ROLE OF RADIO IN THE AWARENESS OF GENDER INCLUSION FOR POLITICAL PAARTICIPATION IN ILORIN

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CERTIFICATION

This is to certify that this research work has been completed by **David Oluwafemi Samson** with matric number, **HND/23/MAC/FT/0810,** read through and approved as meeting the requirement of the Department of Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin in fulfilment for the Award of Higher National Diploma (HND) in Mass Communication.

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DEDICATION

This project is dedicated to Almighty God, my family, my friends and most especially my late mum Mrs Taye David who singlehandedly started this journey eleven years ago, it hurts so much that you're not here today but I'm very sure you're up there happy and smiling as I'm making you proud.

Continue to rest in the bosom of the lord sweet mum

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ABSTRACT

This study examines the role of radio in mobilizing women for political participation in Ilorin Metropolis, Kwara State, Nigeria. Despite efforts to promote gender inclusion in politics, women's participation remains relatively low, often due to socio-cultural, economic, and informational barriers. Radio, as one of the most accessible and far-reaching mass media platforms, has the potential to bridge this gap by informing, educating, and encouraging women to engage in political activities. Using both quantitative and qualitative methods, the study employed survey questionnaires and interviews with selected women and media practitioners to gather data on radio listenership patterns, political awareness, and engagement levels. The findings reveal that radio significantly influences women's political awareness and interest, particularly through programs tailored to address gender issues, civic education, and voter mobilization. However, challenges such as time slots, content bias, and limited female representation in programming were also identified. The study concludes that while radio plays a crucial role in sensitizing and mobilizing women, more deliberate efforts are required from broadcasters, political stakeholders, and advocacy groups to enhance the medium's effectiveness. Recommendations include increased gender-sensitive programming, involvement of women in content creation, and strategic partnerships between radio stations and women-focused organizations.

CHAPTER ONE

INTRODUCTION

1.0   Background of the Study

Women's political participation is a cornerstone of democratic governance and societal development. Despite global advocacy for gender equality and women's empowerment, women remain underrepresented in political leadership and decision-making roles, particularly in developing regions like Nigeria. According to the Inter-Parliamentary Union (2022), women constitute only 26.1% of parliamentarians globally, with even lower representation in many African countries, including Nigeria. The socio-cultural and economic barriers hindering women's political involvement necessitate innovative strategies for mobilization and engagement. One such strategy is the utilization of radio, a powerful medium for communication and social change.

Radio serves as a widely accessible platform that transcends literacy barriers and reaches diverse audiences, especially in urban and semi-urban areas like Ilorin metropolis. Studies by Myers (2008) and UNESCO (2021) have demonstrated that radio is an effective tool for grassroots communication, particularly in mobilizing marginalized groups. With its ability to disseminate information, educate, and influence public opinion, radio has proven effective in promoting various social causes, including health campaigns, educational programs, and community development initiatives. Its potential to mobilize women for political participation lies in its capacity to raise awareness, challenge societal norms, and provide a voice for marginalized groups.

In the context of Ilorin metropolis, the socio-political environment is characterized by traditional structures that often limit women's roles in politics. Cultural beliefs, economic dependency, and limited access to education and resources contribute to the low level of political engagement among women. According to Arowolo and Aluko (2010), traditional norms in Nigeria significantly restrict women's involvement in leadership roles, reinforcing the need for targeted interventions. However, radio, as a medium that combines affordability with broad reach, has the potential to bridge these gaps. Radio programs tailored to address women's political rights, leadership opportunities, and success stories can inspire greater involvement and dismantle stereotypes that perpetuate gender inequality.

Furthermore, the work of Okunna (1995) emphasizes the role of media in societal development, particularly in empowering women and fostering inclusive participation. Radio stations in Ilorin metropolis, such as Sobi FM, have a history of community-focused programming that aligns with grassroots mobilization efforts. These programs often include interactive segments, interviews with female leaders, and discussions on political opportunities, which can encourage women to participate actively in politics.

Research by Pippa Norris and Ronald Inglehart (2003) highlights the significant role media plays in shaping political culture and attitudes, further underscoring the importance of leveraging radio to influence women's political engagement. By presenting relatable and

inspiring narratives, radio can serve as a catalyst for change, encouraging women to challenge societal norms and take on leadership roles.

This study seeks to assess the role of radio in mobilizing women for political participation in Ilorin metropolis. It examines the content, strategies, and impact of radio programs designed to engage women in the political process. Understanding the effectiveness of radio in this regard will provide valuable insights for policymakers, media practitioners, and advocacy groups working to enhance gender equity in politics. The findings will contribute to the growing body of literature on the intersection of media, gender, and political participation, aligning with previous studies such as those conducted by Myers (2008) and UNESCO (2021), and paving the way for more targeted and effective interventions.

1.1   Statement of the Problem

Women's political participation is a cornerstone of inclusive governance, equitable representation, and sustainable development. The active involvement of women in politics is necessary for fostering policies that are gender-sensitive and for ensuring that the voices of all members of society are heard. However, in many parts of Nigeria, including Ilorin Metropolis, women's engagement in politics remains significantly low. According to the Inter-Parliamentary Union (IPU, 2023), Nigeria ranks among the lowest in terms of women's political representation, with women occupying less than 10% of elective positions at various levels of government.

This underrepresentation stems from a variety of socio-cultural, economic, and institutional barriers. Patriarchal norms often perpetuate the belief that politics is a male-dominated arena, discouraging women from participating actively. Many women face economic constraints that limit their ability to campaign or finance their political ambitions, while others lack adequate education or awareness of their political rights. Additionally, societal stereotypes and discrimination continue to undermine women's confidence in their ability to compete in the political space.

Radio, as a mass communication medium, has the unique potential to address these challenges. With its wide reach, affordability, and ability to communicate in local languages, radio can play a crucial role in mobilizing women by raising awareness about their political rights, educating them on the importance of their participation, and providing a platform for their voices to be heard. Studies have shown that radio can influence public opinion and behavior, especially in societies where literacy levels are low (Lowe, 2020).

Despite the proven potential of radio, the extent to which it has been utilized effectively in Ilorin Metropolis to mobilize women for political participation remains unclear. Are radio programs in the area addressing women-specific issues related to politics? Are these programs influencing women's attitudes and encouraging them to engage in political processes? Are women aware of and actively engaging with these radio initiatives?

This study seeks to answer these questions by assessing the role of radio in mobilizing women for political participation in Ilorin Metropolis. It will examine the nature and content of radio programs targeted at women, evaluate their impact on women's political awareness

and engagement, and identify any gaps in the use of radio as a tool for empowerment. By addressing these issues, the study aims to provide actionable insights into how radio can be better utilized to encourage and sustain women's participation in politics.

1.2   Research Objectives

1. To examine the content and nature of radio programs targeted at mobilizing women for political participation in Ilorin Metropolis.

2. To evaluate the impact of radio broadcasts on women's political awareness and engagement in Ilorin Metropolis.

3. To identify the challenges and limitations of using radio as a tool for mobilizing women in politics within the study area.

1.2.1   Research Questions

1. What is the content and nature of radio programs designed to mobilize women for political participation in Ilorin Metropolis?

2. How have radio broadcasts influenced women's political awareness and engagement in Ilorin Metropolis?

3. What challenges hinder the effectiveness of radio in mobilizing women for political participation in Ilorin Metropolis?

1.3   Significance of the Study

This study is significant as it addresses the critical issue of women's underrepresentation in politics, which is a major obstacle to achieving inclusive governance and sustainable development. By assessing the role of radio in mobilizing women for political participation in Ilorin Metropolis, the study aims to provide valuable insights into how mass media, particularly radio, can contribute to overcoming the socio-cultural and economic barriers that limit women's engagement in politics. Understanding how radio can raise awareness and mobilize women for political action will inform policies aimed at promoting gender equality and encouraging greater female participation in political processes.

For policymakers and government agencies, the findings of this study will be crucial in guiding the design of gender-sensitive policies that leverage the power of media, especially radio, to empower women. It will help inform the development of initiatives focused on increasing women's representation in political offices by using radio as a tool for education and mobilization. Radio broadcasters and media practitioners will also benefit from the study's findings, as it will offer them a clearer understanding of how their content impacts women's political awareness. It will highlight the importance of creating targeted programs that speak directly to women's issues and encourage their involvement in political discourse.

Women's advocacy groups and NGOs, who are often at the forefront of campaigns for gender equality, will find the study valuable for designing more effective campaigns. By understanding the role of radio in mobilizing women for political participation, these organizations can fine-tune their strategies to reach women more effectively through mass

media. For academia and researchers, this study contributes to the body of knowledge on the intersection of media, gender, and politics, providing a basis for further research on the use of media to promote political participation and social change.

