and understanding of the corporate world, she established her own human resource development company called Vic Lawrence & Associates Limited. After few years, she decided to join the media industry as that will help change people's view of Africa. This resolve was prompted by ridiculous questions she was asked while studying in the UK like 'Do you live on trees and dance around fires in your country'?

In the year 2013, Mo Abudu launched Africa's first Global Black Multi-Broadcast Entertainment Network EbonyLife TV which airs in over 49 countries across Africa, in the UK and the Caribbean(Cohan & Gbadamusi, 2013). EbonyLife TV became a subsidiary of Media and Entertainment City Africa this is located at Tinapa Resort, Calabar, Cross River State, Nigeria although it has a branch in Lagos state.

In March 2018, Sony Pictures Television announced its three-year deal with EbonyLife TV that would include the co-production of The Dahomey Warriors, a series about the Amazons who took on French colonialists in a 19<sup>th</sup> century west African Kingdom.(Giles, 2013)

Mo Abudu also established EbonyLife Films. She was the executive producer of her first movie titled Fifty. This film was screened in the London Film Festival as Nigeria's official entry. In 2016 she collaborated with The Elflike Collective to produce the movie titled 'The Wedding Party' which made an impact in the Nigerian movie industry.

Mo Abudu is the executive producer and host of a TV talk show, Moments with Mo, the first syndicated daily talk show on African regional television (Michelle, 2013).

When she conceived the idea of hosting this first Pan-African TV show, she approached DSTV with the Moments with Mo Abudu's proposal hoping she would persuade them that it is time Africans had a talk show that projected all that was positive, progressive and celebratory about the continent. She didn't get any positive response from DSTV as she was told they were not looking for a Pan-African talk show on the platform at the time. Window of opportunity soon opened in response to the need for local content on the platform in 2006, Moments with Mo Abudu came into existence. This talk show gave Mo Abudu the opportunity to come in contact with influential world figures.

Having recorded over 200 episodes airing different topics ranging from lifestyle, health, culture, politics, entertainment, tradition, music and inter-racial marriages featuring celebrities, presidents, Nobel Laureates and the 67<sup>th</sup> US Secretary-of-state Hillary Clinton. She says the show "highlights the life and accomplishments of a usually well known, but sometimes an undiscovered African individual who by his or her own tenacity and determination has accomplished something, overcome something or been a catalyst for something that makes them a role model to others".<sup>1</sup>

Moments with Mo Abudu is also aired on M-Net with TV coverage in 48 African countries and it is also aired on terrestrial and cable TV in other parts of the world.

In 2009 Mo launched a reality show called The Debaters funded by Guaranty Trust Bank. This TV show focuses on "giving Africa a voice" by promoting oratory.<sup>2</sup>

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<sup>1</sup>"Grand launch for Mo-ments with Mo". TVC

<sup>2</sup>"The Debaters, new on screen." Forbes Africa

Mo Abudu was instrumental in founding 'The Inspire Africa Foundation' that is registered as a non-profit making organization focused on raising funds for implementation of society transformation initiatives. In 2009, the foundation organized a charity concert with other NGOs that had the theme 'Rock with a Conscience'. The funds raised were used for the betterment of street children. The foundation also has a charity store and a children's shelter called 'The Harbour'. Besides fund raising through her foundation, she has contributed large amounts in her personal capacity.<sup>3</sup>

Forbes Africa in 2013 recognized Mo Abudu as the first African woman to own a Pan-Africa TV Channel.<sup>4</sup> Also in 2013 The Hollywood Reporter listed her as one of the 25 most powerful women in Global TV.

### **3.3 Biography of Folorunsho Alakija**

Folorunsho Alakija was born in the year 1951. She is one of the richest women in Africa. She is a Nigerian business woman and a billionaire. In 2014, she was the richest African woman in the world unseating Oprah Winfrey. She is invested in fashion, printing and petroleum industries. She has a net worth of 1.1 billion USD (2019). She is the managing director of The Rose of Sharon Group. This group is made up of The Rose of Sharon Prints & promotions limited and Digital Reality Prints Limited.

Folorunsho Alakija was born in Ikorodu, Lagos state of Nigeria to the family of Chief LA Ogbara. She was the 8<sup>th</sup> child out of 52 children. She left for the United Kingdom for her primary education at the age of seven at Dinorben School for Girls

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<sup>3</sup>[www.thefamouspeople.com](http://www.thefamouspeople.com) pg.3

<sup>4</sup> "Mo Abudu Africa's queen of talk-Forbes Africa".

in Hafodunos Hall in Lilangeni, Wales. At completion of her primary education, she returned to Nigeria and attended Muslim High School Sagamu, Ogun State, western region of Nigeria. Afterwards, she returned to London for her secretarial studies at Pitman's Central College, London. She also took fashion course at American College, London and the Central School of Fashion.<sup>5</sup>

Folorunsho got married to Modupe Alakija in 1976 who is a legal practitioner, they have four children and grandchildren. In recent and past interviews, reporters always seize opportunities to ask about her family or personal life which she obliges every time such questions are raised. She currently resides in Lagos state Nigeria with her family.

Her journey as a career woman started in the year 1974 as an executive secretary at Sijuade Enterprises, Lagos, Nigeria. From there she got a job at FinBank formerly known as First National Bank of Chicago now owned by First City Monument Bank. Having worked there for some years, she was moved to establish her fashion company called Supreme Stitches which was later renamed Rose of Sharon House of Fashion. She left an indelible mark in the fashion industry and was made the national president and lifelong trustee of the Fashion Designers Association of Nigeria. She promoted the Nigerian culture through fashion and style.<sup>6</sup>

In May 1993, Folorunsho Alakija applied for oil prospecting license to be granted to her oil company Famfa Limited in order to enable the exploration of oil, this was

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<sup>5</sup>Sessou, Egun (9 September, 2011) "My life is full of blissful moments- Folorunsho Alakija"

<sup>6</sup> Gabriel, Gift (24 June 2012). "I moved out of the crowd to get it right-Mrs. Alakija". Sunday Tribune. Nigeria

however difficult at the time as it was not normal for a woman to be involved in oil exploration.

