

Have you Heard What They Are Doing to Women? Media Portrayal of Female Celebrities in Nigerian Press

Aondover Eric Msughter¹, Martha Msoo Hile², Fatima Salihu Bappa³

¹Department of Mass Communication, Skyline University Nigeria

²Communication & Media Studies, Eastern Mediterranean University, Famagusta, Cyprus

³Department of Mass Communication, Bayero University, Kano

Aondover7@gmail.com

Abstract

The globalized culture of celebrity is argued to have profound effect on knowledge, power and representation. Celebrity culture as a popular culture promoted through the media influence certain categories of group. The study used quantitative content analysis to examine the portrayal of female celebrities in the Daily Trust and The Nation newspapers. The study used purposive sampling technique to select the newspaper, and stratified sampling by days of the week to select the editions. The study used framing theory to examine the coverage and portrayal of female celebrities in the two selected newspapers. The findings suggest that the media should be cognizant of the harmful and erroneous impressions that can result from portraying female celebrities in terms of their attributes rather than their professional accomplishment. The study concludes that issues concerning Nigerian female celebrity are seriously lacking both inequality and quantity. Despite the active involvement of females in the entertainment industry, they are still being fitted and portrayed in negatively stereotypic ways. The relationship between the media and the society is a symbiotic one - the media feeds 'from' and 'into' the society hence, whatever the media portrays as 'normal' and prominent is what the society sees as so. Therefore, there is an urgent need to improve the representation of women in the media by increasing the quality and quantity of news stories about women.

Keywords

Direction, frequency;
Nigerian press; placement;
portrayal; women



I. Introduction

Media representation of women have been an ongoing issue in the study of communication. Scholars like Okunna (2005) observed that from the second half of the 1980s, the field of communication could no longer ignore feminist scholarship. Studies on gender and feminism in communication has wide scope. This has further played a significant role in communication scholarship and has explored more feminist issues that exist in the media. Amu and Kalpana (2006) remarked that women's issues are usually the stuff of which headlines are not made nor gender-related are considered news. They articulated that when women's issues draw the attention of the media, they are often sensationalized, trivialized, or otherwise distorted and thus their coverage involves a series of hits, misinformation, and disinformation as well. This is a clear indication of the issues of misrepresentation and underrepresentation of women in the media (Nasution, et al., 2022).

Incidentally, women have recorded great achievements in the entertainment industry in recent years in Nigeria and how media portray their achievements is imperative to dislodging negative stereotypes and overcoming discrimination against women in music and film. Amobi (2013) state that issues that are not given attention by the media hardly be disseminated beyond their points of origin. The media, therefore, need to reflect reality and not the deeply embedded community attitudes and stereotypes about women in the entertainment industry.

The media have significant influence, and the ideas and values conveyed by media in their content are seen as the primary causes of social change. Within this context, Amobi (2013) makes the following assertion because the newspaper is one of the most efficient forms of mass communication, huge numbers of people read and trust newspapers. Thus, news according to McQuail (2005) provides the component that distinguishes the newspaper from every other kind of print media and often earns it a special status or protection in society, allowing it to express an opinion in the name of the public. It is the central ingredient of any newspaper and can be defined as a timely report on the account of issues and events which are of interest to people. It is a product of the journalistic process, influenced by the ideological orientation of the individual journalist or the media organization the journalist represents and fashioned according to the socially constructed set of categories (Islahuddin, et al., 2022).

Consequently, the media play a significant role in society as they inform and instruct their audiences about current issues and happenings around them. The media perform a central part in human relations and are an essential tool in communication as they play a critical role in educating the masses. Additionally, societies and cultures are greatly influenced and transformed through the media. Many people pay close attention to what is written or presented by the media and base their thought patterns and belief systems around them. Within this context, the study examined the portrayal of women in Daily Trust and The Nation newspapers in Nigeria.