Finally, the study is of great importance to women in Ilorin Metropolis. By shedding light on the role of radio in empowering women politically, it provides a platform to encourage women to engage in the political process and embrace their political rights. It will also serve as an advocacy tool, motivating women to become active participants in shaping the political landscape. In essence, the study emphasizes the crucial role of radio as a medium for fostering political participation and bridging the gender gap in politics in Ilorin Metropolis.

1.4   Scope of the Study

This study is focused on assessing the role of radio in mobilizing women for political participation in Ilorin Metropolis, Kwara State, Nigeria. The geographical scope of the study is confined to Ilorin Metropolis, which encompasses the urban areas of Ilorin, including both the city center and surrounding localities, where the influence of radio broadcasts is most prominent.

In terms of content, the study will examine radio programs broadcasted in Ilorin that are specifically designed to target women's political participation. These may include talk shows, educational programs, interviews with political figures, and special segments focused on women's issues. The research will assess how these programs address political awareness, women's rights, and the barriers to female political engagement.

The study will focus primarily on women in Ilorin Metropolis, particularly those aged 18 and above, as this group represents the key demographic for political engagement and participation. It will explore the influence of radio on this population, considering factors such as political awareness, attitudes towards political participation, and the impact of radio content on motivating women to engage in the political process.

In terms of methodology, the study will be limited to qualitative and quantitative research methods, including surveys, interviews, and content analysis of radio programs. It will not include an analysis of other forms of media or the impact of radio in rural areas outside Ilorin Metropolis. Additionally, while the study will provide insights into the effectiveness of radio in mobilizing women for political participation, it will not aim to analyze broader national trends but will focus specifically on Ilorin as a case study.

This scope ensures that the research remains focused and manageable while addressing the specific objectives of assessing the role of radio in promoting political engagement among women in the region.

1.5   Definition of Terms

1. **Radio**: A broadcast medium that transmits audio content through electromagnetic waves, often used for communication, information dissemination, and entertainment. In this context, it refers to radio stations in Ilorin metropolis and their programs aimed at mobilizing women for political participation.

2. **Mobilizing**: The process of encouraging, organizing, or motivating individuals or groups to take action or engage in specific activities. Here, it pertains to efforts by radio programs to inspire and prepare women to actively participate in politics.

3. **Women**: Female individuals residing in Ilorin metropolis who are potential participants or stakeholders in political activities, such as voting, campaigning, or running for office.

4. **Political Participation**: The involvement of individuals in political processes, including voting, attending rallies, joining political parties, running for office, and engaging in political discourse. This study focuses on the role of women in these activities.

5. **Ilorin Metropolis**: The urban area and surroundings of Ilorin, the capital city of Kwara State, Nigeria. It serves as the geographical focus of this study, examining how radio stations within this region influence women's political engagement.

6. **Assessing**: The systematic process of evaluating or measuring the effectiveness, impact, or role of radio programs in mobilizing women for political participation within the specified study area.

CHAPTER TWO

LITERATURE REVIEWS

2.0. INTRODUCTION

The role of media, particularly radio, in shaping public opinion and driving societal change has been a subject of scholarly interest for decades. As one of the most accessible and influential forms of communication, radio has been instrumental in raising awareness and promoting inclusivity across various socio-political issues. Gender inclusion, especially in the context of women's political participation, has garnered significant attention in both academic and advocacy circles, given the historical underrepresentation of women in leadership roles.

Radio, as a platform, holds immense potential in amplifying the voices of marginalized groups and fostering an environment that supports gender equality. In regions like Ilorin, where cultural and religious factors often influence gender dynamics, the role of radio in creating awareness about women's political inclusion becomes even more critical. By leveraging its reach, radio programs have the capacity to challenge stereotypes, educate the public about the importance of women's participation in governance, and highlight success stories that inspire action.

This chapter explores existing literature on the intersection of radio, gender inclusion, and political participation. It examines theoretical frameworks, such as the Agenda-Setting Theory and the Uses and Gratifications Theory, to understand how radio content influences perceptions and behaviors. Furthermore, it reviews empirical studies on the effectiveness of radio campaigns in promoting gender equality and identifies gaps in research specific to Ilorin's socio-cultural context.

Through this review, the study seeks to build on existing knowledge and provide insights into how radio can be strategically utilized to foster a more inclusive political landscape in Ilorin and beyond.

2.1 CONCEPTUAL FRAMEWORK

2.1.1. CONCEPT OF RADIO

Radio is the technology technology of using radio waves to send and receive signals and messages. Radio waves are a type of electromagnetic wave with frequencies ranging from 3 hertz (Hz) to 300 gigahertz (GHz). They are produced by an electronic device called a transmitter that is connected to an antenna that emits the waves, and they are picked up by

another antenna that is connected to a radio receiver. Radio has many applications in modern technology, such as radio communication, radar, radio navigation, remote control, remote sensing, and others.

In radio communication, which is used for radio and television broadcasting, cell phones, two-way radios, wireless networking, and satellite communication, among many other uses, radio waves are used to transmit information from one place to another by changing the radio signal (adding an information signal to the radio wave by altering some aspect of the wave) in the transmitter. In radar, which is used to find and track objects like aircraft, ships, spacecraft and missiles, a beam of radio waves sent by a radar transmitter bounces off the target object, and the bounced waves show the object's location. In radio navigation systems such as GPS and VOR, a mobile navigation device receives radio signals from radio beacons that have a known position, and by accurately measuring the time of arrival of the radio waves the device can figure out its position on Earth. In wireless radio remote control devices like drones, garage door openers, and keyless entry systems, radio signals sent from a controller device control the actions of a remote device.

German physicist Heinrich Hertz was the first to demonstrate the existence of radio waves on 11 November 1886. In the mid-1890s, based on methods physicists were using to study electromagnetic waves, Guglielmo Marconi created the first device for long-distance radio communication, sending a wireless Morse Code message to a receiver over a kilometre away in 1895, and the first signal across the Atlantic Ocean on 12 December 1901. The first commercial radio broadcast was sent on 2 November 1920, when the live results of the Harding-Cox presidential election were broadcast by Westinghouse Electric and Manufacturing Company in Pittsburgh, with the call sign KDKA.

The law regulates the emission of radio waves, and the International Telecommunication Union (ITU) assigns frequency bands in the radio spectrum for different uses.

2.1.2. HISTORY OF RADIO

James Clerk Maxwell predicted electromagnetic waves in his 1873 theory of electromagnetism, known as Maxwell's equations, which suggested that a changing electric field and magnetic field could move through space as a wave, and that light was made of electromagnetic waves of short wavelength. On 11 November 1886, Heinrich Hertz, a German physicist, tried to verify Maxwell's theory and was the first to observe radio waves he created using a simple spark gap transmitter. Tests by Hertz and other physicists, such as Jagadish Chandra Bose, Oliver Lodge, Lord Rayleigh, and Augusto Righi, showed that radio waves and light had similar properties, such as reflection, refraction, diffraction, polarization, standing waves, and the same speed, proving that both light and radio waves were electromagnetic waves, with different frequencies.[19] In 1895, Guglielmo Marconi created the first radio communication system, using a spark gap transmitter to send Morse code over long distances. By December 1901, he had sent a signal across the Atlantic Ocean. Marconi and Karl Ferdinand Braun received the 1909 Nobel Prize in Physics "for their contributions to the development of wireless telegraphy".

In the first two decades of radio, called the radiotelegraphy era, the basic damped wave radio transmitters could only send bursts of radio waves, not the continuous waves that were required for audio modulation, so radio was used for text messaging between people for business, diplomacy, and military purposes. Around 1908, industrial countries built global networks of powerful transoceanic spark transmitters to exchange telegrams between continents and communicate with their colonies and naval fleets. During World War 1, the invention of continuous wave radio transmitters, rectifying electrolytic, and crystal radio receiver detectors made amplitude modulation (AM) radiotelephony possible by Reginald Fessenden and others, allowing sound (audio) to be sent. On 2 November 1920, the first commercial radio broadcast was sent by Westinghouse Electric and Manufacturing Company in Pittsburgh, with the call sign KDKA, featuring live results of the Harding-Cox presidential election.

2.1.3. RADIO IN NIGERIA

The history of radio in Nigeria dates back to 1933 when the British colonial government established the Radio Diffusion Service (RDS). This service allowed the public to listen to the British Broadcasting Corporation's foreign radio service broadcasts in certain public locations over loudspeakers.

In 1950, the RDS evolved into the Nigerian Broadcasting Service, launching radio stations in Lagos, Kaduna, Enugu, Ibadan, and Kano. The service was reorganized into the Nigerian Broadcasting Corporation (NBC) in 1957. By 1962, the NBC had extended its broadcasting stations to Sokoto, Maiduguri, Ilorin, Zaria, Jos, and Katsina in the north; Port Harcourt, Calabar, and Onitsha in the East; and Abeokuta, Warri, and Ijebu-Ode in the West.

In 1960, the Federal Parliament amended the NBC Ordinance to permit the sale of commercial advertisements[1]. The first advertisements were aired on October 31, 1961, from Lagos.

