

## Gender violence in media: A study of Kaduna state media corporation (KSMC)

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**Abstract** - Gender violence is a global pandemic that has permeated every sector of human life including the media. It is a major public health and human rights problem involving all ages and sexes however, women in media, have taken quite the hit in the form of threats or abuse in connection with their work, as victims of intimidation, sexual harassment, deprivations of liberty or certain rights. As a result, this research investigated gender violence in Kaduna State Media Corporation (KSMC). Amongst others, this study purposes to identify the various forms of gender violence and the causes of gender violence in Kaduna State Media Corporation. Anchored on the feminist theory, the research combines qualitative analysis of relevant literature with primary data collected through in-depth interviews in which 10 participants from both genders, were purposively selected media professionals in Kaduna State Media Corporation. The findings show that gender violence exists in KSMC against women, in very subtle forms of abuse of power, assault, psychological abuse, and discrimination however, they have put in preventive such as sensitization programs and workshops to combat gender violence. The study, therefore recommends that media organizations should try and employ more women in their organizations and also, anyone found assaulting his female colleague should be severely punished, as the workplace ought to be conducive for everyone.

**Keywords:** gender, violence, gender violence, media, female

### I. INTRODUCTION

Mass media in Nigeria has gone a long way to inform the populace about events and other happenings. In Nigeria the media is usually referred to as the 44 estate of the realm, in which they check various branches of government and uncover issues which we regard to as "hard news". Marshall McLuhan calls media "extensions of man." Kreps and Thornton (1992), believe media extend "people's ability to communicate, to speak to others far away, to hear messages, and to see images that would be unavailable without media" (p. 144).

The mass media as a modern channel of communication sends message of the same content to the public at the same time. Daramola (2005) defines it as the vehicle through which information or communication in a modern society can be disseminated to the public. The mass media is subdivided into two distinctive types mainly print and electronic.

Print media is one of the oldest and basic forms of communication. It includes newspapers, weeklies, magazines, monthlies, banners & graphics, posters and other forms of

printed material. It has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis.

Electronic media are media that use electronics or electromagnetic audience to access the content.

According to Encyclopedia Encarta (2005) explains broadcasting, radio and television as a primary means by which information and entertainment are delivered to the public in virtually every nation around the world. In time immemorial electronic media has been known to be transient in nature this simply means that unlike print media that is static electronic media is not static its moves and once it passes it cannot return again.

There are many influences on how we view men and women of which media are the most pervasive and one of the most powerful. Woven throughout our daily lives, media insinuate their messages into our consciousness at every turn. All forms of media communicate images of the sexes, many of which perpetuate unrealistic, stereotypical, and limiting perceptions. Three themes describe how the media represent gender. First, women are underrepresented, which falsely implies that men are the cultural standard and women are unimportant or invisible. Second, men and women are portrayed in stereotypical ways that reflect and sustain socially endorsed views of gender. Third, depictions of relationships between men and women emphasize traditional roles and normalize Gender Based Violence especially against women.

Gender Based Violence is a major public health and human rights problem involving all ages and sexes. Although the term "Gender Based Violence" is widely used as a synonym for violence against women, gender-based violence also occurs among men (Cascardi, 1992). The UN Declaration on the Elimination of Violence against Women (DEVW), defines the term "violence against women" as: "Any act of gender-based violence that results in, or is likely to result in physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life (UNESCO, 1995).

Current estimates of Gender Based Violence indicate that between 8-70% of women worldwide have been physically and sexually assaulted by a male partner at least once in what lines (Tsiseogol et al., 1995), In a study of Igbo communities in Nigeria, 58.9% of women reported battery during pregnancy while 21.3% have been forced to have sexual intercourse (Odimegwu, 2002). In spite of all the studies on violence against women, documentation of violence against men is almost non-existent. This may largely be due to the wide spread tolerance of such acts and lack of appropriate legal framework that protects women and men from domestic Gender-Based Violence in Nigeria (Odimegwu, 2002).

Gender-based violence in media has received scholarly and critical attention over the years. Many of the studies in this area bother on a number of concerns including a focus on how media is a gendered concept that buttresses attention on masculinity rather femininity. Also, studies on media or media studies reveal a concern with how media is a tool for political propaganda, class, and other considerations. Furthermore, most of the studies available in this area concentrate on particular aspects of the media such as social media, print media, broadcast media and how they influence the behaviour of individuals and groups. In Nigeria, the media is replete with these and many concerns. Gender-based violence is a recurring decimal in media discourse as much as in virtually all areas of academic discourse. This area has also garnered attention from media organisations, government quarters, non-governmental organisations and religious bodies.

In light of the foregoing, the present study, having undertaken a survey of previous studies such as AS "Wigration and Assylum in Maghreb (2007) discovers that gender-based violence, especially against women in media, has yet to receive the attention it requires. This is why the study focuses on Kaduna State Media Corporation (KSMC) to investigate gender-based violence with a view to ascertaining the forms of violence against women, causes, how these various forms of violence occur, and to identify ways in which the Corporation has dealt with the issue over the years.

Therefore, this study sets out to investigate the factors associated with gender-based violence against women in Nigeria with Kaduna State Media Corporation (KSMC) constituting the center of the study.

