

## A CRITIQUE OF SELECTED STUDIES OF WOMEN'S PORTRAYAL IN POLITICS BY NIGERIAN MEDIA

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One major function of the media is to report facts about individuals, groups, events, or institutions to the public. However, the means or manner through which these facts are reported is known as media portrayal. This study examines research on how women are portrayed in Nigerian media. Specifically, the study investigates the media genre under study, the methodologies employed, the data collection procedures, and the results and findings. Anchored on feminist theory, the study used a qualitative discursive analysis approach to examine the methodologies, findings, and recommendations of the selected research. Results show that the most prevalent genre was print media (newspapers). Most studies utilised only content analysis (quantitative), while only one used a combined methodology of content analysis and survey. All studies collected their data offline. Moreover, the selected studies share common findings: Nigerian women in politics are greatly underrepresented in the media compared to their male counterparts. Female politicians received less coverage than male politicians, who were framed positively and seriously, whereas female politicians were framed neutrally. The study concludes that the media play a vital role in shaping public perceptions of female politicians. Media portrayals influence women's perceptions and participation in politics. It is therefore recommended that further studies focus on social and broadcast media, especially radio, which is widely used by everyone, including those in grassroots contexts, and that future researchers employ either a qualitative or mixed-methods approach rather than relying solely on quantitative methods.

**Keywords:** Gender and politics, Media portrayal, Nigerian media, Feminist theory, Quantitative methods

### Introduction

Beyond educating, entertaining, and informing, the media also serve as a means to shape public perception. The media, as the fourth estate, mirrors society and acts as its watchdog, including its culture and politics (Abimbola, 2024). One way this is achieved is through the media's agenda-setting and framing capacity. The media help to set the agenda and frame (individuals, groups, and institutions) by determining which issues or actors receive public attention.

For Nigerian women in politics, the media's role is very important, as it shapes public perception of them. The media portrayal of women in politics remains a key issue for democracy and society at large. The way the media represent female politicians often influences public opinion. Nigeria's political scene is predominantly male-dominated, with women being underrepresented in elected positions. Findings show that Nigerian women in politics face unequal visibility, marginalisation, and stereotypical framing by the Nigerian media (Osei-Appiah, 2019).

Recent studies have attributed the underrepresentation of Nigerian women in politics to the way the media portrays them. They argued that women are often portrayed in ways that belittle their expertise and capacity. Others argued that women hardly made it into the news, and when they did, the emphasis was on their appearance, domestic roles, and marital status rather than their leadership capacity. While some agreed that female politicians received adequate coverage, they opined that the coverage was placed in less prominent places (inside pages) compared to their male counterparts, who received prominence in coverage (front page).

This paper examines eight selected studies on how Nigerian media portray women in politics. The studies are:

1. Gender representation in political reporting in Nigerian newspapers (Adelabu & Apata, 2022).
2. Assessment of media portrayal of women in politics (Shaibu & Gambo, 2021)
3. Gendered media coverage: Examining the portrayal of female politicians (Okpokwasili & Ekemezie, 2023).
4. Gender imbalance in political reporting: A critical appraisal (Guanah & Nwabueze, 2021)
5. Gender bias in media representation of political actors: Examples from Nigeria's 2015 presidential election (Ojebuyi & Chukwunwike, 2021).
6. Where are women? Evaluating the visibility of Nigerian female politicians in the news media space (Ette, 2017).
7. Media framing of women's issues on Television Continental (TVC) 'Your View' and its influence on public perception in Nigeria (Adewunmi & Aleshiloye, 2024).
8. Media representation of women in the news: evidence from selected newspapers (Aladi & Okoro, 2021).

The above studies were purposively selected because they centred on media portrayal of Nigerian women in politics. These studies are carried out by researchers who analyse how Nigerian media portray women in politics and how this portrayal shapes public perception. This shows that the portrayal of women in politics is not an ordinary issue of media practice but a normative one with serious implications for democratic deepening and gender equity.

This study, therefore, seeks to critique the eight selected studies listed above. It reviews their media genres, methodologies applied, findings, and recommendations. This review helps identify their strengths and weaknesses, providing direction for further research.

### **Statement of Problem**

Politics is a means for people to render services to the general public, regardless of gender. This service is rendered through political participation of electioneering, campaigning, and voting. In Nigeria, women have been very active in political participation; however, their involvement in elective offices has been limited. According to INEC, only 7.4% of elected officials were women as of the 2023 election (INEC 2023). This shows the significant level of underrepresentation of women in politics. This low participation of Nigerian women in elective offices has been attributed to several factors, including the perception that women aspiring to leadership positions are not taken seriously and that politics is cut out for men.

