



ABSTRACT

Gender inequality has become synonymous with media operations in the world. In spite of the fact that more women have entered the profession, they continue to face significant barriers to career progression and their number is not at par with their male counterparts. There is gender inequality in content, structures, and personnel in the media industry. This happens in spite of the fact that gender parity plays a vital role in determining the level of development of a country. It is in this regard, therefore, that this study sought to investigate the influence of gender

GENDER INEQUALITY AND CAREER PROGRESSION OF FEMALE BROADCAST JOURNALISTS IN NIGERIA

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Introduction

There are concerns about how women are represented in the media. Many studies conducted on the issue affirm the fact that gender plays a key role in the ways and manner people are represented and portrayed in the media (Daramola & Lamidi, 2013; Byerly, 2011; Nwabueze, 2012, Smith, 2015; Tijani-Adenle, 2019; Ogunwemimo & Ibanga, 2021). Studies have also confirmed that stereotypes are prevalent in everyday media. For instance, women are often portrayed as home-makers, or domestic workers, sex objects, weak, carers of the family, dependent on men and less competent in leadership and decision-making jobs, incompetent to provide sound analyses on economic and political issues, or as objects of male attention (Patowary, 2016; Adekusibe & Ojomo, 2019; Degarr & Okpeh, 2016; Das, 2016). Men, on the other hand, are also subjected to stereotyping in the media as the media portrays them as typically powerful, competent and dominant (Kiprotich & Changorok, 2015).

Apart from the portrayal, women are said to be under-represented in the mass media and when they are represented, the roles are stereotypical (Collins, 2011). A report conducted by consultancy 'Man Bites Dog and Women in Journalism' in 2021, which was based on responses from 1, 200 United Kingdom journalists confirms that career progression in the media (electronic, print, and digital) is more difficult for women than men. According to the report, almost three-quarters of women in the media believe career progression is more difficult for them than it is for men. The figures are highest in the consumer magazine sector (77%) followed by nationals (76%) and broadcast and digital, both at 72%. The report says, "The inequality of female representation amongst media decision-makers and in the



inequality on the career progression of female broadcast journalists in Nigeria. The theoretical framework of the study was hinged on the Muted Group theory and The Role theory. The study utilized survey as methodology and questionnaire as an instrument for data collection. Thirty-seven female broadcast journalists in Nigeria representing four television stations (two-privately and two-government-owned) with a population of 66 female employees participated in the study. The findings of the study indicate that there was gender inequality in respect of the number of female broadcast journalists in relation to that of males in broadcast organisations in Nigeria. Furthermore, the findings reveal that the extent of career progression of female broadcast journalists was low ($\bar{x}=3.38$); because those who did well on the job irrespective of gender did not stand a fair chance of being promoted ($\bar{x}= 3.16$) and that they were not on par with their peers in other professions in terms of achievements/salary/level ($\bar{x}= 3.08$).

Key words: Gender Inequality, Career Progression, Broadcast Media, Female Broadcast Journalists.

news conference room is a major concern and raises the question of whether the media has a ‘glass newsroom,’ excluding women from power. A lack of gender balance in leadership not only impacts editorial decision-making about which stories are told, but can also perpetuate a culture that fails to include and engage women in journalism.”

Byerly (2011) provided some evidence of the existence of gender inequalities in the Nigerian media. According to the report, women in top management and governance levels are just a paltry 15 percent. It also indicated that there were no equal opportunity policies. Only 13 percent of media companies sampled in Nigeria have a gender equality policy. The report also showed that women held lower-level jobs, and were paid less than their male counterparts, and the middle and top levels were devoid of gender balance. Also, in 2015, women accounted for only 24 percent of the ‘persons heard, read about or seen in newspapers, television and radio news worldwide – a percentage that had not increased since 2010, according to Global Media Monitoring Project (cited in ALiNG, 2021). Hence, this confirms the notion that the media reproduces pre-existing, traditional gender norms (Middleton, Turnbull & Oliveira., Organista and Mazur, 2020; Zaslow, 2018; Rudloff, 2020; Barker, 2019; Salamanda, 2012).

However, such portrayals and stereotypes are not only inimical to women’s career progression, but are also likely to influence perceptions in terms of what society may expect from men and women, and also what they may expect from themselves. Putting it another way, the media promotes an unbalanced, unequalled and biased vision of the roles of women and men in society. These stereotypical portrayals are likely to have an impact on women psychologically and socially as society is likely to see them in that light (Kangas, Haider, Fraser & Browne, 2015).