### **Research Questions**

- (1). What are the various forms of gender violence in Kaduna State Media Corporation?
- (2). What are the causes of gender violence in Kaduna State Media Corporation?
- (3). What ways has Kaduna State Media Corporation adopted to curb these violent incidents?

### **Aim and Objectives of the Study**

- (1). To identify the various forms of gender violence in Kaduna State Media Corporation
- (2). To identify the causes of gender violence in Kaduna State Media Corporation;
- (3). To identify the ways in which Kaduna State Media Corporation has adopted to curb these violent incidents.

### **Defining Gender-Based Violence**

Gender-based violence is violence that is directed at individuals on the basis of their gender, with women and girls making up the vast majority of the victims (though boys and men can also be targets). It is a global epidemic that is powered, in part, by a culture of silence and denial of the seriousness of its repercussions. It is indiscriminate, cutting across racial, ethnic, class, age, economic, religious and cultural divides. Gender based violence takes place throughout society: in homes, community, state institutions (prisons, police stations, hospitals) (Johnson, 2004).

The term gender-based violence can also be used to refer to violence experienced by men as a result of their gender and so does not specifically refer solely to violence experienced by women. However, it is a term that is used broadly throughout the world and the use of the word 'gender' initiates thinking about the differences in the ways that women and men experience, and are subject to, violence particularly from someone known to them. The term 'violence against women' clearly and unambiguously states the nature of the violence and the problem to be addressed (Western, 2013).

The United Nations Declaration on the Elimination of Violence against Women (UNDEVW) describes violence as "a manifestation of historically unequal power relations between men and women, which have led to domination over, the discrimination over and discrimination against women by men and to the prevention of the full advancement of women," and as "one of the crucial social mechanisms by which women are forced into a subordinate position compared with men". Women's lack of social and economic power, accepted gender roles and the low value put on women's work perpetuate and reinforce this subordinate position (UNDEVW, 1993).

### **Classification of Gender-based Violence**

Gender-based violence is broadly categorized into physical, sexual, psychological violence because it is work related and the practice of journalism is a profession.

#### **Physical violence**

Physical violence includes wife battering and assault, female infanticide, child assault by teachers and gay bashings. Physical violence is often the most visible type of violence, which can be understood as "the use of physical force against another person or group that results in physical, sexual or psychological harm" (ILO et al., 2002a p. 56). Rates of women experiencing physical violence at least once in their lifetime vary from several percent to over 59 per cent depending on where.

A more recent analysis of WHO with the London School of Hygiene and Tropical Medicine and the Medical Research Council, based on existing data from over 80 countries, found that globally 35% of women have experienced either physical and/ or sexual intimate partner violence or non-partner sexual violence.

#### **Psychological violence**

Psychological violence, also referred to as "emotional violence", spans verbal and nonverbal abuse, psychological and sexual harassment, bullying, mobbing and threats (Forastieri, 2012). Psychological violence includes acts such as manipulating a person's reputation, isolating the person, withholding information, assigning tasks that do not match capabilities or giving impossible goals and deadlines (Milezarek, 2010). A common feature of psychological violence is

that, its repetition, and its cumulative effects make it an extremely serious form of violence (Chappell & Di Martino 2006). An ILO (2002b), International labour organization, definition refers to psychological violence as the "intentional use of power" which harms the "physical, mental, spiritual, moral or social states or development" of an individual (Forastieri, 2012).

### **Sexual Violence**

Sexual violence includes rape, incest, forced prostitution and sexual harassment. According to the WHO, it can be understood as "any sexual act, attempt to obtain a sexual act, unwanted sexual comments or advances, or acts to traffic, or otherwise directed, against a person's sexuality using coercion, by any person regardless of their relationship to the victim, in any setting, including but not limited to home and work" (Kruget al., 2002, p.149). Sexual violence in the world of work can combine elements of physical and psychological violence and can include a range of behaviour, such as unwanted comments, "jokes", brief physical contact and sexual assault (McCann, 2005, p. 2). Sexual harassment is an expression of this form of violence, and is frequently categorized in two ways: "quid pro quo" or "hostile working environment". Quid pro quo sexual harassment occurs when a job benefit - a pay rise, promotion or even continuing employment - depends on participating in some form of conduct of a sexual nature. Hostile working environment harassment covers conduct that creates an unwelcome, offensive working environment. It involves a range of behaviours, including sex-based comments (which need not be sexual in nature), disparaging remarks about the sex of the victim, innuendos and the display of sexually suggestive or explicit material. (Zweighaft, 1997). A single incident is enough to be considered sexual harassment; however, it often involves repeated behaviours (Chappell & Di Martino, 2006)

### **Social-economic violence**

Social-economic violence includes discriminatory access to basic health care, low levels of literacy and educational attainment, inadequate shelter and food, economic deprivation, armed conflict and acts of terrorism (Johnson, 2004). This classification seems to cover mostly gender based violence against women rather than men.

### **Global Facts and Figures on Gender-based violence**

According to the 2013 global review of available data, 35% of women worldwide have experienced either physical and/or sexual intimate partner violence or non-partner sexual violence. However, some national violence studies show that up to 70% of women have experienced physical and/or sexual violence in their lifetime from an intimate partner (WHO, 2012).