In September 1996, Star Deep Water Petroleum Limited entered into a joint venture agreement with her of which 40% of her 100 percent stake was transferred to them as the company's technical adviser for the exploration of the license.

The Nigerian government snatched a whopping 50% immediately Famfa Limited struck oil, this she fought the Nigerian government for 12 years but won in the end. Subsequently, Star Deep sold off 8 percent of its stake in OPL 216 to Petrobras, a Brazilian company. On the 9<sup>th</sup> of March, 2016 Alakija broke the record as the first female chancellor in Nigeria as the chancellor of Osun State University.

Forbes in 2014 listed her as the 96<sup>th</sup> most powerful woman in the world. In 2015 she was listed as the second most powerful woman in Africa with Ngozi Okonjo Iweala topping the list. This is to say that in her success and achievements she has philanthropic interests which are evident in her different foundations and scholarship schemes. Folorunsho Alakija has a foundation she named Rose of Sharon Foundation that empowers widows and orphans through scholarships and business grants. She is also one of the major sponsors of the Agbami Scholarship Scheme which has over 1000 persons yearly as beneficiaries. She donated to Ibrahim Badamasi Babangida University for the completion of a 350 seat Lecture Theater and the hall was named after her. On July, 1 she was appointed the vice-chairman of the National Heritage Council and Endowment for the Arts. She is the chief matron of Africa's Young Entrepreneurs.

These women no doubt left a foot print in the sands of time as entrepreneurs and career women in a male dominated enclave 'Africa'. There are so many challenges African woman entrepreneurs face because society believes that a woman's role is mainly to cook and raise children. This lifelong notion has killed the entrepreneurial spirit in most African women. A woman can only be seen as a successful mother or an entrepreneur but these two women have proven that a woman can be a mother and also a successful entrepreneur. Lack of fund is a factor that women face. Women most times face hard times trying to get capital for their businesses. Most of the financial institutions see women as incompetent and lack the wherewithal to run a successful business.

## **Chapter 4**

### **RESEARCH METHODOLOGY**

This chapter aims to outline the methodology that will be used in this study as well as its techniques, it describes the research approach, the study population, sampling techniques, and the procedures for data collection and analysis based on literature reviewed and the theoretical framework. The main objectives of this research are to find out the media frames used by the media about business women in Nigeria and the existing stereotypes.

I will analyze television interviews with both women, Folorunsho Alakija a petroleum mogul and Mosunmola Abudu a media mogul, both women from the western part of the country, business women who have succeeded in unusual business fields reserved for only men in the country. These interviews have already been conducted in the Nigerian media Talks at google and African Leadership Dialogue. as well as international media Forbes and CNN. The interview sessions will be analyzed with the interviewer's questions, what kind of question, the interviewees response as well as the kind of response. The questions and responses will be analyzed thematically to answer research questions.

#### **4.1 Framing Analysis**

In the previous chapter we see how the framing theory of the media shapes our ideology and perception about what we see on the media. Content are framed in the media helping us see the medias point of view. This is possible because the media is

one of the most powerful tools for generating perception, audience tend to think in line with what the media wants them to think of a certain issue as well how they think about them. framing is viewed as placing information in a unique context so that certain elements of the issue get a greater allocation of an individual's cognitive resources. An important consequence of this is that the selected elements become important in influencing individuals' judgments or inference making (Kahneman & Tversky, 1984)

Framing analysis however helps in the examining of media content, it broadens the human understanding of what the content means, this analysis will help understand the way meanings are produced as the last chain of communication in dispersing content. The prime focus of frame analysis is to help conceptualize news text into empirically operationalizable dimensions (Pan & Kosicki, 1993 p, 56)

Media content in every case use headlines or captions to frame ideas and meanings, the first captivating feature of a media content comes from these two, even before the full story is complete, headlines have already created perception, the coverage of content that will be analyzed in this study would also draw framing from title, headlines and also captions when necessary.

Frame analysis here is used as a qualitative research method which is a multimethod of research focused on interpreting naturalistic approach to its subject matter, this research method deals with things that are naturally. According to (Jown W. Creswell, 1998) qualitative research is an enquiry process of understanding based on distinct methodological traditions of enquiry that explore a social or human problem. This means that this method builds a complex, holistic picture, analyzes words,



reports detailed views of informants and conducts the study in a natural setting. Qualitative research is mainly interpretative typically involved in sustained and inexpensive experience with participant. It includes information about a specific amount of time in and out of the field for some researchers (John W. Creswell, 2003)

This kind of research is fundamentally interpretative, systematically reflecting on who he or who she is in the enquiry, sensitive to personal biography and how it shapes the study, for the purpose of this study the biography of both business women as the case study is already discussed in the previous chapter. This kind of research sometimes also includes past experiences and statements that provide background data which the audience can understand (John W. Creswell, 2003).

## **4.2 Talks at Google**

Talks at Google is a subsidiary of google in itself that has a regular speaker series. This segment started in 2006 and is a staple of Google's unique culture. There are about a number of talk shows/ interviews hosted by Googler volunteers each week. There are various offices around the world, with a bonus of all recorded episodes of talks online, it can be found on YouTube also. For this study, the researcher draws data from a particular interview of talks at google carried out by the country manager of google in Nigeria.

The interview with talks at Google is 58 minutes with the theme “Being bold in Entrepreneurship”. Apart from the headline, question sprang from her achievements, challenges as a business woman in Nigeria and balancing work and family.<sup>7</sup>

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<sup>7</sup> <https://www.youtube.com/watch?v=2yRd5bgPYvw>

### **4.3 African Leadership Dialogues**

Africa Leadership Dialogues is a pan African TV show which involves successful leaders, to examine the current position of the continent and in most cases recommend a solution for the challenges facing it. The show is organized and hosted by Julie Gichuru, the shows airs currently on Citizen TV Kenya but has a global reach through use of online media. This media was chosen because of its versatility and it also gives another perspective to the African media asides Nigeria where both women hails from.