The Platform for Action developed at the Fourth World Conference on Women in Beijing, China, in 1995, had placed an enormous responsibility on the media in advancing gender equality. The Beijing platform had proposed two strategic objectives for the media after a critical assessment of the



operations and performance of the media all over the world. One of the objectives set out for the media was to increase women's participation in and access to expression and decision-making in and through media. Second, promote a balanced and non-stereotypical portrayal of women in the media (Celestine, 2015; ALiGN, 2021). However, more than two decades after the adoption of the recommendations of the conference by many countries of the world including Nigeria, several reports affirm that women are still both under-represented in the media and portrayed in stereotypical ways.

In addition, many other international conferences, conventions, treaties and other international human rights instruments such as the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), in 1979; the Rio Conference on Environment and Development in 1992; the Vienna Human Rights Conference in 1993; the Copenhagen Summit on Social Development in 1995, the Millennium Development Goals (MDGs) and the Sustainable Development Goals (SDGs) have had their focus on the need to break public stereotypes through a change in media policy and to ensure equal opportunities for all. To this end, this study, therefore, intends to investigate gender inequality and the career progression of female broadcast journalists in Nigeria with special emphasis on television stations.

Statement of the Problem

The definitions of career attach the concept to a professional work life that includes progression. They also link the concept of career progression to work and achievement, which can be perceived or real (Asumeng & Assan, 2015). Research indicates that women are more likely to have complex 'non-standard' careers and experience delayed career progression (Muoniovaara & Turunen, 2015; Broadbridge & Fielden, 2015). Career is deemed to be successful and progressive when it is mostly associated with promotion to a higher rank position, or salary, hierarchical progress, social status, an increase in power, a broad job responsibility, and as the positive outcome or perceived achievement of an individual's career experiences ((Groeneveld, 2009; Ishak, 2015; Abele, 2014). However, factors such as a lack of equity and diversity policies and practices, management perceptions of women's choice to work flexibly, and continuing lack of promotion and retention inhibit the career progression of women (Morley, 2014; Acker, 2014, White & Goriss-Hunter, 2021; Ogunwemimo and Ibang, 2021).

The concern about gender relations in development has strengthened the affirmation that equality in the status of men and women is fundamental to every society (Kels-Muli, 2020). Besides, gender equity is an essential ingredient for economic development or prosperity. It also ensures that opportunities are not limited on the basis of gender. Studies have found that although the number of women working in the media has been increasing globally, the top positions (producers, executives, station managers, chief editors and publishers, analysts) are still very male-dominated (GMMP, 2021). According to the report, the disparity is particularly evident in Africa, where cultural impediments affect women's careers. Importantly, the level of participation and influence of women in the media also has implications for media content: female media professionals and commentators are more likely to reflect women's needs and perspectives than their male colleagues (Ogundoyin, 2013; Sanusi & Adelabu, 2015).



Besides, fair gender representation in the media should be a professional and ethical aspiration, similar to respect for accuracy, fairness, and honesty (White, 2009). Also, the global call for gender equality has gained widespread acceptability. And the provisions of the conventions and treaties are that no person should be discriminated against based on gender. This belief in any way does not exclude the media. As the fourth estate of the realm, the media is expected to set social agenda and lead the campaign. How far the media has fared in this area is a matter for investigation. How do the media exemplify the role in the promotion of human rights issues because women's rights are basic human rights?

Moreover, many studies have been conducted on media representations and portrayals, especially in the electronic (television, radio, etc), and print media (newspapers and magazines). However, only a few of them centre on how gender inequality can influence the career progression of female journalists in the broadcast sector, in this case, television. This area of study is important because the media are expected to spearhead the fostering of peace, and prevention of discrimination, violence, and gender roles. The reach of the media transcends the home, up to the human mind where they shape human opinions and influence behaviour. The media can serve as a powerful instrument for violence, and if not controlled, could induce large-scale human rights violations through representations. This study is against the backdrop that this perspective or angle has not been given adequate scholarly attention. The intention, therefore, is to investigate gender inequality and the career progression of female broadcast journalists especially television in Nigeria.