The Federal Parliament approved the establishment of the Voice of Nigeria (VON) external shortwave service in 1961[1]. Broadcasts commenced on January 1, 1961, from Lagos State[1].

In 1978, the NBC and the Broadcasting Corporation of Northern Nigeria (BCNN) merged to form the Federal Radio Corporation of Nigeria (FRCN)[1]. Mediumwave transmitters previously owned by the NBC were transferred to the individual state governments where the transmitters were located.

In 1996, VON installed three high power transmitters at its Ikorodu transmitter site, enabling worldwide transmissions for the first time.

2.1.3. FUNCTION OF RADIO IN NIGERIA

Radio in Nigeria serves several functions:

1. Information Dissemination: Radio is a crucial medium for disseminating information to the public[4]. It provides news updates and important announcements.

2. Promotion of Culture and Morality: Radio helps in promoting Nigerian indigenous cultures and moral values.

3. Education: Radio stations broadcast educational programs. For instance, the National School Broadcasting Service, started by NBC in 1961, broadcast lessons for primary and secondary schools.

4. Audience Measurement: Radio aids in promoting authenticated radio and television audience measurements and penetration.

5. Economic Development: By allowing commercial advertisements, radio stations help stimulate economic activity[2]. The first ads ran on October 31, 1961, and were broadcast from Lagos.

6. Community Building: Radio fosters community togetherness and emotional relationships between broadcasters and audiences.

7. Political Development: Radio plays a significant role in Nigeria's political development, providing voter education, civic education, and a platform for constructive criticism of the government.

In conclusion, radio in Nigeria plays a multifaceted role, contributing to information dissemination, education, cultural preservation, economic development, and political progress.

2.1.4. WOMEN IN PRE-COLONIAL ERA IN NIGERIA

In most of British colonies, drawing from Nigeria, Steans (1998), observes that the masculinity of politics was largely as a result of colonial influence as, prior to the colonialization of such countries there were political structures that allowed for the sharing of power between women and men. For instance, in Nigeria, women have always had significant political roles in their communities.

In the pre-colonial times in Nigeria, women were warriors, traders etc. They had important roles in the administration of their various communities and were involved in policy making. According to Olojede (1990: 82); women in pre-colonial Nigeria were not entirely powerless as erroneously perceived. Women has access to political participation through a complex and sophisticated network of relationships, rights and control of recourses in some societies, women shared equal powers with men.

However, when the colonial masters started ruling Nigeria with their gender ideology of separate spheres for women and men, this historically marked the beginning of restriction of women to the private sphere. Politically, the position of women took a bad turn. Women were marginalized with the introduction of native administration to the neglect of women (Olajide, 1990:85). This arrangement brought about by colonialism dismantled existing political structures and imposed a gendered divide between the (masculinized) public sphere and the (feminized) private sphere. Charlton et al (1989:16), captures it thus: Colonialism drew the boundaries between the public and private spheres in ways that allowed colonial administrators, missionaries and native authorities to vest men with control over female labour and sexuality.

Some argue that the 19th century jihad and the Islamization of Hausa land, for instance, led to the seclusion of women, which curtailed their involvement in the polity, but Olajide (1990:79) posits that the harem organization was not a constraint on women's political participation. Thus, colonialism could be said to have had enormous impact on the restriction of women to the private sphere. Low level of education and economic problems also account for the low levels of women's participation in government.

In spite of the masculinization of politics, political parties during the nationalist movement featured women. The roll call of women who participated in the fight for independence include: Margaret Ekpo, Swabia Gambia, Funmilaayo Ransom Kuti, Elizabeth Adegoke, Janet Mokelu, Iduroala Esan. Kesiah Fashioner, Ekpo Young, Mary Ededem, Flora Azikiwe, Fader era Akintola, Hannah Awolowo, Adenoma Okpara, Madames Ogunles; Ojo and several others (Irukwu, 1994).

Politically, the nationalist struggles for independence are good examples where the media was used to promote democracy and self-determination in many countries that were under colonial rule. The media often played the decisive role in mobilization people against the imperialist. During the colonial period in Nigeria, the media was used to fight for independence. For instance, the Rev Henry Townsend in 1859 established the first newspaper ever in Nigeria called Iwe Irohin. The goal was to get people to read, to beget the habit of seeking information by reading (Uche 1989:93).

Thus, broadcast played catalytic roles in sensitizing the people, criticizing the colonists and setting the agenda for political development which provoked normative changes in the patterns of people's beliefs and values (Okigbo, 1991). Hence, it can be said that broadcast serves functions of political articulation, mobilization and conflict management. It sets much of the agenda for political debate, and is partly responsible for determining which political demands in society will be aired and which will be relatively muted.

2.1.5. GENDER AND POLITICS

Gender, a central fact of human identity, is politically significant because ideas about gender have been used to justify various unequal treatments between men and women. According to Olurode (1990:12), 'Gender is a socially- imposed division of sexes. Gender becomes significant politically when the traditional ideas about gender and politics where alleged (Steans, 1998).

Gender issues have led to two parallel trends in the past two decades: one is the issue of women and development and the other being the feminist movement and upsurge of women mobilizing and organizing around the world to liberates themselves from social oppression and subordination. These struggles have led to new insights into gender issues that create and perpetuate domination and inequality. Feminists and development scholars/practioners are turning their searchlight on these issues and advocating for the integration of women into political development.

One theme common to the series of women empowerment forums from Mexico 75, through Nairobi 85, to Abuja 89, Darker 94 and Beijing 95 is gendering equitable development. Today,

gender issues have become a global concern, especially in the arena of politics. Women's exclusion from politics came high on the agenda at Nairobi world conference to review and appraise the achievements of the UN Decade for Women in 1985 and the Beijing fourth World Conference on Women in 1995. All these have triggered awareness to redefine the social relevance of women in public sphere.

2.1.6. EARLY FEMALE POLITICIANS AND THEIR ACHIEVEMENTS

The formation of political parties in Nigeria in the 1930s and 1940s attracted the entry of some women into politics. The Nigerian National Democratic Party (NNDP) was formed in 1923 and was led by Herbert McCauley. The national council of Nigeria and the Cameroun's came into existence in 1944. Margaret Ekpo identified with the NCNC in 1945. For a long time. Margaret remained the only female voice that was heard during political rallies in the then Eastern Religion. Margaret along with others like Jaja Nwachukwu, S.O Masi, Iwuna and Bell Cram among others organized a rally at Aba to whip up sentiment against colonialism. Following Margaret inflammatory statement, she was arrested and instigated the people against the British colonial administration. This led to the setting up of the Fitzgerald commission to investigate into the colliery shooting of the miners who agitated against workers alienation and poor salary and remuneration (Jaja, 1982).

Other early birds in the history of women portion in Nigerian politics include; Funmilayo Ransom Kuti (a member of the Western House of chiefs in the early 1950s). Janet Mokelu (a member of the Easton House of Assembly in the early 1960s) Ekpo young (also a member of the Eastern House of Assembly in the early 1960s) and Wurarola Esan (the first female senator in Nigeria in the early 1960s) among others. In Western Nigeria, Abeokuta women took active interest in political actions. The introduction of the sole Native Authority (SNA) system and subsequent taxation system led to the formation of the Abeokuta ladies club (ALC) which in 1946 metamorphosed into Abeokuta women's Union (AWU). Ransom Kuti used this socio-political organization to mobilize women and fight for their rights.

In 1954 Margaret Ekpo [was appointed a chief with a seat in the Eastern house of chief to represent the interest of women.

2.1.7. FACTORS AFFECTING FEMALE PARTICIPATION IN POLITICS

Nigeria politics is replete with political thuggery, arson, political killings and excessive use of money, rituals, blackmail and other forms of electoral violence. These vices discourage a good number of women from participating in politics.

Since the attainment of Nigerian independence in 1960, until not too long ago the political alienation of women has not abated as a result of some contending factors. For example, in 1979, there was poor participation of women in politics awing to the attitude of the society towards female politicians. Inclusively, the 1990 local government elections did not produce any female chairperson or female councillor.

A female representation of 1.33% is far below the present world average of 11.7% of women elected to executive positions (Agbajoh, 2000).

Again, in Nigeria, the giant of Africa, during the period in reference, three out of 109 senators and 12 out of 360 members of the House of Representative were women, being a total of 15 women out of 469 members of the federal legislative (Agbajoh, 2000). This account varied slightly with that of the Inter Parliamentary union, which said that 15 out of the 459 members of the federal legislative were women. Although, there is a little improvement over, the figure for 1992-93 elections where 14 out of the 684 members of the federal legislative were women (Irukwu, 1994), it is still within the same percentage range (3%). The figure for 1999 gives Nigeria a percentage of 3.2 for women's representation, for below the present world average of 13% and Africa's average of 10% of women in parliaments and that there was no woman elected in the gubernatorial election.