Interview with ALD is a 40 minutes interview, focusing on black women in the world. This interview was conducted at the women inspiration enterprise symposium, Lagos State Nigeria. Interview questions sprang from, faith, family and woman as a philanthropist and a care giver. Given that the audience present were women, questions were directed to issues concerning woman as a wife and a mother.<sup>8</sup>

### **4.4 Forbes**

Forbes is an American based business magazine contents are published weekly, this magazine features articles on topics ranging from business, finance, all round industry, investing, and marketing topics. Forbes reports on other subjects such as technology, communications, science, politics, and law. The magazine headquarters is located at Jersey City, New Jersey. This magazine is well known for its lists and rankings, including of the richest people in the world, Africans, Americans amongst others of the world's top companies, the worlds billionaires, business men and women as well important people making a huge difference in the world. Their

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<sup>8</sup> <https://www.youtube.com/watch?v=tnO2NeEkke>

rankings are very important in the world and it is seen as accurate and true. True hence one of the criteria's for extracting data from this media. With the international recognition, Forbes has been able to set the pace for magazines all over the world. The motto of the magazine is "The Capitalist Tool". Its chair and editor in chief is Steve Forbes, with its CEO Mike Federle.

Forbes interview is conducted by Peace Hyde, a west African correspondent for Forbes Africa. it is a 26 minutes interview titled my worst day. This interview section was based on the economic and political challenges facing the Nigerian Oil Exploratory commission however, in the midst of it all a woman emerged successful and seemed not to be affected by the economic laws guiding the patriarchal business field. In as much as this interview is themed my worst day, Folorunsho Alakija was asked questions springing from all works, including business and family.<sup>9</sup>

#### **4.5 CNN**

CNN full name Cable News Network is a popular American based television channel owned by AT&T's Warner Media, founded in 1980 by Ted Turner an American media proprietor, which is a 24hour cables news channel. CNN was the first television channel to provide an all-round 24-hour news coverage avenue and was also the first all-news television channel in the United States. The channel however now has a lot of affiliation with other media as well as sub channels that takes care of some specific issues around the world, the audience has grown since its first year of release and contents now cover a wide range of categories. CNN primarily broadcast from Hudson Yards in New York City having studios in Washington DC and Los Angeles. CNN is sometimes referred to as CNN/U.S. (or CNN Domestic) to

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<sup>9</sup> <https://www.youtube.com/watch?v=I5jAKEG6w1I&t=402s>

distinguish the U.S. channel from its international sister network. CNN is arguably the best news channel in the world and for the media environment in Nigeria it is held in high regard. When ranking and feature stories spring from CNN it is already automatically viewed as verified source which is why when these women have granted an interview with them, this is seen as superior. This study focuses on the African voices of CNN because interviews carried out on these women was issued from one of the subcategories called the African voices, basically it gives preference to Africans as the name implies doing extraordinarily in their different fields, this cuts across the various economic sectors.

The interview conducted by CNN was done in the African Voice segment. It is a 21 minutes TV interview focusing on opening the pages of Folorunsho Alakija's auto biography. While this interview seemed hinged on her experiences and challenges as a successful business woman in Nigeria, it seizes every opportunity to focus on her life as a philanthropist and a care giver<sup>10</sup>

#### **4.6 Research Questions**

RQ 1: How are African Women in power portrayed in the news media?

RQ 2: How are Nigerian business women portrayed in the media?

RQ 3: What stereotypical content are often seen associated with women in business?

RQ4: Is there a nexus between representation and stereotyping of successful women?

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<sup>10</sup> <https://www.youtube.com/watch?v=V2OufVaw0fE>

## **Chapter 5**

### **RESEARCH FINDINGS AND ANALYSIS**

#### **5.1 Introduction**

This chapter aims to give answers to the research questions outlined in the previous chapters, a total number of four interviews were analyzed from TV media for both women, this media cuts across the local and international sphere, this was done to get a balanced view on representation as well as categorizing themes that will be discussed, interviews are evaluated and discussed through the use of discourse analysis. These interviews were conducted and broadcast during the time frame where these women were constantly recognized in the media. Interviews includes, Google talks, Forbes women, African Leadership Dialogue and CNN. channels aiming to construct an accurate biography, past experiences and possible challenges faced as a woman in the business industry.

With frame analysis giving us an insight of what the media do by coining news stories from these interviews, headlines and captions also play a vital role in media framing which will be discussed as well. To further understanding frames and representation in this study, the researcher decided to categorize analysis under various themes relevant to achieving the aim of this study. Some of these categories are interconnected with an existing nexus between them, however based on the different representation of these women, the themes are discussed with references to

interview findings. These frames however are defined by the researcher, none of which has been predefined.

## **5.2 The Business Woman**

This theme can also be called the career woman, from interviews we see that the woman is acknowledged first by what she does, business every other description comes in as secondary, the woman is also tagged as successful. According to (Davis, 1973), business should accomplish social benefit, along with the traditional economic gain. Business can be individual or group whichever the soul aim should be to make profit. Here business women refers to females who involve in the activity of buying and selling products and services which would in turn benefit them and contribute to economy. These women run their own business to make profit and also boost the economy one way or the other. Usually we randomly see women in the mainstream media who are struggling with men to be as powerful as they are, competing for top roles, achieving same heights as men in the same field or similar. The idea of portraying women as business is a bit more difficult to portraying a man as a business. “We see in the media that the rate at which men are seen occupying and owning the business is way more than we see the women doing so even when we find the opposite, the men are always there to receive credit for either mentoring or training” (Ely & Kolb, 2011). The fact that we cannot take away this sexist ideology that the mainstream media has about women doesn’t mean that there has been no change at all on the issue. This change may be slow, but it’s a gradual process that the media has begun to accept and with time and in the nearest future women will take equal number in representing business as much as the men.