Objectives of the Study

The general objective is to investigate the influence of gender inequality on the career progression of female broadcast journalists in Nigeria. The specific objectives are to:

1. establish the prevalence of gender inequality in the broadcast media in Nigeria;
2. examine the views of female broadcast journalists about career progression in broadcast media in Nigeria;
3. ascertain how gender inequality influences the career progression of female broadcast journalists to management positions in Nigeria.

Research Questions

1. What is the prevalence of gender inequality in broadcast media in Nigeria?
2. What are the views of female broadcast journalists about career progression in broadcast media in Nigeria?
3. To what extent does gender equality influence the career progression of female broadcast journalists to management positions in Nigeria?

Scope of the Study

This study focuses on gender inequality and the career progression of broadcast female journalists in Nigeria. It is confined to the act of moving forward in the media profession, such as promotion to decision-making levels, increased salaries, and higher responsibilities, which are deemed as career progression. Female journalists in television were chosen because studies have shown that



they are unfairly represented at work, and the issue of gender inequality, therefore, is being probed to ascertain its effect on the career progression of female broadcast journalists in Nigeria. Four national television stations in Lagos (Channels, LTV, NTA, Arise) were chosen because most of the TV stations in Nigeria with national spread have their headquarters in Lagos and as such have the highest number of female broadcast journalists. Ten female broadcast journalists were randomly selected from each tv station to make up the required number (forty).

LITERATURE REVIEW

This section comprises a review of the conceptual, theoretical, and empirical literature on the topic.

Gender Defined

Gender is usually seen as socially constructed features that make women and men different. It refers to roles, behaviours, activities, attributes and opportunities that any society considers appropriate for girls and boys, and women and men (World Health Organisation (WHO), 2020). And because it is socially constructed, it varies from one society to another. The world body, while giving detailed analysis of the interaction between gender and discrimination posits that “gender is hierarchical and produces inequalities that intersect with other social and economic inequalities.”

Gender Inequality

Gender inequality is generally viewed as a state of being unequal or unfair. However, European Institute for Gender Equality (EIGE) defines gender inequality as legal, social and cultural situation in which sex and/or gender determine different rights and dignity for women and men, which are reflected in their unequal access to or enjoyment of rights, as well as the assumption of stereotyped and cultural roles. In other words, gender inequality wields an enormous influence on the roles (most often, stereotypical roles) ascribed to women and men in the society. Also, gender inequality is defined by others as the disparity between the male and the female gender (World Bank, 2011; UNDP, 2013). The concept of gender inequality has also been situated within the context of discrimination or segregation, economically or socially. Scholars also believe that the presence of barriers mostly drives inequality. These barriers hinder upward movement in social classes through income and wealth crystallisation; and give certain high-class people access to a better stake of societal resources, hence make them better off than those in lower class (Anyalebechi, 2016; Kleven & Landais, 2017; Mathews, Adeniji, Osabohien, Olawande & Atolagbe, 2020; cited in Adeosun & Owolabi, 2021). This situation has, in no small measure, created inequalities within the society at work, and at home. Adding its perspective to the concept of gender inequality, European Commission (2004) states that gender inequality has the capacity to affect women’s status in all areas of life in society, whether public or private, in the family or the labour market, in economic or political life, in power and decision-making, as well as in social gender relations. European Commission (2004) also maintains that “in virtually all societies, women are in an inferior position to men” (p.1)

Gender inequality knows no boundaries. Adeosun and Owolabi (2021) assert that gender inequality is more pronounced across the region, location and in some sectors of employment than the



others. They also state that women bear the greatest brunt of gender inequality in the society. According to them, there is an overwhelming need to bridge the gap gender inequality has caused in Nigeria with emphasis on creating opportunities. In spite of several strategies put in place by the United Nations, the government and various private organisations to reduce gender inequality to the barest minimum, gender inequality continues to be a menace in Nigeria, the writers noted.

Women Career Progression

However, gender inequality is a major force in the career progression of women. Research conducted by Man Bites Dog, which explores the challenges of career progression for women and the lack of action on gender diversity in the media, identifies some challenges facing women including access to the profession and career progression. The research identifies what it calls a 'glass newsroom,' which excludes women from power. The study noted that leadership and culture in media have a significant impact, adding that 70 percent of female journalists complain that the most senior roles remain dominated by men, which may be contributing to a 'macho and intimidating culture' in some media organisations.'