One fact that remains worrisome, however, is the obvious recurrence of a representational pattern where female political figures are subjected to stereotypical depictions that emphasise emotionality, triviality, or antagonism, while their male counterparts are presented as rational, authoritative, and legitimate (Edewor & Nweke, 2022). Rather than being framed as competent leaders or policy actors, female politicians are often portrayed through reductive narratives that emphasise their family role, physical appearance, or supposed emotional dispositions (Fafowora, 2020).

This study examines research on how women are portrayed in Nigerian media, as the media also play a vital role in shaping public opinion about men and women in politics. Selected researches on whether the media have been fair to women or not were analysed in this study. Specifically, the study examines the methodologies, findings and recommendations of the selected research. It will no doubt serve as a tool for further researchers on women's portrayal in the media.

### **Objectives of the Study**

The following objectives guide this paper:

1. To investigate the genre of media prevalent in the studies.
2. To evaluate the methodologies employed in the studies.
3. To assess the data collection procedure in the studies
4. To assess the results/findings of the studies

### **Literature Review**

#### **Media portrayal**

One major function of the media is to report facts about individuals, groups, events, or institutions to the public. However, the means or manner through which those facts are reported is known as media

portrayal. It goes beyond merely reporting facts, but the manner in which those facts were selected, emphasised, and framed for the consumption of the general public. This shows that media portrayal is more than just a reflection of reality. Media portrayal shapes how people or issues are perceived in society. For example, how a political actor is portrayed in the media can make the public view him as a corrupt or a trustworthy politician.

The implications of media portrayal are crucial. Studies have shown that the portrayal of women in politics affects their legitimacy and public trust, thereby either empowering or marginalising them (Okafor & Adebayo, 2022). Importantly, portrayal is shaped by the intersection of media routines, ownership structures, political contexts, and technological innovations.

### **Gender and politics**

Gender as a social construct refers to roles, expectations and power relations between men and women in society (Connell, 2020; Adinlewa & Ojil, 2018). On the other hand, politics refers to the processes of governance, power distribution, and decision-making within a community (Heywood, 2021). Adding both, one could say that gender and politics concern how the cultural perceptions of men's and women's roles influence who participates in the governance of a community.

The interplay of gender and politics often most times exposes structural inequalities. In Nigeria, the political environment has been dominated by men, while women's participation has been constrained by social norms and institutional barriers (Ross, 2021). Even when women gain access to political office, they are often held to a different standard of evaluation than their male counterparts. Cultural and religious influences further complicate, more saddening, gender and politics in Nigeria. Studies reveal that female politicians' assertiveness can lead to them being portrayed as unfeminine or aggressive, while a softer approach can result in them being portrayed as weak (Eze, 2021; Ojebode, 2023).

### **Theoretical Framework**

This study is grounded in feminist theory. Feminist theory is best understood as collective development, not the work of a single person. It has roots in early women's advocacy and expanded through multiple waves of feminist thought. Scholars have posited that women-centred research in media studies began as a response to the overwhelming male dominance in media content, both in representation and in media production (Journalism.University, 2024). The theory is a broad and evolving body of ideas that seeks to understand and challenge gender inequality, patriarchy, and social, cultural and political structures that sustain them. It emerged as both an intellectual framework and a political movement aimed at dismantling systems of oppression and advocating for equity between men and women (Hooks, 2020). Feminist theory interrogates how gender intertwines with other social categories such as race, class, ethnicity, and sexuality. This intertwining approach recognised that women's experiences are not uniform and that overlapping systems of oppression must be addressed simultaneously (Crenshaw 2019), with the momentum gained by the feminist movement in the 1970s and 1980s, Journalism.University (2024) stated that a strong advocacy for feminist interventions in the media was made to address the issues of underrepresentation (exclusion of women from significant roles), negative stereotypes (portraying women as homemakers, victims, or objects of desire), and the male gaze (how the perspective of the male viewer shaped women's representation in the media).

It will be noted that all the examined studies adopted framing theory to analyse how journalists construct narratives that shape audience perception. Using this framing theory, researchers identified the specific frames used to portray female politicians. However, while framing theory explains how representations are organised, it offers limited insight into why such portrayals persist or whose interests they serve. This study, therefore, adopts feminist theory as its main theoretical anchor to interrogate the gendered ideologies and patriarchal power that shape framing decisions in political reporting. This shows that this study acknowledged the relevance of framing theory while extending the discussion through a critical feminist lens.