1.1 Problem Statement

There have been scholarly interrogations on the portrayal of women in the media. Scholars like Holmes and Redmond (2000) established that celebrity culture is a popular culture that is championed by certain categories of media, media audiences and the interest of people. Adams (2003) also remarks that the mass media play a central role in influencing human behaviour through symbolic models presented in media contents. Scholars are increasingly examining the portrayal of female celebrities in the media, demonstrating that celebrities have a potentially profound effect on knowledge, power, and representation. Based on the lacuna in the literature that women are either misrepresented or negatively portrayed in the media, this study examined the portrayal of female celebrities in Nigerian newspapers.

1.2 Research Questions

Based the problem statement, the following research questions formed the basic tools of scientific inquiry in the study:

1. What is the frequency of portrayal of female celebrities in the selected newspapers?
2. What is the direction of portrayal of female celebrities in the selected newspapers?
3. What is the position of the placement of female celebrities in the selected newspapers?

II. Review of Literature

2.1 Perspectives on Women Position in Nigeria

Within the perspective of Nigerian women in general and female celebrity in particular, it is imperative to construct a gender profile on how woman are portrayed in Nigerian print media. This construction is an attempt to show the efforts of Nigerian women in breaking away the shackles of discrimination, oppression and subjugation around them and their eventual attainment to the present state of near liberation. Okunna (2003) maintains that majority of Nigerian women are afflicted by poverty, the causes of which could be traced to gender discrimination.

The Nigerian woman's economic powerlessness is also reflected in the subordination, not only to the husband, but also male children. If a woman outlives the husband, she is debarred by culture and tradition from assuming the headship of the family and has no right to administer the estate of the late husband, especially where there is a first-born son or a surviving brother of the late husband. Here, a woman is not allowed to inherit the husband's estate. Instead, she is inherited along with the estate by another male in the family. This customary law has denied the female sex every right of inheritance (Amobi, 2013).

Also, women are disadvantaged especially in the field of western education as noted by Breeze (2009) who further stated that discriminatory policies, especially in the field of western education of which women had little access, militated against the participation of women in various spheres of society. The number of female children sent to school even in areas where there is free primary education is much less than that of the boys. This inadvertently dictates the number in secondary and post-secondary institutions by giving the male children a higher number that join the country's high-level manpower both in the public and private sectors of the economy. Thereby removing some categories of women in decisions making and matters relating to their wellbeing.

Even though women constitute almost half of the country's population, they are usually relegated to the background when matters of national importance are discussed. The position of Nigerian women in society is that of home wife and mother. A woman is expected to be merely a silent and an overworked adjunct to the husband, attending to unending needs of the husband and that of children at home.

The gradual realization of the importance of female education, however, brought about a shift on the part of parents and the government towards their education. The period since independence, has therefore witnessed a gradual growth in the enrolment of females in schools. However, statistics point that women are now found in more professions than before, some of which were hitherto, dominated by males. Sequel to this development is what Bappa (2017) noted to be proliferation of professional societies or associations set up by women professionals in different fields. These professional associations are meant to facilitate increased participation by women in relevant disciplines and to reduce, or eventually, bridge the gap between male and female professionals in these fields.

For instance, such associations are found in the field of law, accountancy, journalism, among others. A good example is Nigerian Association of Women Journalists (NAWOJ), which came into being in 1989. Nigerian women have proven their worth in the academic and career world. For example, Professor Okonjo-Iweala, Professor Stella Okunna, Professor Grace Alele-Williams, Professor Dora Akunyili to mention are just few women who have excel in academic and professional fields. With increased education and professional training, Nigerian women are entering professions such as law, medicine, military, politics and business that were dominated by men.

2.2 Interrogating Media Portrayal of Women

It is apparent in the literature that the portrayal of female celebrities in Nigerian print media is somewhat not encouraging as evidence can be seen in the page three of The Sun newspaper whereby women dissatisfaction of body-image are showcase with intense feelings toward a celebrity with an attractive body shape. The manner at which the print media portrayed female celebrities make their fans to be affected by the messages and images the media feed them with. Some of these images give them ideas of how to look and to be accepted in today's community. The print media stress that the way you look defines the person you are.