However, taking a general look at career progression of women Andric (2015) notes that although the number of women in workforce is on the increase, they are still "underrepresented in managerial positions especially higher management" (p.1). The writer further expatiates on the danger or implication of the situation saying that certain barriers make it difficult for women to develop their careers, especially in reaching managerial positions. While stating reasons for inability of women to make substantial progress in their career, the study identifies factors responsible for the lapses such as lack of mentorship, lack of access to professional and informal networks, gender stereotypes and private and professional life balance.

Theoretical Framework

This section discusses the relevant theories on gender inequality and career progression. The aim is to tease out its relevance to the understanding of the influence of gender inequality on the career progression of female broadcast journalists in Nigeria. This study is hinged on two theories – Muted Group theory and Role theory.

Muted Group Theory (MGT)

The Muted Group theory, which developed by Edwin Ardener and Shirley Ardener in 1968, is a communication theory that draws attention to how marginalised groups are muted, silenced, or not heard and excluded from the scheme of things through the use of language. This theory suggests that in every society a social hierarchy exists that privileges some groups over others, and that the groups that function at the top of the social hierarchy determine to a great extent the communication system of the entire society as the "mutedness" occurs because of lack of power that is given to the group that occupies the low end of the pole (Amobi, 2013). The theory upholds a gender perspective where the male is the dominant class. The muted group theory was further studied by Kramarae in 1981. According to her, communication was developed by men and due to that reason, they took advantage of women because they were considered less powerful than men. The reason behind this, in the opinion of the theorist, is simple psychology, which



assumes that women's needs are emotionally driven, unlike men's needs. And thus, the perspective of women differs from men in all aspects. Kramarae (1981) posits that women have been silenced in many ways through the construction of a women-related lexicon, reinforcement of family hierarchies that place men above women, construction of a male-controlled media, trivialising women's opinions, ideas, and concerns, and censoring women's voices (Houston & Kramarae, 1991).

This theory explains the way the media organisations are structured in favour of men to the exclusion of women and the dominance of men in the profession is a reflection of what happens in the larger society, where more recognition and power are given to men. This male dominance is confirmed in the literature where women are significantly outnumbered by men. The theory also posits that there are social inhibitions which prevent women from reaching their career goals in terms of remunerations, promotions, recognitions, leadership advancement. Based on the assumption of this theory, the positions of women in the media industry are subordinated to those of men.

The relevance of this theory to this study is that it can be applied to understand the challenges of marginalised groups such as women television journalists. This theory is an attempt to challenge this gender imbalance and continued gender disparities in society. It goes further to explain why female media practitioners are often muted in the newsrooms; and why it becomes increasingly difficult for them to reach the peak of their career by being members of management.

The Role theory

The Role theory exposes the nuances surrounding issues of gender, especially as they pertain to gender discrimination, inequality, and perhaps stereotyping (Enwefah, 2016). The Role theory assumes that social systems particularly societies, cultures, organisations, groups, and families are organised and operated through roles. In other words, people form expectations about the roles that they and others would play; and subtly encourage others to act within the role expectations they have for them. It explains roles by presuming that persons are members of social positions and hold expectations for their behaviours and those of other persons (Biddle, 1986). Also, the social role theory posits that behavioural sex differences spring from the different social roles inhabited by women and men, especially those concerning the division of labour. Thus, men are assigned to labour tasks that are consistent with masculinity; jobs that require speed, strength, and ability to be away from home for an expanded period, while women play the roles of mother, wife, and homemakers (Harrison & Lynch, 2005; Eagly, Wood, & Diekmann (2000)). The role theory, therefore, is relevant to this study in the sense that it depicts the different ascribed roles women and men play in the newsrooms.

Review of Empirical Studies

Studies have been conducted by various authors and scholars on gender inequality and its influence on the career progression of female broadcast journalists. Below are empirical perspectives on gender inequality and career progression.

Nwabuzor and Gever (2015) sought to investigate broadcast media sensitivity to gender balance with special emphasis on personnel, news sources, role assignment, on-air guests, and gender-



based violence. The study was conducted in Enugu, Enugu state, and Benin City, Edo state, Nigeria. It was anchored on the gate-keeping and framing theories and also employed a dual research design, using content analysis and survey methodology. Through a multi-stage and systematic sampling technique, four broadcast stations (NTA, AIT, FRCN, and Dream FM) were purposively selected and studied. The study period was 90 days of which 30 days were systematically sampled. Findings revealed that the broadcast media in Nigeria is male-dominated, news sources are usually attributed to the male, while females are portrayed as domestic workers. Furthermore, on-air guests are mostly male, and gender-based violent acts against males are hardly reported even though results confirm that males are also violated by females. The study recommends the enactment of an act of parliament mandating broadcast media to be gender sensitive in their programming.