In Australia, Canada, Israel, South Africa and the United States, intimate partner violence accounts for between 40 and 70 per cent of female murder victims (Krug, 2002). More than 64 million girls worldwide are child brides, with 46% of women aged 20-24 in South Asia and 41% in West and Central Africa reporting that they married before the age of 18. Child marriage resulting in early and unwanted pregnancies poses life threatening risks for adolescent girls. Worldwide, pregnancy-related complications are the leading cause of death for 15-to-19-year-old girls (Based on the World's women 1990, UN Department of Economic and Social Affairs).

### **Gender-based violence against women journalists**

Violence against journalists is a worrying global trend. Both men and women media professionals, bloggers and other media players are increasingly targeted for their reporting. Yet women face increased risk due to their specific vulnerabilities entailed by gender. They are subject to the same types of attacks as their male counterparts - killings, imprisonment, physical and psychological attacks, acts of intimidation, harassment, threats, surveillance, etc - but violence against them is very often manifested in the form of sexual attacks. They also face risks in traditionally "safe" environments, such as their own newsrooms. UNESCO (2018). They are vulnerable to attacks not only from those attempting to silence their coverage, but also from sources and colleagues. (IACHR)

Gender-based violence against women is a form of discrimination against women and a violation of their human rights. It is a type of violence that is directed against a woman because of the fact that she is a woman, and/or that affects women disproportionately. Gender-based violence affects women throughout their life cycle and takes multiple forms, including acts or

omissions intended or likely to cause or result in death or physical, sexual, psychological or economic harm or suffering to women, threats of such acts, harassment, coercion and arbitrary deprivation of liberty (CEDAW, 2017).

On numerous occasions, the IACHR has highlighted the close link between gender discrimination and the prevalence of various forms of violence against women. Similarly, this Office has emphasized that social constructions of gender and historical discrimination against women determine that the patterns of violence persisting in the region against the press have particular characteristics and/or a differentiated impact on female journalists and media workers. IACHR (2013). The Office of the Special Rapporteur has noted that violence against women journalists and women media workers "is manifested in different ways, from murder and sexual violence including sexual harassment to intimidation, abuse of power, and threats based on gender." This Office has also observed that, "violence against women is perpetrated by different actors, including State agents, sources of information, and colleagues, and it takes place in diverse contexts and settings, including the street, the workplace, and State offices or institutions." IACHR (2017).

In recent years, there has been an increase in the murders of women journalists worldwide. According to data collected by UNESCO, between 2012 and 2016, at least 38 women journalists were killed because of their work, representing 7% of all murders of journalists in that period. UNESCO (2018). Data from the Committee to Protect Journalists (CPJ) indicate that eight women journalists were murdered in 2017 worldwide, accounting for 19% of the total number of cases reported by the organization that same year (CPJ, 2017).

Nevertheless, as UNESCO has noted, "Killings are only the tip of the iceberg and women face certain gender-based threats" UNESCO (2016). In 2017, 48% of the nearly 400 journalists from 50 countries who responded to an IJ online survey indicated that they had experienced various forms of work-related gender-based violence (IFJ, 2017).

The most common acts of gender-based violence reported by journalists participating in the IFJ survey include verbal abuse (63%), psychological abuse (41%), economic exploitation (21%), and physical violence (11%). These forms of violence are perpetrated both by people outside the workplace (sources, politicians, readers, or other audiences) and by bosses or superiors. Also, 44% of women surveyed reported being harassed online (IFJ, 2017).

Women journalists and media workers point out that gender is not only a factor that is reflected in specific forms of violence against them, but it also means that the acts of violence usually committed against journalists in general have a differentiated impact on their lives and those of their families. In this regard, they have reported that acts of violence designed to intimidate or silence them are perpetrated against their family environment, including their children. (Society, War and Journalists: Information in Times of Rifles).

As the Office of the Special Rapporteur has emphasized, violence and sexual harassment are also among the most frequent manifestations of gender-based violence against women journalists and media workers (IACHR, 2013). The Secretary General of the United Nations has also made a similar statement. UN General Assembly (2017). In addition, in recent years, this Office has reiterated that women journalists have also experienced an increasing number of acts of online violence (UNESCO, 2018).

#### **Discrimination against women journalists in the media**

This is one of the unexplored aspects of Gender Based Violence- violence against women journalists. The IACHR has indicated that gender discrimination includes "any difference in treatment made on the basis of sex, which intentionally or in practice, places women in a disadvantageous situation and impairs the full recognition of their rights in the public or private spheres." The Convention of Belém do Pará expressly recognizes "the right of women to be free from all forms of discrimination" and "The right of women to be valued and educated free of stereotyped patterns of behavior and social and cultural practices based on concepts of inferiority or subordination." At the international level, the CEDAW establishes that the State and its agents have the obligation to eradicate discrimination against women in all of its forms. Article 1 of the CEDAW defines discrimination against women as: "any distinction, exclusion or restriction made on the basis of sex which has the effect or purpose of impairing or nullifying the recognition,



enjoyment or exercise by women, irrespective of their marital status, on a basis of equality of men and women, of human rights and fundamental freedoms in the political, economic, social, cultural, civil or any other field." In this regard, the IACHR has emphasized that "an action or omission may have a discriminatory result or effect in practice, even though it may appear unbiased" (IACHR, 2011).