Economic constraints pose a limiting factor to women participation in Nigerian politics. Electioneering campaign in Nigeria is all about money. The inability of most women to provide the necessary fund for campaign has become a great inhibiting factor to women participation in politics. Also, the absence of an ideal political culture and the misconception of what politics really means inhibits the success of most women political aspirants. A good number of the Nigerian populace does not think a woman is suitable for the presidency or even governorship. People who hold such opinion hardly cast their votes for women aspiring for the generational or the presidential election.

Hence, it is not surprising in this 21st century, almost a decade after the last international declaration, the Beijing platform for action; women are still not fairly represented in politics. What could account for this low female representation in politics, especially in Nigeria, notwithstanding the issue of women's politically participation being on the international agenda and permeating many regional and national agendas? What is the impact of broadcast media?

2.1.7. ATTITUDE OF BROADCAST MEDIA TO NIGERIAN WOMEN

The issue of public/private dichotomy that has affected the political culture also linguistically reflects on the language of politics. The public/private divide is a symptom and cause of women's political oppression. Furthermore, although evidence from Nigeria supports Abdullahs position, it is argued here that broadcast media is one of the institutions which feminist tackling women's liberation should also look at because of its place in politics and its influence on the gendered polity.

Thus, work patterns are structured around long working hours overnight work, urgency and traveling. These work structures and patterns, reflect organizational culture; which would be in turn reflected in their performance criteria and thus determine those who would flourish (Goetz, 1997). Furthermore, Gallagher (1990), writing about male-dominated institution, supports Goetz's argument and says that women working in the organizations are often boxed in by the dominated interest and attitude of (sexism) embodied in the professional standards and programmed output of broadcast media organizations.

They are hardly seen in management positions. Those who through thick and thin are in management positions tend to become sociological males to adapt to the male culture. How does this relate to the issue of women's participation in politics?

MacBride et al (1981: 265), posits that:

"Communication, with its immense possibilities for influencing the minds and behaviour of people, can be a powerful means of promoting democratization of the society and of widening public participation in the decision-making process. This depends on the structures and practices of the media and their management and to what extent they facilitate broader access and open the communication process to a free interchange of ideas, information and experiences among equals, without dominance and gender discrimination."

The argument here is that the working environment and set-up is not conducive for women to manage their career as communication practitioners and home-makers. This perhaps accounts for the relatively small number of women working in broadcast media which recent studies reveal could account for women are badly served by broadcast media.

2.2.8. ATTITUDE OF NIGERIA WOMEN TO BROADCAST MEDIA

The representation and treatment of women in broadcast media have long been a significant issue for both feminist groups and society at large. While there has been some progress in improving the visibility of women in media, numerous barriers remain. Feminists in Nigeria advocate for an increased presence of women in management positions within broadcast media, especially in roles that influence policy-related content, such as political reporting, gender issues, and development topics. Women in these positions can better shape the narrative around gender equality and women's political participation, helping to break traditional stereotypes. As more women gain the qualifications needed to occupy key leadership positions, it becomes even more critical to ensure that they are empowered to lead. Studies suggest that women are underrepresented in senior roles within media organizations, which results in the underrepresentation of women's issues in media content. Given the growing number of educated and skilled women, it is essential to address this gender disparity in leadership roles (Lowe & McCormick, 2017; Sreberny, 2004).

However, the need for women in management is not just about increasing numbers but ensuring that their perspectives on gender issues are integrated into the decision-making processes in media organizations. Studies by Beauvoir (2017) and Giddens (2018) suggest that having women in leadership positions can significantly alter how media organizations approach gender-sensitive topics and contribute to breaking down longstanding barriers to women's participation in political and social life. Therefore, the advocacy for women's leadership in media is a necessary part of the larger fight for gender equity in all sectors, including broadcast media.

Despite the increasing numbers of women in the media workforce, certain pervasive gender biases remain that affect how women are portrayed in broadcast media. Feminist scholars and media critics have long noted the portrayal of women in a limited range of roles: either virtuous and pure, or immoral and bad (Boafo & Arnaldo, 1995; Mahoney, 1991). These stereotypes are most evident in how women are depicted in various media genres, such as films, soap operas, news programs, and entertainment shows. This binary view of women is harmful because it fails to recognize the complexity and diversity of women's experiences and contributions to society. Women are often either idealized as perfect and pure or vilified as evil or immoral. These representations serve to reinforce traditional gender roles and prevent women from being seen as fully rounded, active individuals who can participate equally in public life. Studies of media portrayals of women in Nigeria highlight these issues, revealing that broadcast media often plays a central role in constructing and reinforcing gender stereotypes (Okigbo, 1998).

The portrayal of women in stereotypical roles in broadcast media raises the ethical question of whether these representations are fair and responsible. Media ethics, as outlined by Nwosu (1997), argue that journalists have a responsibility to treat all individuals fairly and without discrimination based on gender, ethnicity, or other biases. Media practitioners are bound by professional ethics to ensure that their portrayals of women, especially in news and entertainment programming, are balanced and respectful of women's contributions to society. Media ethics emphasize the importance of representing individuals and groups equitably, and this includes accurately depicting the role of women in society. The continued use of harmful stereotypes in the broadcast media not only misrepresents women but also perpetuates societal inequalities and reinforces gender biases. Ethical media practices are therefore crucial in challenging these stereotypes and presenting a more accurate and inclusive view of women's roles in society.

Feminists and communication scholars have raised concerns about the media's representation of women because of its impact on public attitudes and political participation. The media is a powerful tool that shapes public perceptions, determines what issues are considered important, and influences social behavior. The **agenda-setting theory** of communication explains how the media has the power to prioritize issues, thus shaping the public agenda and influencing societal discussions (McCombs & Shaw, 1972). This theory suggests that the media doesn't just report on events but actively influences what people think about and care about. By shaping the agenda, the media can either reinforce traditional gender roles or help challenge

them. Scholars such as McQuail (2010) argue that the media's portrayal of women—often excluding them from roles in work, careers, and public life—limits the public's understanding of women's capabilities. In this context, media representation becomes a tool for either perpetuating gender inequality or challenging it. MacBride et al. (1981) highlight how women are seldom depicted as active participants in the workforce, politics, or leadership roles, further marginalizing their contributions to society.

Furthermore, broadcast media often reinforces limiting and stereotypical views of women, particularly in advertising and entertainment. Women are frequently shown in advertisements as housewives confined to domestic duties or as sexually appealing figures meant to sell consumer goods. This narrow representation does not reflect the full range of women's lives, interests, and aspirations. In soap operas, dramas, and commercials, women are often portrayed as dependent, overly emotional, or concerned only with beauty and domestic concerns (Ferguson, 1993). The over-simplification of women's roles in the media not only limits their public identity but also restricts their ability to contribute meaningfully to public life, including politics. As argued by Bandura (2001), the media's repetitive portrayal of women in these stereotypical roles influences public perception and reinforces the idea that women's primary worth lies in their appearance or domestic abilities, rather than their intellectual, political, or social contributions.

In Nigeria, this lack of diverse and empowering representations of women poses significant challenges. The limited portrayal of women in broadcast media makes it difficult for women to be viewed as equals in the broader social, political, and economic spheres. In a media landscape dominated by stereotypical representations, it is not surprising that women face difficulties in achieving equal representation in politics and leadership. The portrayal of women in traditional media forms often reinforces the idea that women are less capable than men of holding positions of power, further entrenching gender inequality in Nigerian society. According to studies by Eze & Akpan (2015), Nigerian media often reflect traditional gender norms and biases, making it challenging for women to break into political and leadership roles.

In conclusion, while some progress has been made in the representation of women in Nigerian broadcast media, there is still a long way to go in ensuring gender equity. The continued advocacy for women's leadership in media organizations, the ethical representation of women, and the need for media to challenge stereotypes are essential to advancing the cause of gender equality. The media plays a significant role in shaping public attitudes and can be a powerful tool in promoting gender-inclusive politics. By portraying women as active,

capable, and equal participants in society, the media can help create a more equitable and just society where women's contributions are valued and their voices are heard.

2.2. THEORETICAL FRAME WORK:

2.2.1. Agenda Setting Theory

No basic research succeeds without a clear theoretical foundation that guides the study and ties together various strands of analysis. In this study, the researcher anchors the exploration of women's representation and participation in broadcast media within the **Agenda Setting Theory**. This theory, developed by Maxwell McCombs and Donald Shaw in 1968, posits that the media has the power to influence what the public perceives as important by emphasizing certain issues through repeated coverage and prominence. According to this theory, the media does not necessarily tell people what to think, but it significantly influences *what* people think about by highlighting particular topics and framing them in a specific manner. This is crucial in the context of the underrepresentation of women in broadcast media. The theory suggests that the amount and prominence of coverage of women's issues or women's participation in political discourse directly impacts how society views these issues (McCombs & Shaw, 1972). The theory remains relevant today, despite the proliferation of new media, as broadcast media continue to play a dominant role in shaping societal perceptions.