(Torch Burch, 2013) affirms that business women see the world through and in a different lens and because of this, they do things differently too. The business woman has to work extra hard to see that she gets recognized in her work place, home and even the media. As much as we find women in the media and the media's acknowledgement that they deserve to have as much attention as the men. The media portrayal of man and woman will always be different (Isanovic, 2006)

All the interviews analyzed shows that there is an open acknowledgement that these women are indeed business women, they are either addressed as successful business women or entrepreneurs. Questions are often drawn from the fact that they are successful business women, their description is nothing short of what they are neither is it different from what they do. These women have been placed already at the top chain of their career and it is difficult for the media to portray anything besides this being a business woman also means that you control money in some sort of way, the average Nigerian woman will not even venture into a business field alone succeed in one. Interviewers begin to ask them question with “as a business woman”? so we know that you are a business woman”? “what does it take to be an entrepreneur”?

### **5.3 The Suspicion of a Successful Woman**

The patriarchal structure has made it very difficult to see women do the extraordinary and not find hiccups in a woman's success (Sultana, 2012). Myths are sometimes in existence for the purpose of controlling the society. It puts a check on the activity and happenings in a given society, myths are not true but they serve different functions. Patriarchy supports the absolute power to men irrespective of how young the man in concern is (Kalabamu, 2006) This is no different to various ethnic groups in Nigeria. A boy child would be trained in education to whatever level

compared to a girl child who gets to a certain stage and is secluded to marriage. This is done to clip off any possibility of a girl child rising to power or success (Makama, 2013)

It is believed that when a woman is successful, there was a man behind her or she has slept her way through to the top. Women don't merit success in a typical patriarch society. Even when they do references are made to a father, father figure, husband, mentor or coach whichever case it is they are usually or must be men. There are however different myths and suspensions that are associated with a successful woman especially those in businesses.

### **5.3.1 Women Should not Lead**

When one finds a woman interested in business because of male dominance already in the business fields, women cannot be a leading figure (Anna, Chandler, Jansen, & Mero, 1994). A woman should not even be seen lording over a man, because this is the existing ideology, we find that women who want to venture into business on their own is very rare. In business at some point you have to partner with someone, sole proprietorship is difficult for a startup, it is possible but it will take a whole lot from the woman. Patriarchy according to Millet (1969) explains it as male dominance over a woman and older male dominating the younger male. There is no avenue for a woman to lead or dominate over anyone.

A woman should be submissive, this is what religion tells them, a woman should be in the kitchen, this is what the patriarchal order of the society advocates. The order of patriarchy is male dominance and women's subordination (Kandiyoti, 1997) What is not known is that women are as ambitious as men if not more than the men (Caprino, 2011) Women are built to be care givers not providers so they can't lead, what is



forgotten is that if it is in a woman's biology to give care, groom, emotional and multitask then it is not difficult for a woman to lead. The myth that a woman cannot lead emanates from the religions that supports women to be submissive and also patriarchy which gives absolute power to the male gender.

### **5.3.2 Women Cannot Negotiate**

This is the one of many stereotypes that women are still subject to till date. In business one of the driving force to its success is the ability to negotiate. Research have shown that women are more effective when it comes to voicing what they want and standing by it, while men are only 25% successful in negotiating (Babcock & Laschever, 2009). Persuasion is the key and women are more likely to do better in persuading and persistence in getting what they want.

Alakija in her interview with ALD reveals that it took her 3 years to acquire oil blocks in Nigeria after a lot of refusal from the government and individuals she wanted to go into partnership with. Abudu on the other hands states that she believes in "the law of balance"

People are going to say No to you, but for me each time I hear a no, I am much closer to a yes. I totally believe in the law of averages, everybody cannot say no, at some point you are going to get a yes

"Not everybody will say no, some people will say yes" this proves that women are very determined knowing fully well that they are already at disadvantaged, that becomes the driving force to get negotiation done.

Stereotypes like this makes it difficult for women to succeed in business. Partnership even becomes extremely difficult because if you cannot negotiate terms as they

believe then there is no need going into a business that will be ran to the ground in few years.

### **5.3.3 Women Are Not Genetically Built Strong**

Often in the society, women are described as the weaker sex (Stoper & Johnson, 2016). Being a woman means you are supposed to be soft, emotional, always at the receiving end of what a man brings to the table we see this reflection in the media constantly, stronger roles are given to the men while the secondary roles are given to the women (Block, 1973). It is generally more acceptable for women to fit in as weak than the other way around. While men are stronger, women are dependent on their strength to shield and protect them from any eventuality. This is the reason women acquiring so much success in business first hand appears unbelievable and unrealistic. strong people succeed while weaker people just sit somewhere and cheer on. While success is attributed to men support should be to the woman. There's a popular saying that "behind every successful man there's a supportive woman"

### **5.3.4 Women Don't Support Other Women**

This myth comes to play in the issue of empowering young female entrepreneurs, because there is an existing stereotype that women are particularly hostile to other women, they tend to work with only the male gender who in turn end up doing all the work and women take credit for all the work done. According to the Cartier's Women Initiative (CWI) 65% of women who receive career development support are now assisting new talents compared to the 56% of men while 76% of the women developing talents are developing women compared to the 30% developing men.

In the case of Alakija she runs an NGO called the rose of Sharon, she is dedicated to empowering young girls in various trades. Businesses are set up for the girl/woman

who has been developing her entrepreneurial skills. Helping the widows, less privileged and orphans. Speaking with ALD Alakija states that:

The legacy I would like to leave is one of having made a difference in the lives of many, most especially in the lives of women. In the lives of those who cannot even put food on their tables or that of their children. Widows and orphans whom God has called me to visit through the assistance and support of the trustees of the foundation.

Abudu on the other hand employs young talents on a frequent basis as well as organizing a program with Airtel Nigeria in changing lives with empowerment. Both women have given voices to the voiceless. They support other women with different programs set up individually. The myth that women do not support other women makes it really difficult to find partners who are willing to work with them to achieve success.

