

ATTITUDE OF FEMALE MASS COMMUNICATION STUDENTS TOWARDS JOURNALISM AS A CAREER: A STUDY OF AKWA IBOM STATE UNIVERSITY MASS COMMUNICATION FEMALE STUDENTS

Ekere Deniel*

Abstract

This research work focused on attitude of Female Mass Communication Students towards Journalism as a Career (A study of Akwa Ibom State University Mass Communication Female Students). The study aims at finding out the attitudes that are being displayed by female mass communication students towards journalism as a career. Survey method was adopted and the instrument used for data collection was the questionnaire. The population of the study according to the current attendance of AKSU Female Mass Communication Students was 182 females out of which 125 were sampled using Taro Yamani's formula. Out of the 125 questionnaire distributed, 113 were collected back. Data collected was analyzed in Tables and simple percentages. The researcher found out that Female Mass Communication Students indeed have negative attitudes towards Journalism as a Career. The conclusion of the study was that female mass communication students have negative perception towards journalism as a career and there is discrimination against the female journalists in Nigeria. Again, it is also noteworthy that the role expectation of women affects their profession as journalist due to the feminine nature. This was evident on table 4.2.4. The researcher recommended that media houses should make it as a point of duty to employ more of the female journalists just like they employ the male journalists.

Keywords: Attitude, mass communication, journalism, career

Introduction

Journalism is a very important institution in every society. It is the practice of investigating and reporting newsworthy events of human interest as they occur through the mass media. Journalists can be said to mirror the society through their reports and discourse of issues which span from diverse areas of the policy (Chioma et-al 2015). In contribution, Okoro & Chinweobo-Onuoha (2013) as cited in Chioma et-al (2015) defines journalism to be "a veritable tool for information dissemination, social mobilization, and control. It is a means of public education and sensitization on important issues affecting the lives of the people". This means that Journalism is the collection, preparation and distribution of news and related commentary and feature materials through such media as a pamphlet, newsletter, magazines, radio, motion pictures, television, Bill Boards, the internet and Books (Ali, 2010).

Journalism is also defined by Ganiyu & Akinreti (2011) as "the job of gathering, writing and disseminating news and views about the society through the means of the mass media". Journalism is also a form of communication based on asking, and answering, the questions Who? What? Where? When? Why? and How? (Harcup, 2004). Harcup further submits that journalism informs the society about itself and makes public that which would otherwise be private. But such a formulation falls far short of an adequate definition. For a start, journalists also supply information, comment, and amplification on matters that are already in the public domain.

Journalism is a highly responsible job, and highly interesting at the same time. If someone is looking for a career in journalism, they should have a presentable and confident personality, along with the ability to write and present information accurately and consciously. Other essential requirements that highlight a good journalist are: an inquisitive bent of mind, good writing and communication skills, ability to differentiate between facts and fictions, intelligence, and interested in current affairs. Most importantly, must be capable of handling the unforeseen situation efficiently.

The journalism industry continues to adapt to today's technological world, there seem to be signs of some broad trends among the students – most strikingly, a declining interest of students in working at print media organization, and a rising interest in broadcasting, photojournalism, online journalism and other forms of mass communication. These trends appear to be congruent with larger trends, because of the increasing economic precariousness of the newspaper market (Djerf-Pierre & Weibull 2008). While these parallels suggest that some of the changes in the journalism students' views are heavily influenced by the changing economic and symbolic markets for journalism, other trends – like the changes in the journalism programmes to more often cross-media courses instead of strict specialization and changes media habits especially among the younger generations (including lower readership of traditional newspapers) complicate this picture.

Although there are far more female students in the discipline of mass communication, studies have revealed that only a few of these ladies become journalists:

Almost all institution of higher learning in Nigeria offer mass communication courses leading to the award of various degrees and certificates, including National Diploma, higher National Diploma, Bachelor, and Masters Degrees. The increase in the number of female graduates from all these Institutions is not reflected in the media of communication in the country. Each Year, hundreds of female students graduate as mass communicators. A close look shows that the number of female Journalists students surpassed the number of males. But in the field today, a good number of these female graduates are not seen working in the various media houses scattered all over the country (Ali, 2010).