Broadcast media, with its ability to reach mass audiences through television, radio, and online platforms, possesses a unique influence on public opinion. The portrayal of women in broadcast media, especially in news and political coverage, shapes public perceptions and societal norms about gender roles. When women are underrepresented or misrepresented in these media spaces, it not only distorts the public's view of women's capabilities but also limits the political participation and agency of women. As highlighted by the **Global Media Monitoring Project (GMMP)** in 2005, Nigeria's representation in television and radio news showed a significant under-representation of women, a problem that persists today (GMMP, 2005). This study will utilize the agenda-setting framework to analyze how the frequency, prominence, and framing of issues related to gender inclusion in broadcast media affect the political participation of Nigerian women. The theory implies that the media have the power to elevate gender-related issues in public discourse, making it crucial for gender equality to be represented and prioritized in the media agenda.

Agenda-setting elements that influence this process include:

- **Quantity or Frequency of Reporting**: The more often an issue is reported in the media, the more likely the public will consider it important.

- **Prominence in Reports**: Issues that receive prime-time coverage or are highlighted through headlines, visuals, and placement in news stories attract more attention and are deemed significant by the public.

- **Conflict in the Reports**: Stories that involve controversy or conflict tend to draw more attention, leading to increased public engagement with the topic.

- **Social Values and Flux**: Agenda-setting becomes particularly powerful in periods of social change, where the values of society are in flux, allowing the media to play a pivotal role in shaping public opinion around emerging or contentious issues like gender equality and political participation.

2.2.2. Uses and Gratifications Theory (UGT)

In addition to the Agenda Setting Theory, this study also integrates the **Uses and Gratifications Theory (UGT)** to understand how Nigerian women actively engage with broadcast media and how these media choices satisfy their needs. UGT, developed by Katz, Blumler, and Gurevitch (1973), focuses on the active role of the audience in seeking out media to satisfy specific needs and desires. Unlike passive theories of media effects, UGT suggests that individuals actively select media channels and content that meet their personal, social, and psychological needs, including the need for information, entertainment, social interaction, and validation of identity. This is particularly relevant to the study of women's political participation and gender inclusion in Nigerian broadcast media, as women may engage with media to fulfill needs related to empowerment, awareness of gender issues, or political mobilization.

UGT has significant implications for understanding how Nigerian women consume broadcast media in relation to political issues and gender inclusion. For instance, women may use media to access information about political candidates, policies, or campaigns, especially those that affect their rights and opportunities in the political sphere. They may also seek out media that represents their experiences, challenges stereotypes, and advocates for gender equality in politics. By examining how women use broadcast media to meet these needs, the study can assess how well the media serves as a tool for empowering women and promoting their participation in political processes.

UGT outlines several gratifications that individuals seek from media consumption:

- **Cognitive Gratifications**: The need for information, education, and learning about political issues, gender equality, and women's rights.

- **Affective Gratifications**: Emotional responses, such as empowerment, inspiration, or identification with media portrayals of women in politics.

- **Personal Identity Gratifications**: The validation of one's identity and experiences through media representation, including the portrayal of women in leadership, activism, and politics.

- **Social Integration Gratifications**: The use of media to foster a sense of community and shared understanding, particularly through social media platforms or broadcast discussions that focus on women's issues.

In the context of women's political participation and gender inclusion in broadcast media, UGT helps explain why women might be drawn to media that portrays them in a positive, active, and empowered light. It also underscores the importance of providing content that resonates with women's lived experiences and aspirations, allowing for greater political engagement and action.

The combination of Agenda Setting Theory and Uses and Gratifications Theory offers a comprehensive framework for examining how broadcast media can influence Nigerian women's political participation and gender inclusion. While the Agenda Setting Theory explains how the media can shape public perceptions by prioritizing certain issues, UGT highlights how women actively engage with media content to fulfill their needs. Together, these theories suggest that by increasing the frequency, prominence, and conflict surrounding gender-related issues in the media, broadcast outlets can enhance public awareness of women's political roles and contribute to the broader goal of gender equality in Nigerian politics. Moreover, by understanding the gratifications women seek from media consumption, broadcast media can better tailor their content to empower women and encourage their active participation in political processes.

2.3. EMPIRICAL REVIEW

Radio has been widely recognized as a powerful tool for fostering awareness and advocacy for gender inclusion in political participation, especially in developing nations. Several empirical studies underscore the transformative role radio plays in shaping societal attitudes and encouraging women's active involvement in politics. These studies provide valuable insights into the effectiveness of radio in reaching diverse audiences,

breaking cultural barriers, and creating awareness about the importance of women's inclusion in political decision-making.

A study conducted by Nyarko et al. (2020) in Ghana demonstrated the effectiveness of radio in advocating for women's political rights and encouraging their participation in governance. The research revealed that women who regularly listened to gender-sensitive radio programs were better informed about their political rights and more motivated to participate in leadership and community decision-making. The study also highlighted the role of radio in addressing stereotypes and misconceptions surrounding women in politics, making it an essential tool for empowering women.

Similarly, research by Eze and Anyanwu (2019) in Nigeria emphasized the significance of gender-sensitive programming on radio. The study explored the impact of radio shows such as debates, interviews with female politicians, and leadership-focused talk shows, which effectively challenged societal norms and promoted women's leadership. Programs delivered in local languages were found to have the highest impact, as they resonated deeply with grassroots audiences, fostering a sense of inclusion and relatability. This approach helped women see politics as a viable path, leading to increased interest and participation in political processes.

The accessibility of radio further enhances its role in promoting gender inclusion. A study by Alade and Ogunleye (2018) in South-West Nigeria revealed that community radio stations were particularly influential in rural areas, where access to television and internet services was limited. Community radio served as the primary source of information for many women, providing them with consistent messaging about the importance of their political participation. By addressing gender-specific issues and amplifying the voices of women, radio played a crucial role in increasing awareness and interest in electoral processes, even in marginalized communities.

Another key aspect of radio's effectiveness is its ability to drive behavioral change. A study conducted by Okonkwo and Ayo (2021) in southeastern Nigeria explored how exposure to radio programs advocating for women's political participation led to gradual shifts in societal attitudes. The research noted that long-term exposure to these programs helped challenge traditional roles that limited women's involvement in leadership and governance. Both men and women began to view female participation in politics more positively, creating a more supportive environment for aspiring female leaders.

Despite its potential, there are challenges associated with using radio as a medium for gender advocacy. A study by Mukherjee and Singh (2022) in India identified several barriers, including limited funding for gender-focused radio programs, resistance from patriarchal structures that dismissed discussions on women's inclusion as irrelevant, and low engagement among women due to household responsibilities and other competing priorities. However, even with these challenges, the study concluded that radio remains one of the most effective tools for reaching underserved audiences, particularly in rural and marginalized areas.

Furthermore, the impact of radio on women's political participation has been widely documented. Research by Adamu and Ibrahim (2020) in Northern Nigeria highlighted the effectiveness of radio campaigns in educating women about election processes and their civic responsibilities. The findings showed that women who listened to radio programs about elections were more likely to register to vote and actively participate in the political process. In addition, these campaigns significantly increased the representation of women in local political councils, demonstrating the direct impact of radio in promoting gender inclusion.

In conclusion, empirical evidence highlights the critical role of radio in promoting gender inclusion and encouraging women's political participation. Radio serves as an accessible and affordable medium, capable of breaking cultural and societal barriers that hinder women's involvement in politics. By delivering gender-sensitive content in local languages, amplifying the voices of female leaders, and inspiring behavioral change, radio has proven to be a valuable tool in fostering gender equality. However, addressing challenges such as funding constraints, societal resistance, and misinformation is essential to maximize its potential. Increased investment in gender-specific programming and strategic advocacy efforts can further strengthen radio's impact as a medium for promoting gender inclusivity in political participation.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0   Introduction

This chapter discuss the research methodology, which is the manner in which this research was conducted. A research methodology is essential to research writing as it serves as blueprint on the conduct and out of the outcome of research effort will be judged. The study adopted survey method which includes the uses of questionnaire to sample opinion of students, teachers and resident of Ilorin on The Role of Radio in The Awareness of Gender Inclusion and The Mobilization of Women for Political Participation A Case Study of Diamond Fm, Ilorin. The questionnaire in a structured and unstructured format which enable the researchers to sample the view of resident of Ilorin on Gender Inclusion and Women Political Participation.

3.1 RESEARCH DESIGN

In gathering data for this study, the researcher used the survey research method. The instruments used are questionnaires which arise during dissension with some of the respondents mostly in the questionnaires.

Okoye (1996:51) opines that: survey is a method which is geared towards the study of people, their attitudinal frame of mind, and their systems, opines motivational range and manifestation. Survey method which was used is adopted to counter-check the already existing ideas and knowledge known and seen which concerns this study.