Pate (1994) investigated the status of women in Nigerian Broadcasting media: A case for representation and upward mobility and found that despite some growth in female employment in areas such as programming, the status of women in this sector reproduces women's subordinate status in the broader society. The study noted that for every woman employed in the state radio stations and state and federal television stations represented in the survey, there were seven male employees. It also noted that female journalists are concentrated in the lowest status positions and tend to be relegated to coverage of women's and social issues rather than news and current affairs. It advised the broadcast media to make a conscious effort to attract more women to the field and provide them with the training needed for career advancement.

Also, Irvin (2013) in a study analysed three prime-time news broadcasts to determine whether male journalists reported more hard news stories than female journalists and whether male and female sources were used equally in the stories in the United States. The study was conducted during the two weeks leading up to the 2012 presidential election. The results indicated that male reporters were assigned more hard news than female reporters, and males were a little more likely to be assigned to hard news than soft news. Male sources were used more as experts in hard news by both male and female reporters. The implications of the results of this study include female underrepresentation as reporters and sources, probably continuing perception of women as being in a lower social status than men. The implications of this study would heighten political awareness and would bring to light other characteristics of female underrepresentation in broadcast news.

Zaideh (2018) studied the status of women journalists at Jordan's media institutions and observed that the media, which were supposed to be the reliable engine of change that could help to increase women's participation in economic activities, have, however, suffered from the low representation of women in its workforce, whether in percentage or their presence in leadership positions – even more severely than in other industries. The research noted that media outlets' progress over the past decades in terms of diversity, expansion, and professionalism has not been coupled with the integration of women in their structures. On the contrary, the media environment has been a repellent and unfriendly environment for women. This is manifested in the fact that media had been a male-dominated arena for years, with men constituting 77% of workers in the industry and dominating almost all leadership positions. The study was aimed at identifying the circumstances in which women journalists worked in Jordan's media: print, online, television, and radio, focusing specifically on violations of their rights in the workplace through



gender-based discrimination in terms of opportunities, job benefits, rewarding their performance financially and morally, and harassment they might face from sources during work outside the office and while commuting to or from work. The findings noted that while progress has been made across the globe, barriers to women's advancement continue to exist, including cultural norms, stereotypes, and employer policies and practices.

METHODOLOGY

This study employed a survey research design to gather data from female respondents to investigate gender inequality and the career progression of female broadcast journalists in Nigeria. A structured questionnaire was used as an instrument for data collection. The total population of female broadcast journalists in the four television stations selected for this study was 66 (Channels (25); Arise (13); NTA Network (11) and LTV (17)). The sample size for this study was forty (40) female television journalists representing 10 respondents from each television station. Ten (10) female broadcast journalists were selected from each station to ensure equal representation among the sampled broadcast stations in this study. Also, these respondents were selected as a result of their years of experience in broadcasting and the pivotal roles which they have played in mentoring newly recruited and aspiring female broadcast journalists over the years. This sample size was also considered because of the limited number of female broadcast journalists in the television organisations selected for the study. But out of the forty targeted respondents, only thirty-seven respondents were present at the time of the visits. The sample size was drawn from four television stations in Lagos, Nigeria, comprising two privately-owned and two government-owned television stations, namely (Channels, Arise, NTA and LTV) because most of the popular national television stations in Nigeria had their headquarters in Lagos and it was assumed that they would still maintain a large pool of staff in Lagos. The sampling technique adopted for the study was non-probability sampling technique because female broadcast journalists in Lagos were purposively and conveniently selected to participate in the study. According to Wimmer and Dominick (2004), convenient sampling is a collection of readily accessible subjects, elements, or events for study.

Data Presentation, Analysis and Interpretation

Forty copies of the questionnaire (40) were administered to female broadcast journalists in four television organisations, out of which thirty-seven (37) were retrieved and analysed in this study.