According to Coleman and Ferreday (2010) media portrayed the idea that thinness the standard of the society and which shows a negative stigma for being overweight. Thinness is explicitly portrayed as a standard of physical beauty. The way the female celebrities are portrayed, shows that beauty and physical attractiveness is a power that can propel a person anywhere. These celebrities are portrayed as people who are very vain and superficial. This portrayal has changed the view point of how females and some males see the ideal female. The print media are fond of using pictures of female celebrities who are slim and skinny.

Ekeh (2009) argued that the ideal shape for women has changed from being voluptuous and curvaceous to being slimmer and leaner. The results of Chojnacki et al., (n.d) show that although exposure to media standards have negative effects on females' perception of themselves, they are aware of the unrealistic nature and choose to preserve their body-image. Ekeh (2009) found that exposure to magazines and television programmes containing idealistic representations of the body did not predict body dissatisfaction, but universalistic comparisons.

The issue of thin body in Nigerian society is at wide range. It seems that thin women are everywhere in society from TV to magazines to billboards. However, those thin women are not next-door neighbors, they are not friends and family, they are images of female celebrities, which most of the females in society cannot attain. They are the super models who have stylists their make-up and their hair, they are airbrushed to rid themselves of imperfections, they are posed to look sexy; they are the images of the media (Sembiring, et al., 2022).

The media unrealistically portray women. A study by Evans (2005) suggests that advertising has historically included stereotypical and unrealistic images of female celebrities. These thin ideals encourage women and men to focus on a woman's appearance and body shape. The cultural message that was found to be suggested in some magazines was that women should spend time and engage in behaviours that will make them more physically attractive.

2.3 Empirical Review

Amobi (2013) content analysed the NPR, FRCN, and VON websites to better understand how online public broadcasting in the developing world compare to that of the developed world. The study examined news stories presented on the three websites for one week 10-16 February, 2013, to determine the extent to which multimedia elements such as the spoken and written word, music, moving and still images, graphic animations, interactivity and hypertexts are used to give life to stories about development and social change projects, as well as programming which celebrates national cultures, and offers relevant, quality entertainment. The study found that gender inequality appears to be supported by the media treatment of women who are mostly ignored, denied of invisible.

When they do attain visibility it is done with biases and negative stereotypes, since all they do is to play supportive roles for the natural order.

Stuart-Hall (2005) argued that the issue of portrayal or representation was connected with whether the depiction of something is an accurate or distorted reflection. The concept of representation has been central to thinking about communication in much more complex ways in a democratic society. Thus, media scholars such as Kyllonen (2012) have empirically, at different socio-political, regional, and national contexts, examined how the media, whether print or broadcast portrayed issues, which to some extent, are associated with one form of government in power or the other. Perhaps, this is part of the reasons why Hall said representation in the media is linked with power and that those groups who wield power in a society influence what gets represented through the media.

Since independence, Nigeria has grappled with the problem of creating a fair, just and equitable political arrangement among its various ethnic groups, while past three decades have witnessed a global emphasis on women's issues related to empowerment and gender equality. Today in Nigeria the status quo appears to be holding out. Despite several women movements which have concerned themselves the challenging media portrayals and cultural practices that are harsh to the Nigerian women and question the representation of women in the Nigerian society, insisting on the fundamental transformation of gender relations. Women are represented with negative and unrealistic images outnumbering the positive real representation. They are often carried as sex objects, undressed women rather than as professionals or valued community members, for instance on the page 3 of every edition of the sun newspaper, a Nigerian national daily, a full size picture of voiceless female is displayed along with statistics, thus reducing her to a mere sex object (Okunna, 2005).

From the literature reviewed, it is clear that celebrity culture cannot be fully actualized in Nigeria because of geographical location, culture and religious barrier due to the fact scholars are from the western country. Secondly there are some diversifications on the image portrayal of female celebrities, some are of the option that the media use pictures of females that objectify them as sex icons while some scholars' belief that the female contribute to how they are being portrayed. Thirdly there is a convergence in the use of methodology between the different scholars.