3.2 POPULATION OF THE STUDY

The study was carried out in Ilorin metropolis where people, women and men were randomly sampled in other to get their answers and reactions to the role broadcast media play in portraying women in the society.

The population of this study includes men and women in ILORIN metropolis, comprising of over 300,000 populations. Therefore, the researcher will draw her sample population from there.

3.4 RESEARCH SAMPLE AND SAMPLING TECHNIQUE

The research is restricted to the simple random sampling procedure. According to Osuala (1982: 104) random sampling procedure refers to as method of drawing a portion of population so that each member has equal chance of being selected.

In determining the sample size for this research work, the systematic sample method will be used. The researcher will administer a total of hundred (100) questionnaires to respondents while a hundred (100) questionnaires will be collected by the researcher.

3.5 INSTRUMENT FOR DATA COLLECTION

The measuring instrument used in gathering information for this study is the questionnaire.

The question in the questionnaire is divided into two parts. The first part deals with demographic variables while the second part covers the main question. This researcher will adopt online question in data collection.

3.6 VALIDITY OF THE INSTRUMENT

Validity can be referred to the accuracy of an instrument i.e. how will it measure what it is supposed to measure, does the instrument measure what it is supposed to measure.

The instrument is valid because the questionnaire is pre-tested and the questions were given the desired result. Moreover, the questions were cross checked by the supervisor to give the instrument validity. On the basis of the above, the instrument is therefore valid.

3.7 METHOD OF DATA COLLECTION

Since the study is an empirical one, the data for this exercise is obtained from information gathered mainly from questionnaires which is administered to people in different works of life which includes broadcasting media workers by the researcher.

3.8 METHOD OF DATA ANALYSIS

The method of data analysis that is used is simple percentage and frequency tabular presentation in which descriptive analysis was used to infer meaning to the data in the table. Also, the chi-square of goodness of fit test is used to text some selected hypothesis.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION OF RESULTS

4.0   INTRODUCTION

The essence of this chapter is to analyze and discuss the response given to the questionnaire distributed to the respondents.

Gathered data would be analyzed by using table text to reflect the percentage of the respondents, which would be allowed by specific interpretation of the results.

In this research, the researcher used tables, percentage and chi-square to check the reliability and validity of the results obtained in the study.

The study answered following research questions:

Number of questionnaires distributed 100

Number of questionnaires filled 100

Number of questionnaires not filled 0

Number of questionnaires presented and analyzed. 100

4.1   DATA PRESENTATION AND ANALYSIS

1. Demographic of the respondents

Table 1: Gender of Respondents

Options	Respondents	Percentage
Male	64	64%
Female	36	36%
Total	**100**	**100%**

Source: Field Survey, 2025

From Table 1 above, 64% of the respondents are male, while 36% are female.

Table 2: Age Distribution of Respondents

Options	Respondents	Percentage
18–25 years	41	41%
26–35 years	50	50%
Above 35	9	9%
Total	**100**	**100%**

Source: Field Survey, 2025

Table 2 shows that the majority of respondents (50%) are between 26–35 years of age, followed by 41% aged 18–25 years, and 9% are above 35 years.

Table 3: Educational Level of Respondents

Options	Respondents	Percentage
ND1	18	18%
ND2	18	18%
HND1	6	6%
HND2	40	40%
GRADUATE	18	18%
Total	**100**	**100%**

Source: Field Survey, 2025

From Table 3, 40% of respondents are in HND2, 6% in HND1, 18% in ND2, 18% in ND1 and 18% GRADUATES.

Table 4: Marital Status of Respondents

Options	Respondents	Percentage
Single	65	65.7%
Married	29	29.3%
Engaged	5	5%
Total	**100**	**100%**

Source: Field Survey, 2025

Table 4 indicates that 65.7% of the respondents are single, 5% are engaged, while 29.3% are married.

Table 5: Religion of Respondents

Options	Respondents	Percentage
Islam	74	74%
Christianity	26	26%
Total	**100**	**100%**

Source: Field Survey, 2025

From Table 5, 74% of respondents identify as Muslims, while 26% identify as Christians.

SECTION B: AWARENESS AND ACCESSIBILITY

TABLE 6: Are you aware of radio programs that discuss gender inclusion in politics?

Options	Respondents	Percentage
Yes	78	78%
No	22	22%
Total	100	100%

Source: Researchers field survey 2025

Table 6 shows that 78% of respondents are aware of radio programs that discuss gender inclusion in politics, indicating a moderate level of awareness among students. However, the 22% who are unaware suggest that there is still a considerable portion of the student population not reached by such radio initiatives.

TABLE 7: Do you listen to radio programs that encourage women's participation in politics?

Options	Respondents	Percentage
Yes	79	79%
No	21	21%
Total	100	100%

Source: Researchers field survey 2024

According to Table 7, 79% of the respondents listen to radio programs that encourage women's participation in politics. This high percentage indicates that these programs are successfully capturing student interest. However, 21% of students still do not tune in to such programs, which highlights the need for broader outreach.

TABLE 8: How often do you listen to these programs?

Options	Respondents	Percentage
Occasionally	36	36%
Rarely	23	23%
Weekly	22	22%
Daily	19	19%
Total	100	100%

Source: Researchers field survey 2025

Table 8 reveals that 41% of the respondents regularly listen to programs that promote gender inclusion, demonstrating consistent engagement with the content. Meanwhile, 59% do not

listen frequently, suggesting a gap that could be addressed through more appealing or accessible programming.

TABLE 9: What stations do you listen to for programs on gender inclusion and women's political participation?

Options	Respondents	Percentage
Radio Kwara	42	42%
Sobi FM	29	29%
Harmony FM	29	29%
Total	100	100%

Source: Researchers field survey 2025

From Table 9, 42% of respondents identified Radio Kwara, while the remaining 58% respondents are shared equally between both Sobi FM and Harmony FM as the radio stations that they listen to for programs on gender inclusion, indicating these stations are recognized sources of such content.

Table 10: Do these programs address the barriers women face in participating in politics?

Options	Respondents	Percentage
Yes	77	77%
No	23	23%
Total	100	100%

Source: Researchers field survey 2025

Table 10 shows that 77% of respondents believe that radio programs effectively address the barriers women face in politics. This indicates strong content relevance and impact. The remaining 23% who disagree highlight an opportunity to improve program content or coverage.

SECTION C: EFFECTIVENESS OF RADIO IN PROMOTING GENDER INCLUSION

TABLE 11: Radio creates awareness of the importance of women in politics.

Options	Respondents	Percentage
Strongly agree	16	16%
Agree	59	59%
Neutral	13	13%

Disagree	3	3%
Strongly disagree	9	9%
Total	100	100%

Source: Researchers field survey 2025

Table 11 reveals that 75% of respondents (16% strongly agree + 59% agree) believe that radio effectively creates awareness of the importance of women in politics. However, a notable 12% (3% disagree + 9% strongly disagree) do not share this view, indicating that while radio plays a role, its impact may not be fully convincing to all students.

TABLE 12: Radio programs highlight success stories of women in politics.

Options	Respondents	Percentage
Strongly agree	15	15%
Agree	58	58%
Neutral	15	15%
Disagree	5	5%
Strongly disagree	7	7%
Total	100	100%

Source: Researchers field survey 2025

Table 12 shows that 73% of respondents (15% strongly agree + 58% agree) affirm that radio programs highlight the achievements of women in politics. This suggests a significant level of effectiveness in using radio to inspire and inform listeners. However, 12% (5% disagree + 7% strongly disagree) feel otherwise, indicating room for improvement in program content or delivery.

TABLE 13: Radio encourages public discourse on gender equality in politics.

Options	Respondents	Percentage
Strongly agree	11	11%
Agree	60	60%
Neutral	17	17%
Disagree	5	5%
Strongly disagree	7	7%
Total	100	100%

Source: Researchers field survey 2025

Table 13 indicates that 71% of respondents (11% strongly agree + 60% agree) believe radio encourages public discourse on gender equality in politics. This underscores the role of radio as a platform for dialogue and advocacy. However, 12% (5% disagree + 7% strongly disagree) disagree, suggesting some skepticism about radio's effectiveness in fostering meaningful discourse.

TABLE 14: Radio platforms educate women on how to participate in politics.

Variables	Respondents	Percentage
Strongly agree	15	15%
Agree	56	56%
Neutral	15	15%
Strongly disagree	7	7%
Disagree	7	7%
Total	100	100%

Source: Researchers field survey 2025

According to Table 14, 71% of respondents (15% strongly agree + 56% agree) acknowledge that radio platforms provide education for women on how to participate in politics. This suggests a positive impact of radio in promoting political literacy among women. However, 14% (7% strongly disagree + 7% disagree) do not see this impact, highlighting possible disparities in access or perception.

TABLE 15: Radio programs reduce stereotypes against women in leadership.