### **Methodology**

This study employs the qualitative discursive analysis method. Discursive analysis, also known as discourse analysis, is used by researchers to study language. It examines language beyond its literal context and how such language reflects reality. It also examines how texts, speeches, and conversations support or challenge existing ideologies. In practice, it is applied to media reports to uncover how

identities, values, and social norms are represented. For example, when examining how women are portrayed in politics, discourse analysis will reveal the descriptive language, power structures, and cultural beliefs embedded within it (Gee, 2014). Therefore, the eight selected studies critiqued in this paper are discussed using the four objectives of this study

## Discussion

### Objective One: Dominant Media Genre

The first objective of this study was to investigate the media genre prevalent in the selected studies. Data in Table 1 reveal the media genres employed in the selected studies.

**Table 1: Genres of media**

Authors/Year	Study Topic	Genre of Media
Adelabu & Apata, 2022	Gender representation in political reporting in Nigerian newspapers	Newspapers (The Punch and Vanguard)
Shaibu & Gambo, 2021	Assessment of media portrayal of women in politics	Newspapers (The Nation and Daily Trust)
Okpokwasili & Ekemezie, 2023	Gendered media coverage: Examining the portrayal of female politicians	Newspapers (Vanguard and The Guardian)
Guanah & Nwabueze, 2021	Gender imbalance in political reporting: A critical appraisal	Newspapers (Daily Sun, Vanguard and National Light)
Ojebuyi & Chukwunwike, 2021	Gender bias in media representation of political actors: Examples from Nigeria's 2015 presidential election	Newspapers (The Guardian, The Punch, and The Daily Sun)
Ette, 2017	Where are women? Evaluating visibility of Nigerian female politicians in news media space	Newspapers (The Guardian, The Punch, and The Daily Trust)
Adewunmi & Aleshiloye, 2024	Media framing of women's issues on Television Continental (TVC) 'Your View' and its influence on public perception in Nigeria	Television (TVC)
Aladi & Okoro, 2021	Media representation of women in the news: evidence from selected newspapers	Newspapers (The Punch, The Guardian and ThisDay)

Among the selected studies, the most prevalent genre was print media (newspapers). Of the eight studies, seven analysed the print media, while only one analysed the broadcast media. Adelabu and Apata (2022), in their study "Gender representation in political reporting in Nigerian newspapers", analysed two national newspapers, The Punch and Vanguard. Similarly, Shaibu and Gambo (2021), Okpokwasili & Ekemezie (2023), and four other selected studies analysed the print media, specifically national newspapers such as The Guardian, Daily Trust, The Nation, and Daily Sun. Only one study from the selected studies analysed content from the broadcast media (Television), and that was the study carried out by Adewunmi and Aleshinloye (2024), whose topic was "Media framing of women's issues on Television Continental (TVC) 'Your View' and its influence on public perception in Nigeria".

However, the study imbalance speaks to an urgent need to diversify the methods used in subsequent studies. Although newspapers offer useful avenues for the study of gendered representations, the role of broadcast media, especially digital media, in constructing and shaping the public sphere is also considerable. Consequently, an almost exclusive focus on print media may inhibit insight into how the gendering of political narratives is articulated and transmitted within more fluid and interactive media forms and genres.

## Objective Two: Methodological Approaches

The second objective of this study is to evaluate the methodologies employed by the researchers in their studies. The research approaches used in the selected studies are presented in Table 2.

**Table 2: Methodological approaches**

Authors/Year	Study Topic	Methodological Approaches
Adelabu & Apata, 2022	Gender representation in political reporting in Nigerian newspapers	Quantitative Content Analysis (730 newspaper editions)
Shaibu & Gambo, 2021	Assessment of media portrayal of women in politics	Quantitative Content Analysis (624 newspaper editions)
Okpokwasili & Ekemezie, 2023	Gendered media coverage: Examining the portrayal of female politicians	Quantitative Content Analysis (450 newspaper editions)
Guanah & Nwabueze, 2021	Gender imbalance in political reporting: A critical appraisal	Quantitative Content Analysis (126 newspaper editions)
Ojebuyi & Chukwunwike, 2021	Gender bias in media representation of political actors: Examples from Nigeria's 2015 presidential election	Quantitative Content Analysis (194 newspaper editions)
Ette, 2017	Where are women? Evaluating visibility of Nigerian female politicians in news media space	Quantitative Content Analysis (360 newspaper editions)
Adewunmi & Aleshiloye, 2024	Media framing of women's issues on Television Continental (TVC) 'Your View' and its influence on public perception in Nigeria	Qualitative and quantitative (120 television episodes, 71 copies of questionnaire, and three in-depth interviews)
Aladi & Okoro, 2021	Media representation of women in the news: evidence from selected newspapers	Quantitative Content Analysis (1,440 newspaper editions)