2.4 Theoretical Framework

This study is anchored on Framing Theory. Framing theory, according to McQuail (2005, p. 555), is a philosophical postulation that explains "how news content is typically shaped and contextualized by journalists." Chong and Druckman (2007) and McQuail (2005) believed that there are two ways through which the Framing Theory can be seen and applied in communication research. These are individual and media frames. The individual frame is mostly linked to the work of sociologist, Goffman (1974), who argued that a frame in thought or an individual frame which means "individual's cognitive understanding of a given situation". On the other hand, the media frame deals with the words, images, phrases, and presentation styles used in the media outlet about an issue (Baran & Davis 2012, p. 379).

Within this context, Breeze (2009) stated that in Framing Theory, there are issues of frame-building and framing setting. The former is associated with internal and external factors in the media organizations such as owners, editorial policy and reporters' ideological and political leanings that in one way or the other influence the structural qualities of media content and portrayal of issues. While the latter (internal factors) to frame-building occurs in a continuous interaction between journalists and other

newsmakers such as the celebrities themselves and public relation officers. These collectively work together to manifest in the text represented on the pages of national press.

The nexus is on framing the way female celebrities are shaped in the Nigerian newspapers which might contribute to regional, religious, cultural and social stereotypical portrayals. Framing theory also considers salience. Salience is the act of making information more prominent, noticeable, meaningful or memorable to enhance the probability that the receivers of a message remember it (Entman, 1993). Frames introduce or raise salience of certain ideas, activating schemas that encourage target audiences to think, feel, and decide in a particular way. The theory is apt to this study because media frames can aid in changing the perception of the society on the profession of females celebrities especially in other parts of the country where culture and religion is strong.

III. Research Methods

Quantitative Content Analysis was selected to guide the process of data analysis. This selection was based on the set research questions and the purpose of the study. The population of the study consists of 310 newspapers operating in Nigeria (Nigeria Press Council, 2020), while the *The Sun* and *The Guardian* newspapers constitute the samples size of the study. Purposive sampling was used in selecting the newspapers while stratified sampling by days of the week was used to select the editions.

The study used the following content categories: the first is female politicians, this consist of all news stories about females who are actively engaged in party politics, the second category are the socialites, this consist of stories about affluent women and their life style, event and engagement. The third is female On Air personalities; these are news on prominent and popular females that work with the broadcast system. The research instrument for generating data is coding sheet, and the unit of analysis in this study consist of all news stories about female celebrities in the selected newspapers. Content validity was used and the generated data were analysed and presented using Frequency Distribution Tables (FDTs).

IV. Results and Discussion

Table 1. Frequency of Coverage of Female Celebrity news by the two Selected Newspapers

	Daily Trust	Total	The Nation	Total	Total
1-10 Low	-	-	-	-	0
10-20 High	17	20.0	34	16.1	17.2
20-Above Very High	34	40.0	110	52.1	48.6
Total	151	100	378	100	529

Source: (Authors' computation, 2022).

The study is focused on only two types of female celebrities that is those who are in the music and film industry. The table above shows the frequency of coverage of female celebrities' news from the two selected newspapers, the total number of female celebrity news from the two selected newspapers that is *Daily Trust* and *The Nation* was 529.

Individually *Daily Trust* has the total number of female celebrity news 151. The coverage frequency of music celebrity by *Daily Trust* is 17 (20.0%) while the frequency

for film celebrity is 34 (40.0%). *The Nation* Newspaper has a total number of female celebrities of 378; the total frequency of coverage for music celebrity is 34 (16.1%) while the total frequency of coverage for film celebrity is 110 (52.1%).

From the above, *The Nation* newspaper has the highest frequency of female celebrity coverage compared to *Daily Trust*. Corroborating, Omenugha (2007) findings indicate constant presence of negative stereotypic and prejudiced slant to media contents about women.

Table 2. Position of Stories on Nigerian Female Politicians in the Selected Newspapers

	DAILY TRUST	TOTAL	THE NATION	TOTAL	TOTAL
FRONT PAGE	20	13.2%	49	12.9%	13.0%
INSIDE PAGE	55	36.4%	179	47.3%	44.2%
SECOND INSIDE PAGE	76	50.3%	153	40.4%	43.2%
		100%		100%	529

Source: (Authors' computation, 2022).