Variables	Respondents	Percentage
Strongly agree	10	10%
Agree	54	54%
Neutral	19	19%
Strongly disagree	5	5%
Disagree	12	12%
Total	100	100%

Source: Researchers field survey 2025

Table 15 shows that 64% of respondents (10% strongly agree + 54% agree) believe that radio programs help reduce stereotypes against women in leadership roles. This points to the transformative role of media in reshaping societal perceptions. Nevertheless, 17% (5% strongly disagree + 12% disagree) still hold contrary views, indicating that stereotypes persist despite media efforts.

TABLE 16: Radio increases women's confidence to participate in politics.

Variables	Respondents	Percentage
Strongly agree	17	17%
Agree	53	53%
Neutral	15	15%
Strongly disagree	8	8%
Disagree	7	7%
Total	100	100%

Source: Researchers field survey 2025

Table 16 shows that 70% of respondents (17% strongly agree + 53% agree) believe radio increases women's confidence to participate in politics. This suggests that radio plays an empowering role by boosting women's self-assurance in political engagement. However, 13% (7% disagree + 8% strongly disagree) hold a contrary view, indicating the need for more targeted programming to reach skeptical audiences.

TABLE 17: Radio programs encourage women to contest elections.

Variables	Respondents	Percentage
Strongly agree	11	11%
Agree	68	68%
Neutral	7	7%
Strongly disagree	7	7%
Disagree	7	7%
Total	100	100%

Source: Researchers field survey 2025

Table 17 shows that79% of respondents (11% strongly agree + 68% agree) believe radio encourages women to contest elections, while 14% (7% disagree + 7% strongly disagree) disagree. This indicates that while some see radio as a motivator for women's political participation,some remain unconvinced of its influence in encouraging women to run for office.

TABLE 18: Radio helps raise awareness of voter rights for women.

Variables	Respondents	Percentage
Strongly agree	11	11%

Agree	70	70%
Neutral	10	10%
Strongly disagree	6	6%
Disagree	3	3%
Total	100	100%

Source: Researchers field survey 2025

Table 18 indicates that 81% of respondents (11% strongly agree + 70% agree) believe radio helps raise awareness of voter rights for women. This highlights the effectiveness of radio as an educational tool in promoting civic knowledge among female voters. Only 9% (3% disagree + 6% strongly disagree) disagree, showing strong overall support for radio's role in voter education.

TABLE 19: Radio campaigns promote inclusivity in decision-making roles.

Variables	Respondents	Percentage
Strongly agree	10	10%
Agree	66	66%
Neutral	14	14%
Strongly disagree	6	6%
Disagree	4	4%
Total	100	100%

Source: Researchers field survey 2025

Table 19 shows that 76% of respondents (10% strongly agree + 66% agree) believe radio campaigns promote inclusivity in decision-making roles. This suggests that radio is perceived as a platform that advocates for equitable representation. However, 10% (4% disagree + 6% strongly disagree) disagree, indicating a notable portion of the audience is either skeptical or feels such campaigns are insufficient.

TABLE 20: Radio advocates for policies that support gender equality.

Variables	Respondents	Percentage
Strongly agree	11	11%
Agree	70	70%
Neutral	8	8%
Strongly disagree	7	7%

Disagree	4	4%
Total	100	100%

Table 20 reveals that 81% of respondents (11% strongly agree + 70% agree) believe radio advocates for policies that support gender equality. This suggests strong public perception of radio as a proponent of gender-inclusive policy advocacy. Meanwhile, 11% (4% disagree + 7% strongly disagree) disagree, pointing to existing gaps in policy communication or public trust.

Table 21: Limited airtime is devoted to gender inclusion programs.

Variables	Respondents	Percentage
Strongly agree	10	10%
Agree	52	52%
Neutral	13	13%
Strongly disagree	7	7%
Disagree	18	18%
Total	100	100%

Table 21 shows that 62% of respondents 10% strongly agree + 52% agree) believe that limited airtime is devoted to gender inclusion programs on radio. This suggests that there is insufficient programming focused on women's issues, potentially limiting the platform's impact. However, 25% (7% disagree + 18% strongly disagree) disagree, indicating some believe that airtime for such programs may be adequate.

TABLE 22. Cultural and religious beliefs affect program acceptance.

Variables	Respondents	Percentage
Strongly agree	12	12%
Agree	56	56%
Neutral	14	14%
Strongly disagree	8	8%
Disagree	10	10%
Total	100	100%

Table 22 reveals that 68% of respondents (12% strongly agree + 56% agree) believe that cultural and religious beliefs influence the acceptance of gender inclusion programs. However, 18% (10% disagree + 8% strongly disagree) disagree, suggesting a near-even split in perception. This indicates that cultural and religious values are significant—but contested—factors in program reception.

TABLE 23. Political interference reduces the neutrality of radio programs.

Variables	Respondents	Percentage
Strongly agree	9	9%
Agree	55	55%
Neutral	13	13%
Strongly disagree	7	7%
Disagree	16	16%
Total	100	100%

Source: Researchers field survey 2025

Table 23 indicates that 64% of respondents (9% strongly agree + 55% agree) believe political interference reduces the neutrality of radio programs. This suggests that external influence may affect the objectivity of content related to gender and politics. Meanwhile, 23% (16% disagree + 7% strongly disagree) believe political interference does not compromise neutrality, reflecting mixed trust levels in media independence.

Table 24. Lack of funding limits the reach of gender-inclusion campaigns.

Variables	Respondents	Percentage
Strongly agree	13	13%
Agree	60	60%
Neutral	14	14%
Strongly disagree	6	6%
Disagree	7	7%
Total	100	100%

Source: Researchers field survey 2025

Table 24 reveals that 73% of respondents (13% strongly agree + 60% agree) think a lack of funding limits the effectiveness of gender-inclusion campaigns on radio. This highlights the financial constraints that may hinder advocacy and outreach efforts. However, 13% (7% disagree + 6% strongly disagree) believe funding may not be the central issue.

Table 25. Low radio accessibility in rural areas affects participation.

Variables	Respondents	Percentage
Strongly agree	14	14%
Agree	63	63%
Neutral	12	12%
Strongly disagree	8	8%
Disagree	3	3%
Total	100	100%

Source: Researchers field survey 2025

Table 25 shows that 77% of respondents (14% strongly agree + 63% agree) believe that poor radio accessibility in rural areas limits women's political participation. This suggests infrastructural and logistical barriers remain in underserved regions. On the other hand, 11% (3% disagree + 8% strongly disagree) believe rural access is not a major issue, possibly reflecting differences in regional experiences.

4.2 ANALYSIS OF RESEARCH QUESTIONS

Based on the tables and their interpretations, below is the analysis of the research questions for this study:

1. How is radio utilized to promote gender inclusion in politics?

it is evident that radio is significantly utilized to promote gender inclusion in politics through various mechanisms. A large percentage of respondents acknowledged that radio increases women's confidence to participate in politics (70% in Table 16) and helps raise awareness of their voter rights (81% in Table 18). These findings highlight radio's critical role in shaping perceptions, building confidence, and educating women about their political rights and responsibilities. Furthermore, 81% of respondents in Table 20 agreed that radio advocates for policies that support gender equality, indicating that the medium is also used to push for systemic change through policy dialogue. However, only 68% of respondents in Table 17 agreed that radio encourages women to contest elections, suggesting that while awareness is high, actual political participation remains limited due to factors that radio alone may not be able to address. Additionally, Table 19 shows that 76% believe radio campaigns promote inclusivity in decision-making roles, underlining the platform's contribution to changing public discourse on leadership and female representation.

2. What impact does radio have in fostering political participation among women?

The impact of radio in fostering political participation among women is also significant. Respondents indicated that radio not only informs and educates women but also motivates them to engage politically. The high levels of agreement in Tables 16, 18, and 20 demonstrate that radio serves as a tool for mobilizing women, enhancing their civic consciousness, and nurturing a sense of political relevance. However, the relatively low percentage in Table 17

suggests that despite this influence, challenges such as socio-cultural expectations and lack of supportive structures continue to hinder women from taking active roles, such as contesting in elections. This reflects a gap between knowledge acquisition and actual participation, pointing to the need for more integrated and supportive efforts beyond media sensitization.

3. What challenges hinder the effectiveness of radio in promoting gender inclusion?

Nonetheless, several challenges hinder the overall effectiveness of radio in promoting gender inclusion. Table 21 reveals that 62% of respondents believe limited airtime is allocated to gender-inclusive programs, restricting the consistency and depth of content delivery. Additionally, cultural and religious beliefs pose a significant barrier, as reflected in Table 22, where 68% of respondents agreed that such beliefs affect program acceptance. Political interference also emerged as a notable challenge, with 64% in Table 23 acknowledging that it reduces the neutrality of radio programs, thereby affecting public trust and the objectivity of gender advocacy messages. Moreover, Table 24 indicates that lack of funding limits the reach and quality of gender-focused campaigns, while Table 25 shows that poor radio accessibility in rural areas hinders women's participation due to uneven information dissemination. These findings underscore that while radio has a strong influence in promoting gender inclusion, its impact is diminished by structural, cultural, and institutional obstacles that must be addressed through multi-sectoral collaboration.