Table 1: Demographic Characteristics of Female Broadcast Journalists

Variable		Frequency (n)	Percentage (%)
Television Station	NTA	10	27.0
	Arise	10	27.0
	Channels	10	27.0
	LTV	7	18.9
	Total	37	100.0
Age	23-30	5	13.5
	31-35	8	21.6



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	36 -40	7	18.9
	Above 40 years	17	45.9
	Total	37	100.0
Marital Status	Never been married before	13	35.1
	Married	22	59.5
	Widowed	1	2.7
	Divorced	1	2.7
	Total	37	100.0
Highest Educational Attainment	OND	1	2.7
	HND	2	5.4
	B.Sc/B.A	16	43.2
	MSc/MA	18	48.6
	Total	37	100.0
Years of Service as Journalist	5 years and below	7	18.9
	6 to 10 years	12	32.4
	11 to 15 years	7	18.9
	16 years above	11	29.7
	Total	37	100.0
Current Position in Organisation	Others	26	70.3
	Desk Head	6	16.2
	Programme Director	4	10.8
	MD	1	2.7
	Total	37	100.0
Number of Years in Current Position	1-5 years	23	62.2
	6-10 years	7	18.9
	11-15 years	6	16.2
	16 years above	1	2.7
	Total	37	100.0

Source: Field Survey 2022

Table 1 shows that ten (10) female broadcast journalists participated each from NTA, Arise and Channels broadcast organisations; while there were seven respondents from LTV broadcast organisation. Many of the participants (45.9%) were advanced in age (Above 40 years); while majority were younger (54.1%; 23 - 40). In addition, majority of the respondents were married (59.5%), 35.1 percent had never been married, while 2.7 percent were divorced and widowed. Many of the journalists had advanced educational and requisite skills needed for carrying out their journalistic work. This was because many of them had MSc/MA (48.6.7%) followed by those with B.Sc./B.A. educational qualification (43.2%). Some of the journalists had requisite experience and could be described as veterans. This was because they had been in the profession for sixteen (16) or more years (29.7%). Majority of them had been in their current position for 1 to 5 years (62.2%), while few had been in their current position for 16 years or more (2.7%).



Research Question One: What is the prevalence of gender inequality in broadcast media in Nigeria?

Table 2 Prevalence of Gender Inequality in Broadcast Media in Nigeria

Items	SA Freq. (%)	A Freq. (%)	D Freq. (%)	SD Freq. (%)	N Freq. (%)	Mean (\bar{x})	Standard Deviation (SD)
The number of female broadcast journalists is on par with the number of males in this organisation.	6 (16.2)	13 (35.1)	11 (29.7)	6 (16.2)	1 (2.7)	3.41	1.04
Gender policy dictates how promotions are conducted within this organization.	2 (5.4)	8 (21.6)	12 (32.4)	6 (16.2)	9 (24.3)	3.11	1.43
Female broadcast employees are given equal treatment compared to their male counterparts in this broadcast organisation	10 (27)	15 (40.5)	6 (16.2)	2 (5.4)	4 (10.8)	2.78	1.03
Qualified female broadcast journalists are promoted to leadership position(s) in this broadcast organization	14 (37.8)	15 (39.5)	5 (13.5)	1 (2.7)	2 (5.4)	2.70	0.88
There are equal employment opportunities for female journalists in this broadcast organization	12 (32.4)	17 (45.9)	5 (13.5)	-	3 (8.1)	2.65	0.82
Female broadcast journalists are protected from discrimination in our organization	9 (24.3)	15 (40.5)	6 (16.2)	-	7 (18.9)	2.54	0.99
Female broadcast journalists are given promotion as at when due in this organization	10 (27)	17 (45.9)	4 (10.8)	-	6 (16.2)	2.51	0.90
Average Overall Mean						2.81	1.01

Source: Field Survey 2022

KEY: SA=Strongly Agree, A=Agree, D=Disagree, SD=Strongly Disagree, N=Neutral***Decision Rule: if mean is 1 to 1.79= Neutral, 1.80 to 2.59= Strongly Disagree, 2.60 to 3.39= Disagree, 3.40 to 4.19= Agree, 4.20 to 5 = Strongly Agree***Items were reverse coded [SA(5)==>SD(2); A(4)==>D(3); D(3)==>A(4); SD(2)==>SA (5); N(1)==>N(1)].