Table 2 above examines the position and placement of news stories related to female celebrity news from the two selected Nigerian newspapers. The total number of female celebrity news covered by the two selected newspaper is 529. Out of the total number covered, all the newspapers sampled for this study placed over 234 (44.2%) of all the stories published in the inside pages. Only 69 (13.1%) of female celebrity news appeared on the front pages of the selected newspapers. While 229 (43.2%) female celebrity news were featured on the second inside page of the selected newspapers.

Individually *Daily trust* covered 20 (13.2%) news stories which appeared on its front page, on the inside page it covered 55 (36.4%) of female celebrity news while its side pages covered 76(50.3%). *The Nation newspaper* has the highest number of coverage of female celebrity news between the two selected newspapers. *The Nation* newspaper has a total of 49 (12.9%) of female celebrity news on its front page, it has a total of 179 (47.3%) which featured celebrity news on its inside page while on the second inside page it has a total of 153 (40. 4%) of female celebrity news.

From the above table it shows that *Daily Trust* has the least coverage of female celebrity news with a total of 151 while *The Nation* newspaper has a total of 378 of female celebrity news featured on its pages. Thus, the theoretical postulation of the framing theory is apt as media frame stories about women celebrities.

Table 3. Perceived Function of Female Celebrity in Term of News by the Selected Newspapers

	Daily Trust	Total	The Nation	Total	Total
Subject	48	31.7%	116	30.6%	31.0%
Professional	29	19.2%	60	15.8%	16.8%
Audience	20	13.2%	51	13.4%	13.4%
Eye Candy	28	18.5%	103	27.2%	24.7%
Wife/Single Mom	26	17.2%	48	12.6%	12.0%
	151	100	378	100	529

Source: (Authors' computation, 2022).

Table 3 above, indicates the percentage of the portrayal of female celebrities from the pages of the two selected newspapers. Overall, the data showed that the selected

newspapers covered 529 (100%) of female celebrity as Subject, professional, audience, eye candy, wife/single. The table showed that out of the total *Daily Trust* covered, a total of 151 female's celebrity news and *The Nation* covered 378 females celebrity news.

The table also indicates that 164 (31.0 %) representing 529 of the total coverage of female celebrity, deals with the portrayal of female celebrity as subject in the news from the selected newspapers. *The Nation* featured female celebrities as the subject matter of the news story 116 (30.6%) while *Daily Trust* has 48 (31.7%) news stories of which female celebrities were featured as the subject of the news.

The portrayal on professionalism as indicated on the table which has a total of 89 (16.8) from out of 529 of the total coverage of female celebrities from the selected newspapers. *The Nation Female* featured female celebrity as professionals from their field as either a musician or actress 60 (15.8%) while *Daily Trust* has 29(19.2%) as professional.

The table shows that female celebrities were portrayed as audience from the pages of the selected newspapers, as audience means that they were present at a show, awards, event etc. which has a total of 71 (13.4%) from the Nation in which they were featured as audience which covered 51 (13.4%) while *Daily Trust* covered 20(13.2%).

Female celebrities were portrayed as eye candy due to their appealing physical attribute which has a total of 131 and represent (24.7%) 529, amounted to a total coverage of female celebrities from the pages of the selected newspapers. *The Nation* featured female celebrities as eye candy from the pages of it entertainment section from its weekend edition, which has a total of 103 (27.2%) while *Daily Trust* has 28(18.5%) from featuring them as eye candy.

On the side of portrayal of wife and single mom the selected newspapers covered a total of 74 (12.0%) *The Nation* featured female celebrities as either a wife or single mother, and it covered 48 (12.6%) while *Daily Trust* covered 26(17.2%). The total number of times The Nation and Daily Trust featured female celebrities was 529 times.

Table 4. Female Celebrity Endorsement Covered by Selected Newspapers

	Daily Trust	Total	The Nation	Total	Total
Female	7	31.8%	30	57.6%	50.0%
Male	15	40.5%	22	59.4%	50.0%
Total	22	100	52	100	74

Source: (Authors' computation, 2022).

The study is not researching into comparative study or bias coverage, but because of the literature the research looked into and because celebrity endorsement is important to the research it decided to look at the frequency of the portrayal of female celebrity endorsement compared to their male counterparts from the selected newspapers.