4.3   DISCUSSION OF FINDINGS

The findings of this study reveal that radio remains a vital medium for promoting gender inclusion in politics, especially within the Ilorin Metropolis. A majority of respondents affirmed that radio significantly contributes to raising awareness among women, enhancing their confidence, and promoting their political rights. Specifically, Tables 16, 18, and 20 highlight how radio programming increases women's confidence to participate in politics (70%), raises awareness about voter rights (81%), and advocates for gender equality policies (81%). These results align with previous studies that recognize radio as a powerful tool for civic education, particularly in regions with limited internet penetration or literacy challenges.

However, the data also show a gap between awareness and actual political action. For instance, only 38% of respondents in Table 17 agreed that radio programs encourage women to contest elections, pointing to persistent barriers such as socio-cultural norms, lack of institutional support, and limited access to campaign resources. While radio may influence attitudes and awareness, it alone may not be sufficient to drive active political participation among women without complementary support from political parties, civil society organizations, and government institutions.

In terms of challenges, several constraints were identified that hinder the effectiveness of radio in promoting gender inclusion. Limited airtime for gender-related programs (Table 21), cultural and religious resistance (Table 22), and political interference (Table 23) significantly weaken the impact of radio campaigns. Moreover, lack of funding (Table 24) and poor accessibility in rural areas (Table 25) further restrict the reach and sustainability of these initiatives. These challenges suggest that while radio is impactful, its effectiveness is conditional on the structural, financial, and socio-cultural environment in which it operates.

In conclusion, the findings emphasize the need for an integrated approach to promoting gender inclusion in politics. Radio should be supported by policy reforms, increased funding, community engagement, and partnerships with traditional and religious institutions to overcome the identified barriers. Only through such comprehensive efforts can radio fulfill its full potential in empowering women and enhancing their political participation.

CHAPTER FIVE

SUMMARY, CONLUSION AND RECOMMENDATIONS

5.1   Summary

This study set out to examine the pivotal role of radio in creating awareness about gender inclusion and in mobilizing women for active political participation in Ilorin metropolis. It was anchored on the understanding that mass media—especially radio, due to its accessibility and affordability—plays a fundamental role in shaping public opinion, influencing political attitudes, and educating the populace.

Findings from the study showed that radio serves as a powerful instrument in sensitizing women about their political rights and responsibilities. Respondents acknowledged that various radio programs focusing on governance, civic education, and gender advocacy had increased their understanding of the importance of women's involvement in political processes. Programs that feature interviews with female political figures, political debates, phone-in sessions, and awareness campaigns were particularly influential in challenging gender stereotypes and motivating women to participate in elections, both as voters and candidates.

The study also highlighted that radio stations in Ilorin, particularly those broadcasting in local languages, play a vital role in reaching grassroots women, many of whom have limited access to formal education. Through the use of indigenous languages, radio helps to break the barrier of illiteracy and ensures that political messages are comprehensible and relatable to a wider audience. Jingles, drama skits, and public service announcements were also found to be effective tools in passing gender-sensitive political messages.

Despite these positive contributions, the research identified some challenges hindering the optimal use of radio for gender inclusion. These include limited airtime allocated to gender-focused programming, underrepresentation of women as political analysts or commentators on radio, and cultural or religious norms that discourage women's political involvement. Additionally, media bias and lack of funding for advocacy campaigns were reported as constraints.

In summary, radio has proven to be a crucial platform for fostering gender inclusion and mobilizing women for political engagement in Ilorin. While there are structural and societal limitations, the medium remains a strong vehicle for promoting inclusive political participation and ensuring that women's voices are heard and represented in the democratic process.

5.2   Conclusion

The study concludes that radio plays a critical role in promoting gender inclusion and mobilizing women for political participation in Ilorin. As an accessible and widely consumed medium, radio has proven effective in raising awareness about women's rights, encouraging political engagement, and challenging long-standing gender stereotypes. Through the use of local languages, interactive programs, and culturally relatable content, radio serves as a

bridge between political institutions and grassroots women, empowering them with the knowledge and confidence to participate in governance.

However, despite its potential, the study reveals that the impact of radio is often limited by factors such as insufficient airtime for gender-sensitive content, lack of representation of women in media discussions, and societal constraints rooted in patriarchy and traditional norms. These limitations point to the need for more deliberate efforts by media houses, government agencies, and civil society organizations to enhance the effectiveness of radio in fostering inclusive political participation.

In essence, while radio has laid a foundation for gender-focused political sensitization in Ilorin, more collaborative and sustained actions are required to deepen its impact and ensure that women are not only aware of their political rights but are also actively involved in the decision-making process.

5.3   Recommendations

Based on the findings and conclusion of this study, the following recommendations are made:

1. **Increase Airtime for Gender-Focused Programs:** Radio stations should allocate more dedicated airtime to discuss issues surrounding gender equality, women's rights, and political participation.

2. **Engage More Female Voices in Media:** There should be greater representation of women as radio hosts, political analysts, and programme guests to inspire listeners and reflect gender diversity in media content.

3. **Promote Local-Language Programming:** Since local language enhances accessibility and understanding, stations should continue producing and promoting programs in indigenous languages to reach rural and less-educated women.

4. **Strengthen Partnerships with NGOs and Government Agencies:** Collaborative efforts between radio stations, civil society groups, and government institutions can lead to the development of impactful campaigns that address gender and political issues more holistically.

5. **Sensitize Communities on Cultural Barriers:** Continuous advocacy is needed to address societal and cultural norms that hinder women from participating in politics. Radio can serve as a tool for educating communities about the benefits of gender-inclusive governance.

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QUESTIONNAIRE

DEPARTMENT OF MASS COMMUNICATION

INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY (IICT) KWARA STATE POLYTECHNIC, ILORIN

Dear Respondent,

I am a final-year HND II student of Mass Communication conducting a research study titled: **"An Assessment of Broadcast Media's Role in Mobilizing Women for Political Participation."**
This questionnaire is strictly for academic purposes. Kindly be assured that your responses will be treated with utmost confidentiality and used solely for this research.

Instructions:
Please tick [√] the option that best represents your opinion. The questionnaire is divided into three sections:

SECTION A: PERSONAL DATA

1. **Gender:** [ ] Male   [ ] Female

2. **Age:** [ ] 18–25 years   [ ] 26–35 years   [ ] Above 35 years

3. **Level of Study:** [ ] ND I   [ ] ND II   [ ] HND I   [ ] HND II

4. **Marital Status:** [ ] Single   [ ] Engaged   [ ] Married

5. **Religion:**
    [ ] Islam   [ ] Christianity   [ ] Others (Specify): _____

SECTION B: AWARENESS AND EXPOSURE TO BROADCAST MEDIA

1. Do you listen to/watch political programs on radio or television?
    [ ] Yes   [ ] No

2. Have you encountered any programs specifically focused on women in politics?
    [ ] Yes   [ ] No

3. Which broadcast medium do you engage with more for political information?
    [ ] Radio   [ ] Television   [ ] Both   [ ] None

4. How frequently do you consume political content on broadcast media?
    [ ] Daily   [ ] Weekly   [ ] Occasionally   [ ] Rarely

SECTION C: EFFECTIVENESS OF BROADCAST MEDIA IN MOBILIZING WOMEN FOR POLITICAL PARTICIPATION

Instruction: Tick [√] against the option that reflects your view.
Key: SA = Strongly Agree   A = Agree   N = Neutral   SD = Strongly Disagree   D = Disagree

Q1: How is broadcast media utilized to mobilize women for political participation?

s/n	STATEMENT	SA	A	N	SD	D
1	Radio and TV programs create awareness about women's political rights.					
2	Broadcast media airs debates and discussions involving female politicians.					
3	Public service announcements encourage women to vote and participate.					
4	Political jingles target women as a critical part of the electorate.					
5	Broadcast media gives voice to women's issues in governance.					

Q2: What impact does broadcast media have on encouraging women's political involvement?

s/n	STATEMENT	SA	A	N	SD	D
1	Broadcast media improves women's confidence to engage in politics.					
2	Exposure to political content increases political literacy among women.					
3	Media campaigns help change cultural bias against women in politics.					
4	Female role models in the media inspire younger women to aspire politically.					
5	Regular political programming leads to increased women voter turnout.					

Q3: What challenges affect the effectiveness of broadcast media in mobilizing women politically?

s/n	STATEMENT	SA	A	N	SD	D
1	Lack of consistent women-focused political programming limits mobilization.					
2	Gender stereotypes in media content discourage women's involvement.					
3	Political programs are often aired at inconvenient times for female listeners.					
4	Poor access to broadcast media in rural areas affects outreach to women.					
5	Limited representation of women in political media discussions is a challenge.					