Although in recent years more and more women have been practicing journalism IFJ (2016), social norms and gender stereotypes still "present an enormous challenge to the ability of women to begin, and pursue, a career in journalism on equal terms with men." In many contexts, "perceptions persist that journalism is not an 'appropriate' profession for women, resulting in sometimes severe social pressure not to enter the profession, or to leave it" (UN General Assembly, 2017).

Analysis of the types of positions women have access to once they enter the media shows that, although progress has been made, discriminatory social norms and gender stereotypes also limit women's opportunities for career development during their professional lives. However, the information available indicates that in recent years the percentage of women among news presenters or reporters in the region has increased, and this percentage is even slightly higher than the global average (Gender Inequality in the News 1995-2015. Highlights of Findings).

Women journalists and media workers are also affected by "inflexible working hours, limited or no access to affordable quality childcare, poor parental leave policies and social attitudes [by virtue of which women are assigned unremunerated care tasks], among many other factors." The impact of these patterns of discrimination, which also affect other groups of women, is exacerbated by the long working hours typical of the organizational culture of many media outlets (UNESCO, 2012). In this regard, "For working mothers, attaining a home/work balance within newsrooms has been identified as a difficulty" (WACC, 2015).

In several countries in the region, women journalists of African descent are often disproportionately under-represented in the traditional media and in decision making positions in those media. Several studies have highlighted that discrimination against women journalists and media workers in the workplace is reflected both in the low participation of women in the media agenda and in the way in which they are represented when they do appear in the news. Women's testimonies, experiences, and concerns tend to be invisible on the media agenda.

The IACHR has also noted with concern the lack of participation of people of African descent in the media and the tendency for the participation of these professionals to be linked to the "folklorization" and "exoticization" (IACHR, 2011) sought by some media, which contribute to perpetuating stereotypes and prejudices against them and their realities.

Similarly, indigenous women have also reported that their experiences and problems continue to be underreported in the public and private media (Bolivia, 2008). In particular, they have stressed that the media tend to represent them in a way that does not respect their dignity and reinforces the social perception that they are victims or targets of human rights violations, thus ignoring the fact that they "have played and continue to play a consequential role in the history of the struggle for the self-determination of their peoples, their collective and individual rights, and their rights as women." The impact of these portrayals is aggravated by stigmatization, persecution, criminalization, and other obstacles that negatively impact indigenous communicators' initiatives to advance community media (IACHR, 2017).

#### **Why gender-based violence matter**

Gender Based Violence is one of the biggest social problems on earth. Statistics give an idea of how many women have experienced violence from their partner; it's not easy to give a simple figure for the number of victims, because it depends on the definition of violence used – for example, if it is only actual violence, or if the number of women who experience threats of violence should also be counted. But it is clear from previous research (some of which is reported in this study) that Gender Based Violence affects millions of women every year.

In a 2006 survey in Kenya, the respondents chose "The lack of adequate laws to protect women against domestic violence and sexual abuse" as being the most serious problem facing Kenyan women (FIDA, 2006).

Gender Based Violence causes direct physical harm to the victims (such as broken limbs, or even death in some cases). In addition to direct harm from physical violence, GENDER BASED VIOLENCE has indirect effects: "Women who experience domestic violence tend to have higher levels of psychological stress" (Ackerson & Subramanian, 2008: 1194). There are also long-term effects, such as depression, in the victims (Johnson & Ferraro, 2000); gender-based violence can increase the chance of a woman suffering from health problems such as chronic pain, physical disability, drug and alcohol abuse (Ellsberg & Heise, 2005).

Other members of the family (such as children) may be traumatized when they see their father hitting their mother. And Gender Based Violence can give men power over household decisions, which sometimes lets them behave in ways which cause more harm: for example, some men may use violence to make their wife accept his excessive alcohol consumption - which can lead to alcoholism (Gwagwa, 1998).

#### **Prevalence of gender-based violence**

Today the true extent of violence against women in Nigeria remains unknown. Statistics Nigeria (Stats Nigeria) found that one in two rape survivors reported being raped to the police (Hirschowitz et al., 2000), while the Medical Research Council (MRC) found that one in nine women reported being raped (Jewkes & Abrahams, 2002). Both studies found rape to be under-reported although their findings differ as to the extent of such under-reporting (Vetten, 2005). Another study carried out on sexual violence in the Southern Metropolitan Local Council (SMLC), by the Community Information Empowerment and Transparency (CIET) Africa, found that over a 12 month-period three out of ten women across an entire local authority, which covered both rural and urban settlements, reported experiencing a severe form of sexual violence; with the most vicious assaults being the least likely to be reported. This study was carried out over a three-year cycle from 1997 to 2000 (Gordon & Crehan, 2002). A retrospective national female homicide study in 1999 suggests that 8.8 per 100,000 of the female population age 14 years and older is killed by their intimate partners.