The total number of Nigerian celebrities, who are endorsing a product and services, was fifty-two. The number of female celebrities who endorsed product or services covered by the selected newspapers at the time of this study is 37 (50%) of the total of 529 of the coverage of female celebrities by the selected newspapers. *The Nation* covered a total of 30 (57%) of female celebrities who are either promoting a product or services while *Daily Trust* has 10 (31.8%), the male celebrities featured on endorsing a product or services for *The Nation* 9 (18.9%) while *Daily Trust* has 5 (33.3%). The total number of news stories on endorsement of both male and female celebrities are 74. From the above table we discovered that *The Nation* has more celebrity endorsement coverage than *Daily Trust*. Based on what was available on the pages of the selected newspapers, there is equal presentation on the coverage of celebrity endorsement on both female and male celebrity.

Table 5. Subject Area of News about Female Celebrity Featured by the Selected Newspapers

	Daily Trust	Total	The Nation	Total	Total
Celebrity News	48	44.0	116	44.7	44.5
Entrepreneurial Activity	5	4.5	26	10.0	8.4
Crime and Law	1	0.9	2	0.7	0.8
Humanitarian Activities	8	6.4	17	6.1	6.7
Fashion	44	40.3	96	37.0	38.0
Politics	4	0.3	3	1.1	1.9
Grand Total	109	100	259	100	368

Source: (Authors' computation, 2022).

Table 5 above shows how the *Nation* newspaper handled the issues on its coverage. Generally the paper carried a total of 378 (100%) out of which, celebrity news had 116 (44.7%), entrepreneurial activities 26 (10.0%), crime and law 2 (0.7%), humanitarian activities 17 (6.1%), fashion 96 (37.0%) and politics 3 (1.1%). The table shows that celebrity news has the highest coverage while crime and law has the lowest coverage from *the Nation*. Female celebrity fashion has a high coverage second only to celebrity news. Entrepreneurial, humanitarian, politics have minimum coverage from *the Nation*.

Daily Trust featured the female celebrities in the following subject matters, as follows; 48 (44.0%) in celebrity news, 5 (4.5%) on entrepreneurial activities, 1 (0.9%) crime and law, 8 (6.4. %) humanitarian activities, 44 (40.3%) on fashion and 4 % on politics.

From the above analysis, table 3 shows that, apart from celebrity news stories which consist of 114 (44.5%) from the total coverage of female celebrity 529, fashion is the next most featured and it is, followed by stories about entrepreneurial activity 31 (8.4%). Humanitarian activity which has 25 (6.7%) of coverage from the two selected newspapers. Finally politics which has the lowest coverage from both newspapers has 7 (1.9%).

Table 6. Image of the Female Celebrity as Found in the Studied Newspapers

	Daily Trust	Total	The Nation	Total	Total
Positive	49	32.4	94	24.8	27.0
Negative	3	3.3	85	22.4	16.6
Neutral	30	19.8	136	35.9	31.3
	151	100	378	100	529

Source: (Authors' computation, 2022).

Table 6 table above provides statistical summary of nature of how female celebrity's images were portrayed by the two selected newspapers. The total coverage of female celebrity by *The Nation* and *Daily trust* is 529. The total of 143 (27.0%) of the two selected newspapers, covered the images of female celebrity positively, which is in the favour of female portrayal. The total number of female celebrity image that was neutral from the pages of the two selected newspapers was 166 (31.3%). On the negative side, it has 88 (16.6%) of coverage from the two selected newspapers. Neutral image of female celebrity has the highest coverage from the two selected newspapers.

A breakdown of table 5, based on the indication by individual newspaper shows that, *The Nation* newspaper portrayed female celebrity much more neutral 136 (35.9%) than

Daily Trust newspaper with 30 (19.8.9%). *Daily Trust* has the fewer negative coverage of female celebrity with 3 (3.3%) compared to *the Nation* which has 85 (22.4%) of negative coverage. On the positive side of image portrayal the *Nation* has 94 (24.8%) while *Daily Trust* has 49 (32.4%). From the two selected newspapers, in 166 (31.3%) the image of female celebrity were not reported as neither negative nor positive within the period of study. Generally, the data on table six reveal that female celebrities are portrayed more neutral than negatively. Contrary, Okunna (2003) found that the media portrayed women negatively.