Most of these scholars have found out that there is a high rate of enrolment into journalism as a study and not as a profession. This implies that women love to study communication courses in tertiary institutions but do not wish to practice the profession. This could be due to fear, stereotyping, the attitude of people towards women as journalists or even husbands decision on the female journalist. Commenting on this, Ali (2010) submits that “discrimination and condition of service make female journalists have negative attitudes towards journalism as a career as well as discrimination by employers also makes female students' journalist have a negative attitude towards journalism as a career.”

Each year, hundreds of female students graduate as Mass Communicators. A close look shows that the numbers of female Journalist students surpassed the number of their male counterpart. But in the field today, a good number of these female graduates are not seen working in the various media houses scattered all over the country. Similarly with other Mass Communication schools in the country for instance in the year 2008, Nnamdi Azikiwe University (NAU) Awka turned out about 58 female graduates from Department of Mass Communication between year 2008, Caritas University Enugu graduated over 50 female journalist. Presently, in my level we are 62 students in number, 36 out of the 62 students are females while only 26 are male. In other levels, the numbers of female students surpassed the number of male students in the department of Mass Communication with great difference. Against this backdrop, the study investigates the attitude of Female Mass Communication Students towards Journalism as a Career in Akwa Ibom State University.

One thing that is evident in the Nigeria media is the near absence of Nigeria women as newsmakers. Though Nigeria is developing, it got to a stage where the female journalists and their male counterparts should be competing in the media houses. The number of female journalists in the field is very few compared to the number that graduates from journalism schools and universities. Elaborating on this issue, Ali (2010) submits that “there is a low participation of the female Journalist graduates in journalism practice, despite the fact that there are considerably good numbers of trained female journalists, very few of them are working with media houses in Nigeria”. This study was undertaken because of the low participation of the female Journalist graduates towards

practising journalism as their career. A large number of female Journalists are produced from different institutions offering mass communication, but female participation in the profession is very negligible. This dormant attitude of females towards the profession has resulted to the males claiming superiority over them in the field and as such not portraying a good image for the women in the society. This is because most men in the society believe that Journalism exposes the practitioners and makes the female counterparts lose their dignity.

Many female Journalists who work in the media sometimes do not show keen interest in their jobs. This affects the female practitioners as the male practitioners always tend to overshadow them both in position and in interest to work. This study therefore tends to find out why the female mass communication students have such perception when it comes to females being in the journalistic field. The following objectives were set for this study: to ascertain whether female mass communication students have a negative attitude towards Journalism as a career; to find out if there are any discrimination against the female journalists; to find out the role expectation of women due to the feminine nature and to ascertain solutions to the female journalists discrimination in Nigeria.

Research Questions

The following research questions were set for this study:

- i. What is your attitude towards journalism as a career?
- ii. Is there discrimination against the female journalists?
- iii. Does the role expectation of women affect their profession as journalist due to the feminine nature?
- iv. What are the solutions to the female journalists' discrimination in Nigeria?

Significance of the Study

This study will be of immense benefits to the female journalists because a lot of people are being baffled over the issue why women do not take up journalism as a career after studies. It has really agitated the minds of some professionals and has equally created a lot of controversy. The researcher therefore has deemed it fit to find out the reason for such negative attitude of females towards journalism.

Some Authors and Researchers live on assumptions mainly because of the way the images of Women are being portrayed in the society as journalists. This study has therefore provided an avenue for an in-depth study on the controversial issue of knowing the militating against the idea of women going into journalism as a career, how do these women see the practice of journalism, do they go into the study with the intention of practising journalism or taking up journalism as a career. This study will serve as resource materials for programmes design and implementation in the effort concerning women in development and to student of women studies Mass Communication and Journalism. It will be useful reading and reference materials for others.

Scope of the Study

The study covered the whole Female Mass Communication Students of Akwa State University (AKSU), Obio Akpa Campus. This attributed to the fact that the main focus of the study is on Female Mass Communication Students.

Operational Definitions of Terms

In this research work, the terms used were operationally defined; the meanings reflect how the researcher wants the term to be understood in the context of this work.

Study: It is an act of considering or examining something in detail. It can also be said to be a piece of research that examines a subject or question in detail.