Table 2 depicts that the female journalists generally disagreed that there was gender inequality in broadcast organisations in Nigeria ($\bar{x}= 2.81$). Participants noted that there was no gender inequality because: of the use of gender policy to dictate how promotions were conducted ($\bar{x}= 3.11$), female broadcast employees were given equal treatment compared to their male counterparts in broadcast organisations ($\bar{x}= 2.78$), qualified female broadcast journalists were promoted to leadership position(s) in broadcast organisations ($\bar{x}= 2.70$) and that female broadcast journalists were given promotion as at when due in the broadcast organisations ($\bar{x}= 2.51$). Conversely, respondents noted that there was gender inequality in respect of the number of female broadcast journalists in relation to that of males in broadcast organisations ($\bar{x}= 3.41$).

This implies that largely, female journalists noted that there was no gender inequality in broadcast organisations in Nigeria. They indicated that there was no gender inequality because of the use of gender policy to dictate how promotions were conducted, female broadcast employees were given equal treatment in relation to their male counterparts in broadcast organisations, qualified female broadcast journalists were promoted to leadership position(s) and that female broadcast journalists were given promotion as at when due in the broadcast organisations. However, female broadcast journalists noted that there was gender inequality in respect of the number of female broadcast journalists in relation to that of males in broadcast organisations.

Table 3 What are the views of female broadcast journalists about Career Progression in broadcast media in Nigeria?

<i>Items</i>	VH Freq. (%)	H Freq. (%)	L Freq. (%)	VL Freq. (%)	N Freq. (%)	Mean (\bar{x})	Standard Deviation (SD)
Female broadcast journalists have access to opportunities to be promoted to leadership/ management positions/ in my organisation.	8 (21.6)	20 (54.1)	4 (10.8)	1 (2.7)	4 (10.8)	3.73	1.17
I am satisfied with my advancement/progression in my career so far	10 (27)	13 (35.1)	7 (18.9)	1 (2.7)	6 (16.2)	3.54	1.37
The benefit package we have is equitable (same for men and women).	10 (27)	12 (32.4)	6 (16.2)	3 (8.1)	6 (16.2)	3.46	1.41
I am satisfied with the level of my success as a female broadcast journalist compared to my male colleagues	9 (24.3)	17 (45.9)	2 (5.4)	-	9 (24.3)	3.46	1.50
Female journalists have equal opportunities with	8 (21.6)	16 (43.2)	4 (10.8)	2 (5.4)	7 (18.9)	3.43	1.41



men to secure all managerial positions in my workplace.							
Those who do well on the job irrespective of gender stand a fair chance of being promoted.	7 (18.9)	7 (18.9)	14 (37.8)	3 (8.1)	6 (16.2)	3.16	1.30
I get promoted in my workplace regularly	7 (18.9)	12 (32.4)	6 (16.2)	4 (10.8)	8 (21.6)	3.16	1.44
I am on par with my peers in other professions in terms of achievements/salary/level	4 (10.8)	11 (29.7)	10 (27)	8 (21.6)	4 (10.8)	3.08	1.19
Average Overall Mean						3.38	1.35

Source: Field Survey 2022

KEY: VH=Very High, H=High, L=Low, VL=Very Low, N=Neutral*Decision Rule: if mean is 1 to 1.79= Neutral, 1.80 to 2.59= Very Low, 2.60 to 3.39= Low, 3.40 to 4.19= High, 4.20 to 5 = Very High**

Table 3 shows that generally, the extent of career progression of female broadcast journalists was low ($\bar{x}= 3.38$). On the other hand, details of the analysis show that the extent of career progression of female broadcast journalists was high in respect of the following, they: had access to opportunities to be promoted to leadership/ management positions ($\bar{x}= 3.73$), were satisfied with their advancement/progression ($\bar{x}= 3.54$) and had equitable benefit package ($\bar{x}= 3.46$). However, participants noted that career progression was low because: those who did well on the job irrespective of gender did not stand a fair chance of being promoted ($\bar{x}= 3.16$) and that they were not on par with their peers in other professions in terms of achievements/salary/level ($\bar{x}= 3.08$). This analysis suggests that from the general standpoint, the extent of career progression of female broadcast journalists was low. Conversely, further probing of the data showed that the extent of career progression of female broadcast journalists was high in respect of having access to opportunities to be promoted, to leadership/ management positions, they were satisfied with their advancement/progression and they had equitable benefit package. Nevertheless, participants noted that career progression was low because: those who did well on the job irrespective of gender did not stand a fair chance of being promoted and that they were not on par with their peers in other professions in terms of achievements/salary/level.