Because there are already myths surrounding women and the stereotypes women try to fight, it makes it more difficult for success. Alakija in her interview with ALD states that:

It is easy for a man to do something effortlessly and get recognition for it, but for women to be able to get recognized you have to put in triple the effort into what the men are putting in only then will you get noticed. Just because there are so many odds against women, just because the world believes that a woman is supposed to be in the kitchen, or to be rearing children forgetting that in this world, men and women were created equally in so many ways. Yes, they are stronger physically but you find that it is the woman that encourages them which is why there is a saying that behind every successful man there is a woman.

#### **5.4 The Non-Traditional Woman**

Most married women who are into business or who have jobs are usually selective of the kinds of businesses they do and the kinds of jobs they partake in. They do not generally venture into businesses that will deprive them of the chance to run their day to day affairs in the family. They do not take international jobs that involve

business travels that would jeopardize the stability of their homes. The traditional career woman in Nigeria has half her mind at work and the other half at home. She would prefer to be a petty trader who'd have a small shop close to the house where she cannot stay far away from the family. Women who generally indulge in non-traditional careers are often scorned at or seen as irresponsible (Anna et al., 1994). This is the reason a professional in any field is not considered a wife material. A woman is hardly ever an engineer or a scientist. The best she could be is a civil servant, a teacher or a nurse. The biggest crime a woman would do is to work in the media as they are seen as prostitutes, irresponsible and troublesome. The women in show business record over 80% of all divorces in Nigerian (Ehigie, 2003). A Nigerian actress who has a successful marriage is celebrated. It is with this challenges that Alakija and Abudu are celebrated.

Alakija made and still makes her money trading in oil. This is a non-traditional business model for women in Nigeria. It is a field played by men so this means a woman would have to be strong character to venture into. Being successful at it is a different achievement entirely. It is therefore not an easy feat for her to venture into such a business model, excel at it and is currently outdoing 90% of the men in the business while also having a beautiful home with her husband and kids. She did not let the shackles of marriage derail her from her path of greatness. While speaking with ALD Alakija stated that:

I went to study a secretarial course because my father did not believe in spending too much money on women, girls, and the female gender. I had to go through a secretarial course which was not my choice for a career, the law degree was my preference actually but it wasn't meant to be.

A secretarial course is inexpensive and it would mean that when she starts having kids, this would give her more time for her family, it was going to be a 9am to 4pm

job except weekends, which is the usual routine for a secretary in Nigeria. There will be time for the kids and extra time for the husband.

There is a huge difference when it comes to Alakija and Abudu in this aspect because at the other end of the line, Abudu is amongst the 80% divorced women who play their trade in the entertainment industry in Nigeria. Although her marriage failed, Mo Abudu has been successful in creating a career for herself in a non-conventional industry where lots of women have failed woefully. Having one of the largest TV networks in Africa and being a billionaire is no easy feat. In a career path sewn with thorns, Mo Abudu was able to grow and build her brand. She says she has had to keep to her feet because of her children and even incorporate her daughter in the media industry who has now produced her own movie.

Living a legacy of one that can befit my children and everything I do, I do it for them, having a failed marriage didn't derail me from given them the best. My children are my greatest inspiration (Talks at Google)

The traditional woman is that which would rather stay at home to take care of the children, put in effort to see that her marriage works no matter what it takes, but these women didn't let the stereotype define them, even when it becomes a constant matter in the media and the most talked about issue.

## **5.5 Women in Leading roles**

Over the years, women have been able to rise from the point where they were secluded to, like the typical Nigerian setting it is said that a woman is meant to be seen and not heard (Neill, Savigny, & Cann, 2016). What this means is that her opinion doesn't matter, all she should be doing is seen taking care of her home, making sure she grooms her children and most definitely her husband. She is always at her husband's beck and call. Women have been able to rise above this seclusion

gradually to becoming very prominent people and in most cases leadership roles are given to them in the environment they find themselves. If these women never had the local and international recognition given to them as a result of their entrepreneurial skills and abilities, alongside their various achievements, the media would not have considered them worthy or prominent. The media wouldn't contact them to grant an interview this is also in line with the news values of which one of them is prominence. People who are not prominent do not get in the media.

Alakija has received more than just the media recognition after she unseated Oprah Winfrey as the richest black woman in the world, she has now received honorary awards from various universities across the globe. In the oil producing industry dominated by men, she has been able to control fleets of businesses as well as owning oil blocks across the country. When matters concerning petroleum in the country, she is given a very important hearing on how to tackle issues. She played a major role during the time of contemplation in removing or keeping fuel subsidy in Nigeria from 2012-2015. A woman partaking in major decision making in Nigeria is something rare but she broke the barriers of this by remaining relevant in the social, political and economic aspect of the country (Okafor & Akokuwebe, 2011).

Mo Abudu on the other hand as the only woman to own a media outlet in the country has also risen to occupying a prominent role in the country. For every activity major and minor in the country she gets first roll seat and ultimate priority. Because the governing body understand the power of the media, they make use of whatever opportunity they can utilize to have a favorable campaign at all time, pre-election, election and post-election. The media is a very powerful tool in the country, with only one woman owning an outlet she can make or break an individual. More so

when women make the larger portion of the total population in the country. Other women around the country look up to her perception and opinion in important issues. Young girls want to emulate their strength, they are forces to be reckoned with, it is no longer news that they set agendas for other women. This seeks to break the traditional norm where a woman is ordinarily is not given such importance Millet (1969) who opined that there are two assumptions of patriarchy where male must dominate the female and likewise elder male shall dominate the younger males. Women are now being regarded as important and can lead if given the opportunity.

### **5.6 The Family Woman**

In Nigeria, a woman is considered a real woman if she has a family: a husband and kids. Her academic, personal and career goals are less important if she does not have a home. Women who are divorced are not spared as they scorned at and seen as less important and less fulfilled than their married counterparts, their personal and professional standing notwithstanding.