Attitude: This is a way of feeling or your – opinion about something or somebody.

Mass: A large Number of people in a community, society and nation.

Communication: Method of sending information to a large number of people, especially through Television, Radio, Computers, Newspaper, Magazine etc.

Mass Communication: This is the process by which a person, group of people or organization creates a message and transmits it through some type of medium to a large, anonymous, heterogeneous audience mostly made up of different cultures, behaviour and belief systems.

Female: It is a situation of being a women or girl.

Students: These are group of people who are studying at a university or colleges.

Towards: This is in relation to something or somebody or in the direction of something.

Journalism: It is a new effort in reporting in which professional communicators use social research method together, interpret and vividly present information to the target audience. Journalist is therefore, the science of reporting.

Career: It is the job or series of jobs that you do during your working life, especially if you continue to get more money.

Practitioner: One who practices a profession.

Evievw of Related Literature

The essence of this chapter is to review some important literature that has some degree of relevance to the subject matter under study. Specifically, it discusses the concept of female attitude towards journalism as a career. It gives a brief history on the concept of journalism, the development of journalism, students' perception of Journalism, history of the Nigeria Union of Journalist (NUJ), theoretical framework, and relevance of the theory to the present study and review of empirical studies.

Concept of Journalism

Enwefah (2016) opined that "journalism, which is the investigation and reporting of events, occurrences, issues, happenings, etc." in the society to a large audience, was the exclusive preserve of the men-folk at inception. Even when it became a profession, women were restricted by custom and law from access to journalism occupations, and faced significant discrimination within the profession until about the turn of the nineteenth century when women began to agitate for a right to work as professional journalists in North America and Europe.

The prescription of different roles for men and women by social norms, which sometimes throw up claims of primary and secondary roles, might have contributed significantly to the discrimination. Since most societies see men as breadwinners and providers for the family, they are assigned primary roles, while women are saddled with secondary roles of making babies and taking care of the home front. These roles determine to a large extent the kind of job men and women did, and to an extent, still do in the society.

Joe (2018) submitted that Journalism is the collection and editing of current interest for presentation through news media. It could also be regarded as the event of the day to day activities with the uses of words, sounds or pictures to satisfy human curiosity with a word that is always interested in knowing what is new. The introduction of journalism and its media are electronic and print which have reduced a lot of ignorance from the society because from the observation both print and electronic media journalists disseminate to the public. The journalists are those that practice journalism-they gather news from the public and send it back to the public also.

The World Book Encyclopaedia (Vol. 1.1) defines journalism as the profession of recording events that maybe of interest to the public. Journalism is the collection, preparation and Distribution of News and related commentary and feature materials through such media as pamphlet, Newsletters,

magazines, Radio, Motion Pictures, Television, Bill Boards, Brochures and Books. Journalism is also defined by Ganiyu (2004) as “the job of gathering, writing, and disseminating of news and view about the society through the means of mass media”. Danladi (2013) validated that “some of the hurdles that the Nigerian Journalists suffered included insecurity of arbitrary arrests and detention under the obnoxious Decree 2 in the days of military rule”. The Decrees and Edicts ousted the jurisdiction of the courts in determining civil and criminal matters. The press fought tenaciously against such unlawful and unconstitutional edicts by its publications and its criticisms of the system and its operators. Before Nigeria assumed full-blown democracy on May 29, 1999, Journalists in the country languished under the infamous Decree No. 2 which hindered them from publishing information they allegedly gathered without clarification from appropriate authority. Decree No. 2 was in complete disregard of the provisions of international instruments such as the Universal Declaration of Human Rights and the African Charter on Human and Peoples' Rights. This prompted Journalist to agitate for a Freedom of Information Bill (FOB). On the political front, news men are expected to report about the activities of the politicians and are expected to feed the public with objective information. The newsmen are expected to nose around for information beyond the ovation at political rallies. The media are expected to reflect balanced views of the opposing party. But most media houses do focus attention mostly on the ruling and bigger parties to the detriment of the smaller ones. While news men are not expected to be public relations officers to party, some chief executive of media houses often take side with political parties.