Out of the eight studies selected, seven studies made use of only the content analysis method (quantitative), while only one used a combined methodology of both content analysis and survey. Adelabu and Apata (2022), used content analysis to studied 730 editions of newspapers, Shaibu and Gambo (2021), used content analysis to examined 624 editions of newspapers, Okpokwasili & Ekemezie (2023), used content analysis to studied 450 editions of newspapers, Guanah and Nwabueze (2021), used content analysis to studied 126 editions of newspapers, Ojebuyi & Chukwunwike (2021) used content analysis to studied 194 editions of newspapers, Ette (2017) used content analysis to analysed 360 editions of newspapers, and Aladi and Okoro (2021) used content analysis to analysed 1,440 editions of newspapers. The seven above-mentioned studies among the eight selected studies use the qualitative content analysis method, while only Adewunmi and Aleshinloye (2024) employ a mixed-methods approach combining content analysis and a survey. They analysed 120 episodes of television content, distributed 71 copies of the questionnaire, and conducted in-depth interviews with three people (crew members of TVC 'Your View' programme).

These seven studies rely heavily on quantitative content analysis. This reliance reflects a positivist approach to research prioritising the objectivity, frequency and quantifiable representation of gender issues across media texts.

However, the reliance on quantitative content analysis also points to a potential gap in the research. Content analysis offers useful insight into trends and patterns in the representation of gender in the media, but it fails to address the interpretive and contextual dimensions of media texts and audience reception.

The only study to combine quantitative and qualitative methods was that of Adewunmi and Aleshinloye (2024), which paired content analysis of 120 television episodes with survey data from 71 respondents and in-depth interviews with three crew members of TVC's *Your View*. This study achieved a greater level of understanding than the others, which focused solely on media texts by combining audience and production staff insights with analysis of the television texts.

The analysis suggests that media studies on gender representations in Nigeria are still chiefly limited to content analysis, and studies on audience and production analysis are almost non-existent. Such a limitation may perpetuate an incomplete understanding of gender representations, alienating the audience's interpretive experience and the agency of the institutions that shape those representations. Studies that adopt a mixed or qualitative approach, drawing on discourse analysis, ethnographic methods, focus groups, and other available qualitative methods of inquiry, stand a better chance of articulating the ideological and sociocultural layers of meaning within media narratives.

### Objective Three: Data Collection Procedures

The third objective of this study is to assess the data collection procedure.

**Table 3: Method of Data Collection**

Authors/Year	Study Topic	Methods of Data Collection
Adelabu & Apata, 2022	Gender representation in political reporting in Nigerian newspapers	Offline analysis of newspaper editions (hard copy)
Shaibu & Gambo, 2021	Assessment of media portrayal of women in politics	Offline analysis of newspaper editions (hard copy)
Okpokwasili & Ekemezie, 2023	Gendered media coverage: Examining the portrayal of female politicians	Offline analysis of newspaper editions (hard copy)
Guanah & Nwabueze, 2021	Gender imbalance in political reporting: A critical appraisal	Offline analysis of newspaper editions (hard copy)
Ojebuyi & Chukwunwike, 2021	Gender bias in media representation of political actors: Examples from Nigeria's 2015 presidential election	Offline analysis of newspaper editions (hard copy)
Ette, 2017	Where are women? Evaluating visibility of Nigerian female politicians in news media space	Offline analysis of newspaper editions (hard copy)
Adewunmi & Aleshinloye, 2024	Media framing of women's issues on Television Continental (TVC) ' <i>Your View</i> ' and its influence on public perception in Nigeria	Offline analysis of television edition, physical distributions of questionnaire and physical conduction of interviews
Aladi & Okoro, 2021	Media representation of women in the news: evidence from selected newspapers	Offline analysis of newspaper editions (hard copy)

All eight selected studies collected their data offline. The seven studies that employed the content analysis method alone visited newspaper morgues and physically analysed hard copies of the newspaper editions in their study populations. The remaining study, which employed a mixed-methods qualitative and quantitative approach (Adewunmi & Aleshinloye, 2024), also collected its data offline. They visited the TVC stations to analyse the episodes of the programme (*Your View*) within their study population. They also used a purposive sampling approach to select participants who appeared on the show and administered the questionnaire in person. The three in-depth interviews were also conducted in person

and lasted 30-40 minutes each. The researchers explained that the face-to-face interview helped them probe further, observe non-verbal cues, and gain richer insight into the topic they were investigating.