For a lot of women, a higher emphasis is placed on being called a wife than having economic success. This has contributed to a high rate of poverty amongst women and a wide gap between men and women as men are far richer and more successful than women.

Izraeli & Bailyn (1996) affirms that there is a new core of modern women who either choose to break this barrier or decide to pursue economic success and freedom even when married. Some have successfully combined being a family woman and being a good entrepreneur or worker while others have entirely given up on the family life to chase personal glory. For these women, being a family woman does not necessarily

put an end to their dreams and ambitions. It is a navigable water which can be conquered or abandoned.

At the apex of this revolution are Folorunsho Alakija and Mo Abudu, two successful entrepreneurs who have been able to not let the tag of marriage be the definition of their place in the society. They are the light bearers for the new Nigerian women who must not let their dreams die simply because they are married. Alakija is married and is ranked as the richest black woman in the world. Her success and self-worth are not tied to her status as a married or an unmarried woman. She has been able to forge a path to success for herself and also been able to have a successful marriage. It goes to show that the family woman can re-invent herself and aspire to greatness outside the tag of her marriage. The ALD interviewer clearly begins with the fact that she knows Alakija as a woman of family and faith. “When I read your profile Folorunsho, what was more stricken and most prominent was your reference to faith and family”

I analyzed this statement and found out that this was the base or the reason for the whole interview session. Being a great woman does not only mean being married to a great man or being a mother to great children. A great woman can be a product of herself and can make a name for herself. Family should be an encouragement for a woman to aspire towards greatness and economic freedom. The media however would constantly wonder how she is able to juggle both successfully as well as going further to ask her how she does it.

In an interview with Bishop T.D Jakes, even though this is understandable because there is a gender difference between both the interviewer and the interviewee, he constantly makes reference to her as a woman, her role as a woman, wife and



mother. This is the first duty a woman must perform well before she should even excel in the business field. Her interview with ALD she insists that the support of family is important in success.

I had the support of my husband. My husband was solidly behind me. There were so many times I would go home crying but my husband would say to me, enough of that! After all we are not starving, we are comfortable. I had his support financially, morally and emotionally. I had his full backing and this is because I had a settled home. I had a balanced relationship with my husband and children and that helped me to dare (ALD)

Mo Abudu represents the group who could not handle both economic freedom and family pressures. She chose to work for herself and became successful. She would not let her failed marriage stigmatize her and relegate her to the base. What she did was to pick herself up, worked hard and became successful. When asked how she balances work and family in her interview with Google Abudu states that:

There are some women that decides that when it is the time to raise kids I am out, and I am just going to focus on raising the kids. There are some people who are a little bit selfish like myself, who believes that they can have everything, so you need to be single minded about the fact that I love my children but at the same time I have a dream. So how am I going to juggle these things? You need to have a good support system around you, you need to spend quality time with your children, because I find a lot of house wives, who call themselves house wives but they are not even home half the time. I make it a part of my day to spend XYZ amount of time with my children. We are going to take this holiday and when it is time for me to take myself out of work a 100% outside work, I have to physically take time out and say I am not working for a month. It is about prioritizing. I think what happens to working mothers is that your kids become strong, knowing that their mum is working you are also being a role model (Talks at Google)

## **5.7 The Religious Woman**

Everyone has one way or the other given reference or acknowledgement for their success to one thing or the other. This theme has to do with the already existing stereotype that the average Nigerian woman is religious. There are two major religion practiced widely in Nigeria and that is Islam and Christianity. For both

women in this study they practice Christianity. One would see that instead of giving reference and acknowledgement to a human they will rather attribute their success to a supreme being, God. Most times, a woman's reference to her success is either to faith or family. Questions are rarely drawn from faith or religion by interviewers but answers from any other question relates to what she believes in even when these answers are directly connected. In reference to faith and family Alakija is asked by the interviewer to describe herself and what drives her, she responds by saying "praise the Lord" this is already a signifier of what she believes in and at some point, who she is more likely to give credit to. She proceeds by saying:

I am a grandmother, mother and a wife. One has been able to work hard to get to this point, it hasn't been what I have been able to achieve, what I have done, but what the Lord has done with me, through me and in me to get to this point and I give him the praise (ALD)

Abudu on the other hand is asked by her interviewer on the other hand what motivates her and where she draws her inspiration from, she goes ahead to respond:

If you put God first in all you do, you will get the result you need, if I am being asked where I get my inspiration from, I just have to say its God. It might sound a little basic, it may sound simple, yeah right but that is the truth (Talks at Google)

Being a religious person in Nigeria is seen as one who is at peace with the maker and someone who is complete. Every success a man or a woman achieves, is only logical when you have attributed it to the creator. Because a woman is regarded as the one who makes the home, you are expected as a woman to have been able to instill values to your children. One of those values cuts across a child's ability to identify her faith in reference to religion. It is in a woman's jurisdiction in a typical family setting to be religious and anything that falls short of this, will be seen as an incomplete woman. These women do not escape the stereotype of having to be a

religious woman no matter how successful they are. Mo Abudu goes further in her interview with google to explain her secret to success is God.

This is my secret and I share it with a lot of people. I believe that people do not listen to the fact that if you put him first, if you listen to him truly, he guides my every move. There is nothing too much that you cannot achieve because with him all things are absolutely possible, and that is what I believe in. (Talks at Google)

## **5.8 The Philanthropist Woman**

All over the world women are the predominant providers of informal care for family members. Women are supposed to be natural care givers, this quality we sometimes see that it is in built in a woman, her ability to look after so many people at the same time at the expense of her own personal care is something most women are built with if not every woman. (Sharma, Chakrabarti, & Grover, 2016 p. 7) findings from the interviews show that the society expects of these women to be care givers to other people. Part of their success is also measured with the amount of people they have rendered help to or empowered. As a care giver, Folorunsho Alakija in her interview with ALD is asked about the missing Chibok girls in the country, this is because as a woman the interviewer tries to portray that she should have a bit of sympathy in her for the missing Chibok girls to be able to say something on the issue as well as act upon it. However, Alakija Responds by saying “We can only pray for them” this response however doesn’t emulate the characteristics of a woman who is supposed to be a care giver. On the other hand, the interviewer knows that since interview is broadcast her response may be in line with what the viewers wants to hear bringing us to the intentional approach of Hall (2007) representation where meanings is imposed by the author who enforces his intended meaning on the audience through the author choice of language.