History and Evolution of Journalism

Journalism has been studied throughout the world since the latter half of the 20th century (Deuze, 2012), however, discussions of a cultural history of journalism which are based on “an understanding of the relationship between journalism and the social, economic and political conditions of society” are still needed to replace the heroic history of journalism which only focuses on each individual owner of news media (Hardt, 2010). From a historical point of view, scholars debate when journalism was invented: scholars such as Stephens and Golding assume that journalism was invented in Europe during the seventeenth century (Stephens, 1988). On the contrary, Chalaby (1998), argues that journalism emerged in the second half of the 19th century. From a cross-cultural perspective, scholars such as Siebert, Hallin, and Mancini point out that there are various models of journalism based on different political and cultural backgrounds in the world (Siebert et al., 1956; Hallin and Mancini, 2004). Nevertheless, the possibility of settling on a single global dominant model of journalism is still controversial. In this sense, it is necessary to understand what journalism is comprehensively and comparatively in order to further any research about journalism.

According to Conboy (2011), the word “journalism” entered the English language in 1833 in an article in the Westminster Review. Nonetheless, realizing exactly when journalism was invented as a distinct discourse is a controversial debate: on the one hand, Chalaby (1998) claims that journalism is a recent invention dating to the era in which the “taxes on knowledge” were repealed. Chalaby (1998) states that the British press from the 18th century to the first half of the 19th century was a “pre-journalistic press” and argues that the prevailing discourse before the 1850s in the British press was more “publicity” than “journalism”. In this sense, the discourse in the British press is not journalism and the purveyors of this discourse are “publicists” rather than “journalists” before the second half of the 19th century. Van Tuyl (2010) holds similar opinions to Chalaby’s assertion the press was transformed into ‘journalism’ between 1830 and the 1880s.

On the other hand, many scholars believe that journalism had emerged in the British press before the “taxes on knowledge” were repealed in the mid-19th century: Hampton (2004) uses the phrase “New Journalism” to describe the press whose structure and content differed from that used prior to the 1880s. His use of the phrase “New Journalism” implies that something like “old journalism” had

existed before the 1880s. Conboy (2011) also uses the term “journalism” when he describes the press before the 19th century. Hampton criticizes Chalaby’s opinion of the “invention of journalism”: for one thing, many journalistic qualities found in the press of the late 19th century could also be found in the 17th century. For another, instead of having “publicity” be substituted by “journalism,” “publicity” and “journalism” were renegotiated terms in the 19th- and 20-century press (2004). Hampton states: “It seems unlikely, however, that press historians will accept Chalaby’s assertion that the mid-nineteenth century saw the ‘invention of journalism’ (2011).

Based on the discussion above, it seems reasonable to analyze the press before the mid-19th century in order to learn how journalism was developed. Since journalism changed dramatically in the second half of that century, the development of journalism will be analysed in three parts: journalism before the 1850s, the formation of the New Journalism, and journalism in the 20th century. Since the British modern press was developed earlier than in other countries.

History of the Nigeria Union of Journalist (NUJ)

The Nigeria Union of Journalism (NUJ) birth was linked to the struggle for the independence of Nigeria. The struggle, it could be re-called gave birth to many protest groups, all yearning for the country’s independency from the British. The group came in various shades, some were political in nature like “The Nigeria Youth Movement” a platform for the Nationalists, and others were Trade Union and Professional groups. It was the collective activities and efforts of the Nationalists and Journalists in the early 1950s that compelled the British Colonial Government to grant Nigeria independence without shedding blood. Apart from writing editorial comments and reporting the activities of the Nationalists, Trade union students and bodies involved in the struggle for independence on the pages of Newspapers, the journalists however, had no central body through which they could take any action like other groups. What they could not express as a body was done through Newspapers. When Journalism started in Nigeria, the industry was not totally professional affair. However, most of the persons who ventured into the field were those of great reputation and integrity; persons who had the calling, competence and skills to do so.