The proportion of women raped or subjected to physical violence was found, in another study on abused women, to range from 46% to 68% (Jewkes et al., 1999). The first large scale community-based prevalence study in three South African provinces showed that one in four women, in the general population in South Africa, have experienced physical violence at some time in their lives (Jewkes et al., 2001). In this cross-sectional study of 1306 women in the Eastern Cape, Mpumalanga and the Northern Province, it was found that the life time prevalence of experiencing physical violence from a current or ex-husband or boyfriend was 24.6%, and 9.5% in the previous year. 2.5 Correlates of Gender-Based Violence Jewkes et al. (2001) in a study of 1306 women in the Eastern Cape, Mpumalanga and the Northern Province found domestic violence to be associated with violence in the respondent's childhood, the respondent having no further education, liberal ideas of women's Toles, drinking alcohol, having another partner in the year, having a confidant[e], partner's boy child preference, conflict over partner's drinking, either partner supporting the home, frequent conflict generally, and living outside the Northern Province.

These results were found to suggest that violence against women is strongly related to the status of women in society and to the normative use of violence in conflict situations, or as part of the exercise of power. A report on a cross-sectional survey done in the early 1990° in KwaZulu Natal by Abdool-Karim (2001) revealed that 62% of women thought their male partners had a right to multiple partners. Almost half (49%) did not believe they had a right to refuse sex with their partners, and just over half (51%) reported that their partners would get angry if they were asked to use condoms, while 30% of respondents reported they feared their partners would leave them. It was reported by over a quarter (28%) of the respondents that their partners would threaten violence. Both violence against women and HIV infection are fueled by gender inequality and addressing these would be critical in addressing these two public health problems facing South Africans (Outwater et al., 2005).

#### **Effects of Gender Based Violence- A Globalized Problem**

Violence against women and girls continues unabated in every continent, country and culture. It takes a devastating toll on women's lives, on their families, and on society as a whole.

Most societies prohibit such violence - yet the reality is that too often, it is covered up or tacitly condoned (UN Secretary-General Ban Ki Moon, (2007). Of all the human rights violations, gender-based violence is perhaps the most widespread and socially tolerated (Glaser, 1967).

Any type of violence is traumatic for men or women, but gender-based violence is preponderantly inflicted by men on women and girls. The cost to the survivor, her family, society and a country as a whole is vast. Statistics indicate that one in five women will be a victim of Rape or attempted rape in her lifetime. One in three will have been beaten, coerced into sex or Otherwise abused, usually by a family member or an acquaintance. Gender Based Violence holds no frontiers but women in developing countries and nations in conflict are perhaps more prone to specific types of Gender Based Violence heightened by national poverty, violence caused by armed conflicts, instability of the state, physical insecurity, gender, class and race inequities, belonging to an ethnic, religious or political group and inability to access fundamental human rights. Globally, gender-based violence kills and disables more women between the ages of 15-44 than does cancer. And its toll on women's health surpasses that of traffic accidents and malaria combined (Corbin, 1997).

The effects on society of violence against women and girls are both direct and indirect (WHO, 2008). A national survey conducted in Canada on violence against women reported that 30% of abused married women could not carry out their daily activities due to the injuries they sustained. Their children who witnessed such abuse were themselves victims of abuse and performed poorly at school (Baccini, 2003).

A study of abused women in Managua, Nicaragua, found that abused women earned 46% less than women who did not suffer abuse, even after controlling for other factors that affect earnings (Heise, 2005). One of the reasons for this was their frequent absenteeism from work as a result of the physical and mental trauma sustained by them (WHO, 2008). A survey conducted in Nagpur in India found that 13% of working women missed work due to abuse, and this led to a decrease in their earnings (WHO, 2008).

The consequences of gender-based violence on a woman's health are manifold. Survivors often experience as a direct consequence of violence, life-long emotional distress, mental health Problems and poor reproductive health. Abused women are also at higher risk of acquiring HIV and being infected by sexually transmitted infections (STIs) (UNIFEM, 2007).

Women who have been physically or sexually assaulted tend to be intensive long-term users of health services (ANHDR, 2007). The impact of violence may also extend to future generations: Children who have witnessed abuse of their mothers are more likely to also be child victims of family violence, often suffer lasting psychological damage, and are more likely to become victims and perpetrators of violence in adulthood (CIA, 2007).

The health of mothers is a major determining factor in the health of their children, which indirectly affects the formation of human capital (Bartel, 1994). Children who are orphaned at birth, an uncommon consequence of gender-based violence against mothers, are three to ten times more likely to die than those with mothers who survive. Mothers are normally the ones responsible for the health, nutrition and education of their children. A mother who does not have access to good health, nutrition and education is more likely to pass bad habits and poor general well-being onto her children. Poverty and gender discrimination affect the reproductive health of future generations and weaken their chances of eking out a decent way of life.

Malnourished mothers and their babies are vulnerable to premature death and chronic disability. Anemia, which can lead to postpartum hemorrhage, afflicts 50-70 per cent of pregnant women in developing countries (ICRW, 2004).

As a consequence, a culture of secrecy hides a major industry problem where many women believe they should work it out themselves and that harassment is the price they have to pay for Working in a male-dominated industry.

The effects of Sexual Harassment on female journalists have been well documented in the international literature. The IMF survey found that the ramifications of Sexual Harassment include emotional and/or psychological effects with many blaming themselves for the harassment (Barton & Storm 2014, p. 27). The report says that some of the respondents: Changed



their behaviour around others, including not making eye contact, not attending work social functions (when harassment occurred in the workplace and not forming friendships with anyone related to work. Several women said they have modified the way they dress for work, or make an effort to present themselves as personally conservative (2014, p. 27)

A British study of female journalists found that constant low-level harassment gave women an underlying sense of inadequacy (Ross, 2004, p. 147).