Mo Abudu on the other hand is asked about using her TV establishment to reach out to people in authority for social or economic change while she replies that she does all she can within her will power to do so, however she treads carefully so as not to instigate social crises on any given issue in the country. Even as these women are expected to be care givers, we see that from these interviews that they also try to play safe in what they do. Because of the societal placing of women, these women try as much as possible to tackle issues concerning the country the best way

## **5.9 Discussions**

### **Research Question 1: How are Nigerian business women portrayed in the media?**

Findings from interviews show that there is a wide acknowledgement from the media that there are indeed powerful and influential women in Africa. This study draws conclusion from the acknowledgement of media programs sets aside for interviewing women doing extraordinary things, this can also be seen in the titles of all interviews as well as the theme of the TV program. Before now, female entrepreneurs have gone unnoticed in the media, as seen in the study by (Baker, Aldrich, &Liou, 2006). There has been a significant change and a huge difference in media portrayal of women in business or women in power. This study also concludes that the media makes conscious effort to organize avenues for these women to be interviewed whether by reliving their experiences in achieving success, challenges faced and revisiting their auto biography. In doing this, the younger generation of female entrepreneurs are empowered, they can also learn few tricks from these successful business women.

**Research Question 2: What stereotypical content are often attributed to women in business?**

Findings from the interview shows that there are still existing stereotypes attached to women in the society. These stereotypes are discussed above with the frames of the media which have already been categorized into themes in the previous chapter. The media purposefully reproduces this dominant ideology. This makes it very difficult to tone down. The media mirror and reflect the society meaning that, it reproduces what is already in the society by representing them in various ways than one.

**Research Question 3: Is there a nexus between representation and the stereotyping of successful women?**

Findings shows that there is a nexus between the stereotyping of women and the way they are perceived in the media because the issue of being just a woman was repeated in both interviews, there was a clear acknowledgement of stereotyping women. This was revealed by the kind of questions asked during the interviews and the various response gotten from the interviewee which have been analyzed in the previous chapter.

According to Gill (2007) representations of women in the media have developed and changed with time to reflect the cultural and sociological changes in society. However, female stereotypes continue to appear in some media texts. Representations of women are often defined by how men and the society at large see them or by how society expects women to look and behave. Many representations of women concentrate on sexuality and emotions. Others focus on their relationships with their children or husband, because this is embedded in the society and with time becomes the societal expectation from every woman, media representations are

expected to go in line with this. There is a thin line between representations and reality which the media seeks to throw lights to, but it is ironical because the reality of these women are existing stereotypes.

While the media seeks to mirror the reality of the society, the reality of women is categorized by the societal stereotypes that defines her which the media reproduces.

## **Chapter 6**

### **CONCLUSION**

#### **6.1 Summary of the Study**

This research is based on business women in Nigeria, the frames used to either describe or represent them in the media using interview as a form of media text the study were defined after analyzing the TV interview and categorizing the themes found into the various media frames. This was done using the frame analysis, both as a theory and an analytical tool. Based on literature review and findings, it is evident that there are existing stereotypes when it comes to issues surrounding gender and women in specific. This research has been carried out in line with feminist media studies, thought and movement, looking at business women in Nigeria with case study of two Nigerian women excelling in fields that are mainly dominated by men. this is to fill the gaps of representing successful business women in the media. As much as the media acknowledges the existence of women doing the extraordinary in the society, this has not stopped the media from viewing strong women in a light that goes in accordance with social construct and in turn reproduce the dormant ideology which places men ahead of women in every sector.

In this study, I evaluated media frames involved with these women by putting them into various themes, these themes are also in connection with the social construct of existing stereotypes, these themes were gotten from the already conducted interview by African Leadership Dialogue, Talks at google, CNN and Forbes this aided the

answers to research questions from the findings. This study also employed the qualitative research method.

There have been arguments by researchers that the media is gendered, meaning that there are specific characteristics that the media itself possesses when it comes to different genders. The gendered media however is not only limited to male or female, man or woman but children also. There was a connection between the interviewer and the interviewee, this I found so because they were both of same gender. Matters were easily related to by both parties because there was a flow of questions sequentially. If the gender of both parties were different one would see that connection may not be fully established and questions may not be balanced on both sides. Most gender stereotypes in the media often comes from gender in charge of content dissemination as Seiter (1986, p.15) noted. Here we relate it to the interviewer; we can say that her questions emanate from connecting as a woman who already understands sexism.

The interview basically sprang across issues that concerns family, faith and career progression from education to growing up in a wide family, changing religion and balancing all that comes with it. The interviewer also tries to get personal content for the audience to relate to, her life as a philanthropist and her views on the issue of the missing girls as at the time. The ALD Interviewer believes that because Alakija was very influential and had the power to get to the policy makers, chipping the issue into the interview at the end will reach those in power to do something about the problem.

The interviewer utilizes her opportunity to also tackle, gain advice for other women trying to set up their business and are already having challenges. From this interview



there is an acknowledgement of the power relation between men and women. The patriarchal society can only accommodate very strong-willed women, those who are not as strong and determined will end up falling back to the bottom of the chain where they would have to start all over.