Based on the evidence, there is a need to upgrade the methods used in media studies. As research work becomes available in digital form, scholars in the Nigerian media space need to adopt integrated research methods that combine offline and online methods to ensure improved accessibility and greater data diversity. This is in a bid to position Nigerian media research to compete with other advance digital communication research and media scholarship.

#### **Objective Four: Assessment of Findings**

The fourth objective of this study is to assess the findings of the studies. These are presented in Table 4.

**Table 4: Findings of the Studies**

<b>Authors/Year</b>	<b>Study Topic</b>	<b>Genre of Media</b>
Adelabu & Apata, 2022	Gender representation in political reporting in Nigerian newspapers	Female politicians received low coverage compare to male politicians.
Shaibu & Gambo, 2021	Assessment of media portrayal of women in politics	Majorities of stories about women were placed in less prominent position within the newspaper, thus limiting public exposure to their political activities.
Okpokwasili & Ekemezie, 2023	Gendered media coverage: Examining the portrayal of female politicians	The qualification of female politicians tends to be questioned or downplayed unlike the qualification of male politicians.
Ojebuyi & Chukwunwike, 2021	Gender bias in media representation of political actors: Examples from Nigeria's 2015 presidential election	Female politicians were often marginalised or entirely omitted from front page and prominent political stories
Ette, 2017	Where are women? Evaluating visibility of Nigerian female politicians in news media space	women contribution were not accurately reflected in media narratives despite increased participation since the end of military rule
Adewunmi & Aleshiloye, 2024	Media framing of women's issues on Television Continental (TVC) 'Your View' and its influence on public perception in Nigeria	the programme gave limited coverage to women issues compare to other matter
Aladi & Okoro, 2021	Media representation of women in the news: evidence from selected newspapers	Women receive low prominent and negative coverage.

All eight selected studies found that Nigerian women in politics were greatly underrepresented in the media compared to their male counterparts. Adelabu and Apata (2022), in their research titled "Gender

representation in political reporting in Nigerian newspapers,” examined gender representation in political reporting during the 2019 Kogi State governorship election. They analysed the reporting of both the female and male candidates. Some of their findings were (i) female politicians received low coverage compared to their male counterparts, (ii) men politicians who appeared on the front pages of newspapers are given more prominence than male politicians, (iii) male politicians were framed positively and seriously, while female politicians received relatively neutral framing, etc.

Shaibu and Gambo (2021), in their study “Assessment of media portrayal of women in politics,” examined how Nigerian newspapers portray women in political leadership, focusing on whether this portrayal supports or challenges existing gender stereotypes. Some of their findings were (i) female politicians receive significantly lower coverage compared to male politicians, (ii) the majority of stories about women were placed in less prominent positions within the newspaper, thus limiting public exposure to their political activities, and (iii) the pattern of coverage supports existing patriarchal attitudes towards women in leadership. Okpokwasili & Ekemezie (2023), in their study “Gendered media coverage: Examining the portrayal of female politicians”, examined how Nigerian media narratives perpetuate gender biases that disadvantage women in political leadership. Their findings include: (i) the qualification of female politicians tends to be questioned or downplayed, unlike the qualification of male politicians, (ii) coverage often underplays female politicians’ credibility and electoral visibility, (iii) the media’s problematic representation of women in politics has wider consequences for gender equality in politics and democracy.