### **Mass media in Nigeria**

Briefly, the term mass media simply translates to the modern means of giving news, opinion, education, entertainment and agenda-setting to large numbers of people, especially through radio, television, newspapers, magazines and films. According to Dominick (2009: 36), a medium is the channel through which a message travels from the source to the receiver (medium" as singular, media" is plural). When we talk about mass communication, we also need mediums to that help convey the message. Therefore, mass media are the medium used for mass communication. The definition of mass media will not only include the mechanical devices that transmit and sometimes store the message (television cameras, radio microphones, printing presses) but also the institutions that use these machines to transmit messages. "A Media Vehicle is a single component of the mass media, such as a newspaper, radio station, television network, or magazine.

Historically, Nigeria has boasted the most free and outspoken press of any African country, but also one which has consistently been the target of harassment by the past military dictatorships. Many agents of Nigeria's press have been imprisoned, exiled, tortured, or murdered as a result, among them being Ogoni activist and television producer Ken Saro-Wiwa, who was executed for treason by order of the Sani Abacha dictatorship in 1995 (resulting in the expulsion of Nigeria from the Commonwealth of Nations and sanctions from abroad).

Even under the somewhat less-oppressive current civilian government, journalists have continued to come under fire, be it from the government (as with the June 2006 arrest of Gbenga Aruleba and Rotimi Durojaiye of African Independent Television under charges of sedition) or from other popular establishments (such as the self-imposed exile of This day's Isioma Daniel following the riots in Northern Nigeria over "sensitive comments" which she had made in an article regarding Muhammad and the 2002 Miss World pageant.

A fatwa calling for her beheading was issued by the mullahs of northern Nigeria, but was declared null and void by the relevant religious authorities in Saudi Arabia, and the Obasanjo faced an international public relations smearing (especially within journalistic circles) in the aftermath, which was not helped by the Amina Lawal controversy which had occurred prior to the riots, which had seen over 200 dead. However, as with most other countries, blogging has increasingly become a much safer, and much easier, conduit for Nigeria's growing Internet-enabled minority to express their dissatisfactions with the current state of affairs in Nigeria.

Mass media in Nigeria has gone a long way to inform the populace about events and other happenings. In Nigeria the media is usually referred to the fourth estate of the realm, in which they check various branches of government and uncover certain issues which we regard to as "hard news". Marshall McLuhan calls media "extensions of man." Kreps and Thornton (1992) believe media extend "people's ability to communicate, to speak to others far away, to hear messages, and to see images that would be unavailable without media" (1992, p. 144). Various mass media will be discussed below for a clear view of the media in Nigeria.

**Television Stations:** In the 50s, Nigeria became the first African country to host a television station and since that time, the country has moved on to be the largest television station network in the continent. The number of the privately-owned television stations has increased and most of these television stations are located in the commercial cities of Lagos,

Ibadan, Abuja, Port Harcourt, Enugu, Kano and others. With more than 10 television stations, Lagos city now has the highest number of television stations in a city in Africa. Also, international satellite television channels such as CNN, BBC, FOX, etc as well as satellite radio stations are easily accessible.

**Newspapers:** In 1880, Lagos Times was published starting a tradition of active and diverse debate in the mass media. The Lagos Daily News became the first daily in 1920 and

continued until 1936, providing with the West African Pilot an urban perspective on Nigeria's campaign for independence. Lately, Nigeria has more than 40 different newspapers, both tabloid and broadsheet, and greater Lagos alone is home to numerous newspapers and news magazines, most privately owned and retaining their editorial independence against the odds.

**News Magazine:** A lot of News Magazines in the country are printed weekly and they consider themselves to be the last vestige of the common man. Many of these magazines contributed immensely to see the end of Military rule in Nigeria especially. These magazines are known for their belligerent assault on national leadership and use of secret offices, sometimes called bush offices to print their publications during military rule. Many of these magazines are available in all Nigerian cities and towns. They publish stories on politics, economy, sports and global issues.

**Radio Stations:** There are a lot of radio stations in Nigeria both private and government owned stations. In the past, radio stations used to be owned by the government but licenses have been granted to private broadcasters as well. There are more than 50 privately owned radio stations all over the country providing information, news and sports to people. Radio is a key source of information for Nigerians not only because it is easily accessible both in the urban and the rural locations, but also most of the programs are in local languages not foreign languages.

#### **Empirical Review**

Franks (2013) in his study "*Women and Journalism*" looked at the key issues surrounding female journalists from on-screen sexism and ageism to the dangers facing female foreign correspondents reporting from war zones. She analyses the way that the changing digital media have presented both challenges and opportunities for women working in journalism and considers this in an international perspective. It provides an overview of the on-going imbalances faced by women in the media and looks at the key issues hindering gender equality in journalism.

Thakur (2011) "*Gender and Media*" carried out in 26 countries in 1993 found that women in some cases account for up to 70% (USA, Bulgaria, Mexico) of the journalism students. The number of female journalists' students worldwide confirms the trend towards more men in journalism. In spite of great improvements achieved by and for women in journalism, many problems remain that must be addressed by journalists' unions at national, regional and global level. Women journalists are aware that because their movement has been successful in many areas there is the danger that journalists' unions may feel that enough has been done to ensure equality in media even though inequalities remain.