TV interviews clearly showed that women are first mothers and wives before they are entrepreneurs, this is evident because while introducing the guest, the interviewer made emphasis on Alakija as a family woman. There is always the question of how women manage to juggle the responsibilities of the home with that of her career, for some men that attain success, one might not ask them how they balance the home affairs with their jobs. This is because the existing stereotype of women having to keep the home first before having a career is still much used today. Rosalind Gill (2007, p.15) affirms that the media in most cases operate to produce meanings of dominant ideology of gender, meaning that we cannot take away gender issues from the media and as well the media however one looks at it can be gendered. Women are confined in a space that only allows them have a career of the household. Those who are able to balance both, will escape the mediocrity the society would have made of them. Those who don't, will have to suffer the consequences of alienation from the society when it comes to marital and home affairs. At the end of the session, the interviewer describes her as a woman of faith and a woman of family.

The interviewer introduces Mo Abudu by describing her as the “beautiful Mo Abudu” analyzing this statement I find that the interview introduced her so to get her quest more confident and probably wave off any nervousness she may have been experiencing because looking at Abudu from the beginning if the interview she seemed a little bit uncomfortable. This is a great way to get her to relax and feel

more comfortable to answer questions. On the other hand, one may argue it is sexist because as Sinclair (2018) states “we are bombarded with images of sexualized women without even realizing it because the concept of women as sexual objects has been so normalized that we don’t question it. The objectification of women in media starts off with seemingly harmless compliment”( p. 14). In this case, because we have same sex interviewer and interviewee it will be difficult to categorically state that these compliments sexualizes the woman

As much as family was emphasized, other questions were also asked. Ranging from the challenges of setting up a business as a woman in Nigeria, process to success, how to identify gaps in the market, advice to younger generations, lesson to be learnt, dealing with counterparts doing better than her. Support systems opportunities, skills, how she deals with funding and if it is possible for a woman to have it all.

There are issues peculiar to women and this is where the media draws its content from (Byerly & Karen Ross, 2006) interview also reveals that there was concern of social economic issues in the country. This shows how the media is powerful enough to structure the placing and profiling of women in the social, economic and political sector of the country as earlier discussed in Chapter 3.

## **6.2 Conclusions Drawn from the Study**

The aims and objectives of this thesis was to explore and understand the representations of business women in Nigeria, in the context of TV show, using two women as a case study who are succeeding in various fields, dominated by men in a strictly patriarchal society.

The media is a very powerful tool used in conveying perception with its various frame abilities. In this study frames are discussed with the use of headlines and possible captions emanating from various media. Women are built strong although different and so there is no guarantee that the representation of each woman will be same as another woman, however one thing is evident in this study that brings them together which is the patriarchal structure of their society as well as gender stereotypes.

However, women succeed in different business fields they are still faced with different challenges, these challenges come from work and family. This study also reveals that the media has continued to perpetually reproduce existing gender stereotypes and which case does not challenge patriarchy. Women also do not challenge the representation given to them by the media as seen in the findings and analysis of this research. This study also concludes that in spite of the wide spread of criticism from feminist studies over the years, and the media's expectation to do a part in empowering women with its power are still reproducing stereotypes in the kind of frame used in representing these women.

By employing the use of gender analysis, we can clearly see that women are still secluded to some stereotypical factors that affects them in one way or the other, the stereotypical contents also associated with their success. There is a clear nexus connection between stereotypes and representation. This study also reveals that because there are already existing stereotypes, representation is coined from what the society makes of these women.

Succeeding in a male dominated field of business bound by the ideology of patriarchal structure, we see that it is difficult for women to succeed. Even when they do, there are various stories of attributing their achievement to the fact that she already had a stable home before venturing into the business or she was in the middle of it all able to balance family and work.

The idea of the family woman, cannot be separated from a successful woman because it is a societal construct that if a woman doesn't have her home intact, her business is not fully complete. She is first a wife and a mother before she is a successful business woman. She is religious and must be able to instill values of faith to anything she does. There are also media and societal expectations from women who are successful, with a constant reminder and a burden that women should still be able to fix or contribute to various economic issues arising in the country especially one that has to do with young girls, women empowerment and anything that applies to femininity.

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## **APPENDICES**

## **Appendix A: TV Interview links**

Talks at Google <https://www.youtube.com/watch?v=2yRd5bgPYvw>

African Leadership Dialogue <https://www.youtube.com/watch?v=tnO2NeEkkel>

CNN: African Voices <https://www.youtube.com/watch?v=V2OufVaw0fE>

Forbes Africa <https://www.youtube.com/watch?v=I5jAKEG6w1I&t=403s>

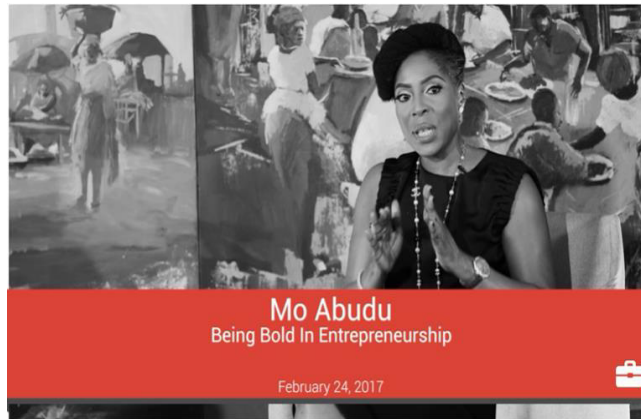
## Appendix B: Visuals from TV interview



Folurunsho Alakija's interview with the African Leadership Dialogue  
<https://www.youtube.com/watch?v=tnO2NeEkkeI>



Folurunsho Alakija's Interview with CNN  
<https://www.youtube.com/watch?v=V2OufVaw0fE&t=244s>



Mosunmola Abudu's interview with Talks at Google  
<https://www.youtube.com/watch?v=2yRd5bgPYvw&t=70s>



Mosunmola Abudu's interview with Talks at Google  
<https://www.youtube.com/watch?v=2yRd5bgPYvw&t=70s>



Folurunsho Alakija;s interview with Forbes  
<https://www.youtube.com/watch?v=I5jAKEG6w1I&t=403s>