Research Question Three: To what extent does gender inequality influence the career progression of female broadcast journalists to management positions in Nigeria?

Test of Hypothesis

Decision Rule

The pre-set level of significance for this study is 0.05. The hypotheses presumed that there was no significant influence between the variables under consideration. If the P-value which indicates the significance or the probability value exceeded the pre-set level of significance ($P > 0.05$), the



hypothesis stated in the null form was accepted, however, if the P-value was less than or equal to 0.05 ($P \leq 0.05$), the null hypothesis was rejected.

H₀₁: Gender inequality does not significantly influence the career progression of female broadcast journalists

Table 4 Influence of Gender Inequality on Career Progression of Female Broadcast Journalists

Variables	B	Std. Error	Beta (β)	t	p
(Constant)	19.800	6.791		2.916	.006
Gender Inequality	.367	.339	.180	1.083	.286
R ²	0.032				
Dependent Variable: Career Progression					

Source: Field Survey 2022 **Note:** β = Standardized Coefficient, significant at 0.05

Table 4 depicts that gender inequality does not significantly influence career progression of female journalists in broadcast organisations ($R^2 = 0.032$, $\beta = 0.180$, $t = 1.083$, $p > 0.05$). The model shows that gender inequality could not significantly predict career progression of female journalists in broadcast organisations. This suggests that gender inequality is not a factor that affects how female journalists in broadcast organisations advance in their career. Consequently, the null hypothesis which states that gender inequality does not significantly influence the career progression of female broadcast journalists was accepted.

Discussion of Findings

This study investigated the role that gender inequality play in female broadcast journalists’ career progression in Nigeria. Three objectives and three research questions were the foundation of the study. A review of literature (conceptual, theoretical and empirical perspectives) was carried out in line with the structure of the study. The study was hinged on two theories namely, Muted Group theory and the Role theory, which formed the foundations of assumptions for the research. This study adopted the survey research method using questionnaire as the instrument for data collection and thirty-seven female broadcast journalists were participants. Many of the journalists had advanced educational and requisite skills needed for carrying out their journalistic work as many of them had MSc/MA (48.6.7%) followed by those with B.Sc./B.A. educational qualification (43.2%). Some of the journalists had requisite experience and could be described as veterans. This was because they had been in the profession for sixteen (16) or more years (29.7%). Majority of them had been in their current position for 1 to 5 years (62.2%), while a few had been in their current position for 16 years or more (2.7%). A few of them served in the top or middle management of their stations. On the other hand, majority were occupying other positions in their respective television stations. The findings of the study indicate that female broadcast journalists agreed that there was gender inequality in respect of the number of female broadcast journalists in relation to that of males in broadcast organisations. Furthermore, the findings reveal that the extent of career progression of female broadcast journalists was low ($\bar{x}=3.38$); because those who did well on the job irrespective of gender did not stand a fair chance of being promoted ($\bar{x}= 3.16$) and that they



were not on par with their peers in other professions in terms of achievements/salary/level ($\bar{x}=3.08$).

This study supports that of Nwabuzor and Gever (2018) who noted that broadcast media in Nigeria was male-dominated as a few female employees were found in senior-level decision-making roles. Pate (1994) supports the findings of this study by noting in his study that despite some growth in female employment in the area of programming, the status of women reproduces women's subordinate status in the broader society. Irvin (2013) also reported that females were underrepresented as reporters and sources, adding that there was continuing perception of women as being in a lower social status than men in the media. In the same vein, this study supports Zaideh (2018) who observed that the media was suffering from the low representation of women in its workforce.

Conclusion

Based on the results of the investigations, this study concludes that men still have the upper hand in the broadcast organisations especially television in Nigeria. As for career progression, female broadcast journalists are still scoring low points in terms of achievements, salary and grade levels or job titles.

Recommendations

To reverse this undesirable trend, this research makes the following recommendations:

1. Broadcast organisations should key into the national gender policy of the federal government by making it a point of duty to be gender sensitive in personnel and content.
2. Broadcast media should try as much as possible to maintain gender balance in all departments to woo more viewers as diversity is key to development.
3. As revealed in the literature of this study that there is high prevalence of female stereotypes in television, and considering the influence of these stereotypes on the perception of women, it is, therefore, expedient for the broadcast stations especially television as agents of change to promote gender equality through a change in media structures, policies and content by eliminating all forms of discrimination against womenfolk.

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