Singapore (2008) "*ethics and gender; equality in the newsroom*" Sixty women journalists from 45 countries around the globe attending the International Federation of Journalists (2009) conference on "Ethics and Gender; Equality in the Newsroom", held in Brussels, Norway, on May 2009, adopted a declaration that asserted that it is essential to hold strong to principles of ethical reporting to fight gender stereotypes, to combat aggressive behaviour, harassment, inequality in promotion, training and pay, and to stand up for dignity in our work as journalists and media professionals. The Declaration unequivocally condemned all forms of violence, sexual harassment and bullying in the profession and declared its intention to reinforce efforts to eliminate all these threats so that women may work in journalism in equal conditions of safety and security as their male colleagues.

Frohlich & Sue (2008) "*Women and the Media*" analyzed the data on the status of women journalists in the Western/industrialized world, focusing on gender and the mass media, and journalists and news work. The contributors deal with their participation and situation in various news media as well as their training on the job, in college, and in university programs. This study suggests that there is a need to internationally compare results, data and statistics about the situation of female journalists all over the world to learn more about the various problems and obstacles. This comparison could lead to a sound knowledge of the various reasons for the problems, which might vary from culture to culture. This wider knowledge could then lead to better problem solving and to workable concepts.

A Study (2007) "*Migration and Assylum in Maghreb*" conducted in Maghreb region by the UNESCO analyzed the status and the professional experiences of women journalists of Algeria, Libya, Mauritania, Morocco and Tunisia (Planes-Boissac et al, 2010). The study focused

on how and to what extent women journalists are impacted by a rapidly changing media environment. The study also sought to identify the various ways and visions through which women journalists Perceive themselves in the media industry working along with their male colleagues. The study also evaluated and commented on some discriminatory situations which women encounter because of their gender. The study's conclusion and recommendations call for more international support from UNESCO in assisting Member States in the elaboration of policies which would allow to expand further the freedom of expression and media pluralism and to provide more capacity-building opportunities for women journalists in the media by offering more training opportunities (<http://portal.unesco.org>)

A study carried out by International Women's Media Foundation (2000), says that the majority of respondents' 84 percent believe that opportunities for advancement have improved in the last five years. And despite the challenges women journalists around the world face each day, they are optimistic about women's contribution to the future of the media and the resulting positive changes that women in the media will bring to all of society.

UNESCO (2003), the case studies of women in media in five countries commissioned by UNESCO in Canada, Ecuador, Egypt, India and Nigeria showed that the growth of media Organisations has not been accompanied by growth in participation of women. Overall, Women remain much a minority presence in what several studies describes as the "man's world" Of the media; technical jobs are almost exclusively the preserve management. Conversely, Women are predominant in certain on-screen jobs such as presentation and announcing; and in educational and children's programmes, sex-stereotyped segregation dominates.

### **Theoretical Framework**

Feminist theory is the extension of feminism into theoretical, fictional, or philosophical discourse. It aims to understand the nature of gender inequality. It examines women's and men's social roles, experiences, interests, chores, and feminist politics in a variety of fields, such as anthropology and sociology, communication, media studies, psychoanalysis, ecology, home economics, literature, education, and philosophy.

Feminist theory often focuses on analyzing gender inequality. Themes often explored in feminist theory include discrimination, objectification (especially sexual objectification), oppression, patriarchy, stereotyping, art history and contemporary art, and aesthetics (CIA).

Feminist theories first emerged as early as 1794 in publications such as 'A Vindication of the Rights of Woman by Mary Wollstonecraft, "The Changing Woman", " Ain't I a Woman " "Speech after Arrest for Illegal Voting", and so on. "The Changing Woman" is a Navajo Myth that gave credit to a woman, who, in the end, populated the world in 1851,

This theory is best suited for this research because it will provide a framework for analyzing gender inequality that exists in the media. It explores themes such as gender discrimination, objectification (especially sexual objectification), oppression, patriarchy, and stereotyping shedding lighter on the research work.

## **II. METHOD**

The study combines qualitative analysis f relevant literatures with primary data gathered from 10 participants in an in-depth interview. The participants, who were purposely picked from the different sectors of the radio station were made up of 5males and 5 females.

Participants were drawn from a mix of professionals including: management team and reporters. The interview which spanned two days, were conducted face-to-face. Each interview lasted between 10 and 20minutes.

### **2.1 Data Analysis**

#### **Q1: What are the various forms of gender-based violence in KSMC?**

9 of the 10 participants interviewed said that of physical violence, harassment, sexual assault, abuse of power and discrimination, which exists in the organization, that assault is the most rampant. including but not limited to home and work. Informant 1 stated that physical and sexual assault stemming from power inequality, is the most serious form of gender violence experienced in KSMC. In his own words, he states that

"the female journalists are made to feel inferior to the male journalists. They are often given inferior roles because the organization believes that they cannot offer so much like the men."