Eminent Nigerian statement such as Herbert Macurly, Nnamdi Azikiwe, Adamu Ciroma, Ernest Ikoli, Lateef Jakande, among others, all started as journalists, through which they made their indelible marks on National development. This goes to shows that journalism is not for quacks, charlatans or drop-out, who have now invaded the industry, claiming to know what they do not know. In essence the Nigeria Union of Journalist (NUJ) of this present time should therefore, beef up their watch dog function to confront the menace with all seriousness. The union must wake up and come up with radical measures to check this situation that smears the integrity and reputation of hardworking journalists. The union should also devise means of encouraging real reporters to draw the attention of events organizers to the presence of fake Journalists in their midst. Media houses need to co-operate with the NUJ in tackling the challenges posed by the fake journalists. They can do this by highlighting reports about quacks in the industry and punishing the impersonators apprehended. This is the only way to bring about the desired respectability to journalists and indeed respectability to journalists and indeed, the Nigerian journalism industry.

Having looked at the history of the NUJs, this negative attitude of student journalists is highly reflected in the number of mass media houses. Almost all institution of higher learning in Nigeria offer Mass Communication courses leading to the awards of various degrees and certificates, including National Diploma, Higher National Diploma, Bachelor and Master Degrees. The increase in the number of students graduates from all these institutions are not reflected in the media of communication in the country.

Female Attitude towards Journalism

The Concept of female attitude towards journalism tells us there may be saying that the women journalist have negative attitude towards practicing journalism as their career. There is a major saying that the women journalists have negative attitude towards practising journalism as their career. There is also every reason to believe that the Nigerian women have made a significant entry into the journalism profession. In our Nigeria today, if the women journalists are having negative attitude towards journalism as their career, they are not to be blamed because in Nigeria, culture and religion have helped in making women silent thereby relegating them to the background and also deny them of their rights and privileges they should enjoy as journalists and members of the society.

According to the previous researches in the media, Global media monitoring project (GMMP 2000, 2005), and Okunna (2005), indicates that “the media are male dominated in terms of subject matter, news, and people who report news, prominence of male and female newsmakers and reporters.” Okunna (2000) supporting this notion states:

“Gender relations in Nigeria are characterized by a lot of imbalance to the disadvantage of women. Tradition, culture, religion, and other factors have continued to widen the disparity between Nigerian men and women, by keeping women in subordinate positions “.

Again, Nwodu (2005), presented a data on the overall presence of women and men in the news it is categorized in three distinct ways which are subjects, reporters, and presenters.

	Females	Males	Females	Males	Total subject
Presenters	69%	31%	42	19	61
Reporters	5%	95%	4	71	75
Subjects	17%	83%	42	206	248

The above table shows the perspective number of females and males that occupy the position of presenters, reporters, and subjects in Nigeria media. If we preach and practice gender equality in all facets of our socio political and economic framework, it is expected that males and females participation in journalism and news as presenters, reporters, and subjects should be equal. Contrary to expectations, data presented in the above table indicated that:

- i. Greater numbers of females appear in the media as presenters than males.
- ii. The position of women as subjects in the news is quite insignificant compared to men.
- iii. Women issues received least mention in the news media.

42(69%) out of the 61 news presenters were females while 19(31%) were males, 4 (5%) out of 75 reporters were females while 71(95%) were males, and 42 (17%) out of 248 subjects in the news were females while 206 (83%) were males. With this, we have seen that the only place for the women in the media houses is to become presenters. This is because the society think or take it to be the only place the women can fit in and not going into long pressure and filled hours routine assignment and competition as reporters with the men with this, women going into the field at late hours to gather and report news may be seen as an abomination in Nigerian traditions as they are expected to be at home taking care of their various families at that hour. This is why they are given a less hectic position in the media houses.

The Concept of Attitude

Attitude can be defined as an evaluation, also as stored memories or as a tripartite model. When it is an evaluation, it is a learned behaviour. It is a set of intermediately, the tripartite model is divided into three components ABC, the A – represent affective Model, the B represent – Behavioural Model while the C represent to Cognitive Model. It can also be said to be a set of interrelated memories towards an object, events, persons, situations etc.

Attitude has some functions and roles which include;

- i. **Knowledge Function:** It helps an individual to package and organize his thinking and their functions. It gives reasons way people behave the way they do. It summarizes the understanding of the prove and how to cope with the event, it also help us to understand the individuals cope to the attitudinal object.
- ii. **Ego Defensive:** It helps an individual to protect or present himself from unpleasant information. It is hiding the truth about yourself.
- iii. **Self-Function:** It helps an individual to create and maintain positive sense of himself/herself. It maintains the self-esteem. When you like the viewer of your model, to reality in life, it will make you to feel practically positive about yourself.
- iv. **Impression Function:** It helps people to form good impression about themselves. It is by using good and positive concept to describe their views, He/she is defending himself/herself. The individual tries to tell the world that he is capable of doing things.