Guanah & Nwabueze (2021), in their study “Gender imbalance in political reporting: A critical appraisal”, examined how Nigerian newspapers covered male and female aspirants before the Anambra State gubernatorial election of November 16, 2013. Their findings include: (i) male aspirates received substantially more coverage than female aspirates, (ii) a wider range of news, features, and opinion write-up were devoted to male aspirates while females’ aspirates were covered in few formats thus limiting their visibility, (iii) majority of the news sources quoted were male aspirates or their campaign teams while female aspirate perceptive were less represented. Also, in their study “Gender bias in media representation of political actors: Examples from Nigeria’s 2015 presidential election” (Ojebuyi & Chukwunwike, 2021), the researchers examined gender bias in media portrayals of political actors. Some of their findings include: (i) female politicians were often marginalised or entirely omitted from front page and prominent political stories, (ii) when cover, female politicians’ stories were generally shorter, less prominent and framed in a way that support gender stereotype rather than political competence, (iii) the gender imbalance in coverage encourage public perception that politics is cut out for male politicians.

Ette (2017), in her study “Where are women? Evaluating visibility of Nigerian female politicians in news media space,” examined the presentation of women in the news media. Some of her findings include: (i) women’s contributions were not accurately reflected in media narratives despite increased participation since the end of military rule, (ii) media coverage often gives the impression that politics is a male domain, and (iii) female politicians were underrepresented in news coverage compared to their male counterparts. Adewunmi and Aleshinloye (2024), in their study “Media framing of women’s issues on Television Continental (TVC) ‘Your View’ and its influence on public perception in Nigeria,” investigate how television programme frames women’s issues and the influence of these frames on public perception. Some of their findings include (i) the majority of frames in the programme conveyed a positive and unbiased tone, (ii) the programme gave limited coverage to women’s issues compared to other matters, and (iii) the framing of women’s issues was influenced by trending and popular topics. Finally, Aladi and Okoro (2021), in their study “Media representation of women in the news: evidence from selected newspapers,” examined how women were represented in Nigerian media, especially in newspapers. Their findings include: (i) stories about women were few and the overall volume of coverage was notably low, (ii) women’s coverage was mostly about entertainment and domestic news, (iii) women receive low prominent and negative coverage.

Collectively, the studies’ findings show a consistent pattern of gendered representations of women in Nigerian political reporting. Although women’s visibility in political news has slightly increased, the tone and framing of coverage remain largely stereotypical. This shows that media representation continues to reproduce traditional gender hierarchies, thereby supporting the notion that politics is a male domain. This consistency indicates that women’s marginalisation in political news is not accidental but systemic.

If this marginalisation persists, the long-term outcome may be a sustained underrepresentation of women in Nigeria’s political and decision-making space, as noted by Adinlewa and Johnson (2023). Over



time, such portrayals can weaken efforts toward gender equality in governance, as fewer women will be motivated or supported to run for political office. Also, democracy itself could suffer because the exclusion of women's voices from political discourse limits the diversity of ideas and perceptiveness necessary for inclusive policy development. This shows that it is very important that the trend of negative portrayal of women in politics be urgently addressed to achieve equitable political participation and deepen democracy in Nigeria.

### Conclusion

Based on the findings of the eight selected studies, it can be inferred that Nigerian women in politics receive less coverage than their male counterparts. Findings also show that the media play a vital role in shaping public perceptions of female politicians. Media portrayals influenced women's perceptions and participation in politics. While progress has been made to give women a voice within the political arena, evidence shows that the media continues to portray male politicians compared to female politicians. During coverage, the press often emphasised female politicians' domestic roles, appearance, and maternal duties rather than their professional competence, thereby limiting their credibility and professionalism. The reviewed studies further show that despite the increase in the number of women featured in political stories, the depth, framing and quality of representation remain problematic.

If this continues, it may likely have a negative impact not only on female politicians but also on democracy and governance as a whole. It might reduce the participation of female politicians in politics, especially in elective offices. Young female politicians who wish to enter politics may be discouraged from doing so. A more balanced portrayal of women in politics will help dismantle gendered barriers and encourage greater political participation by women.

### Recommendations

Based on the discussion and conclusion of this paper, the following recommendations were made using the objectives of this paper:

1. Further studies should be conducted on social and broadcast media, especially radio, which everyone, including grassroots communities widely use. Seven of the selected studies used newspapers to collect their data, yet the majority of people hardly read newspapers; they listen to the radio more and use social media more than traditional media. Therefore, studies on radio and social media will help us understand people's perceptions of Nigerian women in politics.
2. Further research on the media portrayal of Nigerian women in politics should employ qualitative or mixed-methods research. The majority of the selected studies used a quantitative method alone, which made it difficult for them to identify the rationale behind these portrayals.
3. Since the world is gradually turning global and most people are going online, further studies can be carried out by analysing E-Copies or soft copies of newspapers.

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