**Q2: what are the various causes of gender-based violence in KSMC?**

Cultural factors which include gender stereotypes and prejudice, normative expectations of femininity and masculinity, the socialization of gender, an understanding of the family as private and under male authority, and a general acceptance of violence as part of the public sphere (e.g. street sexual harassment of women), and/or as an acceptable means to solve conflict and assert oneself and Gender Discrimination were all cited as causes of gender-based violence in KSMC by more than half of the participants. One of the participants made the following observation:

"Culture is one of the root causes of gender violence. Most cultures have the belief that women are meant to be dominated by men and should be punished by the male if they misbehave in any way. In fact the society at large have the ideology that women are inferior figures and can be trampled upon anytime by the male counterparts".

**Q3: what are the ways in which Kaduna State Media Corporation has adopted to curb these violent incidents.**

Kaduna State Media Corporation according to 8 participants, has imbibed routinely sensitization programmes to serve as reminder to staff and the entire organization, on the need to avoid gendered communication or stereotyping when communicating.

"KSMC has set up sanctions against defaulters for example; an abusive male journalist may be prohibited from carrying out his responsibilities or at most dismissed from work".

### **III. RESULTS AND DISCUSSION**

The research was carried out in a bid to find answers bordering on these objectives. Research objective One: to find out the various forms of gender violence and how they occur in KSMC. According to findings from Informants 1-10, the study discovers that the forms of gender violence include sexual assault, physical violence, gender stereotypes, gender discrimination, and psychological violence, cyber violence or social media violence. Here, female journalists are made to feel inferior to the male superiors and are often given subservient roles.

"I feel our major challenge is psychological violence where female journalists are made to feel inferior to the male journalists. They are often given inferior roles because the organization believes that they cannot offer so much like the men."

In KSMC sexual assault usually occur when male superior journalists harass the female junior journalists. the study discovers that this incident has occurred before in KSMC, this classification or forms of gender-based violence is in line with the assertion made by (ILO et al., 2002) when explaining physical violence as one of the forms of violence.

"I feel that physical violence is often the most visible type of violence, which can be understood as the use of physical force against another person or group, that results in physical, sexual or psychological harm. The rate of women experiencing physical violence at least once in their lifetime vary from several per cent to over 59 per cent depending on where. It is usually an act attempting to cause, or resulting in, pain and/or physical injury. The main aim of the perpetrator is not only to cause physical pain, but also to limit the other's self-determination.

Research objective two: ascertain the causes of gender-based violence in KSMC. From the responses of Informants 1-8, the study discovers that the causes of gender violence in KSMC includes pride, superiority complex, jealousy, hatred, power imbalance, uncontrolled sexual desires, societal stereotypical perception of women as weaker vessels and cultural factors, overly opening up one's information indiscreetly on social media.

This is in accordance with the assertion made by FIDA, 2006 stating that the lack of adequate laws to protect women against domestic violence and sexual abuse is one of the most prominent cause of gender-based violence especially in the media.

The study also reveals that gendered power inequality rooted in patriarchy is the primary cause of Gender Based Violence. A belief in male superiority can manifest in men feeling entitled to sex with women, strict reinforcement of gender roles and hierarchy (and punishment of transgressions), women having low social value and power, and associating masculinity with control of women. These factors interact with a number of causes, such as social norms (which



may be cultural or religious), low levels of women's empowerment, lack of social support, socio-economic inequality, and substance abuse.

"Culture is one of the root causes of gender violence. Most cultures believe that the women are meant to be dominated by men and should be punished by the male if they misbehave in any way". In many cultures, men's violence against women is considered acceptable within certain settings or situations- this social acceptability of violence makes it particularly challenging to address effectively. In Nigeria for example, Gender Based Violence pervades the political, economic and social structures of society and is driven by strongly patriarchal social norms and complex and intersectional power inequalities, including those of gender, race, class and sexuality.

Research objective three: ways KSMC has adopted to curb these violent incidences. From the responses, the study finds out that KSMC have adopted very few measures to curb gender violence which include educational seminar programmes that educates the women and also the men on the rights of women, severe punishments on the defaulters, workshops etc.

#### **IV. CONCLUSION**

According to the findings, the study therefore concludes that gender violence occurs in KSMC and it is caused by pride, jealousy, sexual desires, gender discrimination and gender stereotypes. The study also concludes that KSMC has positively contributed to combating this issue by introducing seminars, sensitization programmes and meting serious punishments like dismissal from work, n defaulters, however, a lot still needs to be done.

#### **Recommendations**

In respect to this study and from the conclusions drawn, the following recommendations could be made;

- (1). Media organizations should try to employ more women in their organizations. This is because when you go to different media organizations, there are more men than women.
- (2). Severe punishments should be meted on anyone found assaulting the female gender, any form of assault whether sexual, physical, psychological, should be severely punished.
- (3). Traditional rulers and council members should take the lead by committing to protect the rights of women against violence as well as work to nurture new cultures that do not tolerate gender-based violence.
- (4). Sensitization programmes should be carried out in homes, schools and the community to educate the women folk and also the men folk on the rights of women.
- (5). Parents should educate their children on the various types of Gender based violence teaching them not to let anyone touch their private parts, to avoid following anyone especially people of the opposite sex to unfamiliar places and as well how to sense the onset of violence such as changes in a person's tone of voice or behaviour.
- (6). Women should establish gender-based violence support groups to challenge men who beat their wives and anyone who perpetrates any form of violence against women and girls.

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