Table 7. Types of Female Celebrity Featured by the Selected Newspapers

	Daily Trust	Total	The Nation	Total	Total
Film	34	40.0	110	52.1	48.6
Music	17	20.0	34	16.1	17.2
Sports	7	12.0	10	4.7	5.7
Models	13	15.2	20	9.4	11.1
Socialites	10	11.7	21	9.9	10.4
OAP	5	5.8	16	7.8	7.0
	85		211		296

Source: (Authors' computation, 2022).

Table 7 above shows the types of female celebrities most featured by the selected newspapers. Generally, between the two selected newspapers, the female celebrities that are mostly featured with 110 (52.1%) in the selected newspaper are the movie and music celebrity.

The Nation has the highest number of female celebrity with 110 (52.1%), female movie stars and 34 (16.1%) as music celebrity, *Daily Trust* has more movie stars 34 (40.0) and celebrities from the music arena 17(20.0). Models from the two selected newspapers are the next, they are more featured 33 times (11.1%) than socialites 31 (10.4%) and female athletes featured 17 (5.7%) from the two selected newspapers and the least featured are the On Air personalities (OAP) which has 21 (7.0%).

V. Conclusion

This study examined women portrayal in the media, and issues concerning Nigerian female celebrity on the inequality and quantity. Despite the active involvement of females in the entertainment industry, women are still being fitted and portrayed in negatively stereotypic ways. This confirms the position of scholars that while other societies are increasingly accepting women's right as human rights, the Nigerian society is still largely contented with retaining cultural and religious practices that dehumanize, inhibit and reduce women's visibility in all spheres. The media on the other hand strive to maintain the status quo to continue to gain acceptance by the powers that be (men). The relationship between the media and the society is a symbiotic one - the media feeds 'from' and 'into' the society hence, whatever the media portrays as 'normal' and prominent is what the society view it. Therefore, there is an urgent need to improve the representation of women in the media by increasing the quality and quantity of news stories about women. By so doing, society will become one in which the rights of every citizen is respected and valued and create a level and fair ground for all to invest and improve the developmental processes of the Nigerian society.

References

- Adams, C. (2003). *Women and Politics: Deleta Williams and the Local Press*. (Master's Thesis). Central Missouri University, Warrensburg, Missouri. Addison-Wesley.
- Akingbulu, A. & Bussiek, B. (2010). *Public Broadcasting in Africa: On Air: Nigeria*. Johannesburg: Opens Society Initiative for South Africa.
- Altman, H. (2005) *CelebrityCulture;Are Americans Too focused on Celebrities?* Washington D.C:Sage.
- Amobi, I (2013). Portrayal and Participation of women in Nigerian media. Online and multimedia journalism as imperative for the survival of Africa's Public Broadcasting in the 21st century: A comparative study of NPR, FRCN and VON
- Amu, J. & Kalpana S. (Eds.). (2006). *Whose news? The media and women's issues*. London: Sage.
- Ashe, D. D., Houran, J., Maltby, J., & McCutcheon, L. E. (2003). A cognitive profile of Individuals Who Tend to Worship Celebrities. *Journal of Psychology*, 137(4), 309-322.
- Bappa, F. S. (2017). Portrayal of female celebrities in the Nigerian press: an examination of Daily Trust and The Nation newspapers. Unpublished M.Sc Dissertation, Bayero University, Kano.
- Baran and Davis (2012). Normative Theories of Mass Communication. (Online). Accessed: 2 September 2012.
- Breeze, R. (2009). Tarnished stars: The Discourses of Celebrity in the British Tabloid Press. *Odisea*, 10, 7–18.
- Carter, C. & Steiner, L. (2004) 'Introduction to Critical Readings: (2nd ed). Westport, Connecticut: Praeger, pp. 1-4.
- Cash, T.F. & Pruzinsky, T. (2002). Understanding body images: Historical and contemporary Perspectives. In T.F. Cash & T. Pruzinsky (Eds.), *Body Images: A handbook of theory, Research, and clinical Practice*. NY: Guilford Press.
- Chojnacki, M.S., Grant, C. Maguire, K. Regan, K. (n.d.). Depleting Body Image: The Effects of Female Magazine Models on the self-esteem and Body Image of College-Age Women. Retrieved from <http://www.ssc.wisc.edu/~jpiliavi/357/body-image.htm>
- Chong, D. & Druckman, J. N. (2007). *Framing and Opinion Formation in Competitive Celebrity in Australia*, Melbourne: Cambridge University Press.
- Coleman, R and Ferreday, D. (2010). *Journal for Cultural Research: Introduction: Hope and Feminist Theory*. 14 (4): 313 – 321.
- Ekeh, D. (2009). Celebrity Branding in Nigeria. Retrieved from <http://www.bizcommunity.com/Article/157/82/41725.htm>.
- Entman, R. M. (1993). Framing: Towards clarification of a Fractured Paradigm. *Journal of communication*. N. 43, Vol, 4, pp. 58-58.
- Evans, J. (2005) 'Celebrity: What's the Media Got To Do With it?' In: Evans, J. and JSTOR. Eastern Michigan University. 1 Mar. 2008. Keyword: Celebrity.
- Goffman, E. (1976). *Gender advertisements*. New York: Harper & Row.
- Holmes, S (2006), 'It's a Jungle Out There - Playing the Game of Fame in Celebrity Reality TV,' HOLMES, S and REDMOND, S (Eds.) (2006), *Framing Celebrity, New Directions in Celebrity Culture*, Abingdon: Routledge, pp.45-65.
- Holmes, S., & Redmond, S. (2010). A Journal in Celebrity Studies. J. (eds) *The Manufacture of News: Social Problems, Deviance and the Mass Media*.
- Islahuddin, T., Tanjung, D. & Sireg, R. S. (2022). Implementation of Marriage Registration in Aceh Qanun Number 6 of 2008 concerning Administrative

- Registration (Analysis of Illegal Marriage Practices in Lhoksukon District, North Aceh Regency). *Britain International of Humanities and Social Sciences (BIOHS) Journal*. 4(1) pp. 70-80.
- Knight, J. & Giuliano, T. (2001) He is a Laker, She is a looker: The consequence of Gender-Stereotypical Portrayals of Male and Female Athlete. Southwest University.
- McQuail, D. (2005) *Mass Communication*. Sage. London
- Moran, C. (2011) *How To Be a Woman*, London: Ebury Press.
- Nasution, N., Fahmi, N. & Tanjung, E. (2022). The Improving Student Learning Outcomes through Online Learning Video Media in the Era of Covid-19 Pandemic. *Budapest International Research and Critics in Linguistics and Education (BirLE) Journal*. 5(1) pp. 47-53.
- Nigeria Press Council (2020). Newspaper and magazine distribution across geopolitical zones. Annual report.
- Okunna, C. S. (2002). Mass Media Gender Images and the Nigerian Girl Child.
- Okunna, C. S. (2003). Women and the Media. *International Journal of Social Inquiry*, 1 (2), 80-89.
- Okunna, C. S. (2005). Women as invisible as ever in Nigeria's news media. *Journal of Media and Cultural Politics*. Vol. 1(1) Intellect Ltd.
- Omenugha, K.A. (2005). Poverty, Media and Gender in Nigeria. In *Promoting Communication for Social Change*. World Association for Christian Communication (WACC). Retrieved from <http://www.waccglobal.org>.
- Sembiring, M. E. & Simon, A. J (2022). Papua separatist terrorist groups detection through Osint and counter intelligence effort (Osint Detection Study on the Baintelkam Polri Separatist Management Unit). *Konfrontasi Journal: Culture, Economy and Social Changes*. 9(1). Pp. 62-69.
- Stuart-Hall, P. (2005). The Creation of the Media: *Political Origin of Modern Communication*. New York: Basic books.
- The TIDE*, (2016). Is Femininity Also A Disability? <http://www.thetidenewsonline.com/2016/12/02/is-femininity-also-a-disability/>