Attitudes can be formed through the following ways:

- i. **Operant Conditioning:** Attitudes can be formed through operant conditioning by reinforcement.
- ii. **Classical Conditioning:** Attitude is formed through classical conditioning when a particular stimulus causes a response and if it happen continuously than attitude is formed.
- iii. **Post Experience:** Attitudes can be formed through experience it is the experience that guide our actions, it also guides our thinking and behaviour.
- iv. **Genetic Factors:** The genetic factors referred to temperament, ability, pattern of emotions. This genetic factors when found in individual can be seen as factors responsible for the attitudes that individual forms.
- v. **Role plating:** Role is a set of norms that defines how people in a given situation ought to achieve social position. When we enter into a new role, we become sensitive to our new social situation until we fit into that role.

Theories of Attitude

Some theory of attitude includes:

- i. **Self-Presentation Theory:** It is known as cognitive dissonance theory, it was founded by Leon Finger. It is when we are motivated to form impression that matches with our belief. We change our attitude because we are motivated to maintain consistency attitudes of our cognition.
- ii. **Self-Perception:** It is coming from the individual view. It explains attitude change result of the individual view or perception about his actions, thoughts perhaps feelings. It answers that when our attitude are weak, we simply observe our behaviour. There are other theories that explain attitude change such as learning theories, consistency theories, and cognitive response theory.

Students' General Perceptions of Journalism

Numerous studies indicate that student' perceptions of journalism have remained stable over the years (Wu, 2010). Some early studies indicated that student's viewed journalism as a profession with

little financial reward attached to it. Students perceived this as a negative, reporting that pressure of the job is high and opportunities for advancement limited. However, participants tended to regard the journalism profession as useful to society (Fosdick & Greenberg, 1961). More than 30 years later, studies have indicated similar findings (Adams et al 2008).

Dodd & Tipton (2011) discuss the shifting views among journalism students, pointing out that the majority of previous studies used the term “journalism” in the context of print, making a case for the use of the term ‘communications,’ saying the term reflects the broadened scope of the profession. As journalism programmes have grown to include more offerings such as broadcast and online, and public relations and advertising departments have grown as well, student perceptions and motivations have changed based on the specific areas of study. For example, Endres & Wearden (2012) report that as a whole, students choose careers in journalism and mass communication for the opportunities available for promotion and advancement, contributions made to society and salary, but that there are significant differences among sequences. Traditional print students have said journalism is useful to society and credible with the public even though the pay is low, the job is stressful and there is little room for advancement (Enders & Wearden, 2012). But both advertising students and public relations students were motivated to pursue careers because of job opportunities and good pay (Eneders & Weaver, 2012). One early study indicated advertising students have tended not to view the profession as credible with the public and think they will need to sacrifice ethics to be successful (Surlin, 2013).

Pursuing Journalism

When motivations for pursuing journalism first began to be examined, print publications were the dominant form of media. In the 1950s and 1960s research primarily focused on the reasons students chose not to pursue careers in newspaper journalism (Dodd & Tipton, 2011). A sizeable increase in enrolment numbers in the 1970s led Thomas Bowers (1974) to explore student attitudes toward journalism as a career. Since then, research has emphasized journalism as a possible career choice among students.

Motivation

Reasons students choose to enter the field of journalism vary, but some of the top factors have remained the same throughout almost 60 years of study. According to numerous studies, the desire and ability to write continues to be a driving motivation for students to pursue journalism (Adams et al, 2008). Weaver et al (2007) report that more than one in five respondents indicated a love for writing was the primary reason for pursuing a career in journalism. People are also drawn to journalism because of activities like news gathering, researching, talking to and meeting new people and the chance to tell stories (Weaver et al., 2007). The desire to be in a profession that has an important social or political role also was appealing (Weaver et al, 2007).

According to Weaver et al. (2007) journalists said they were drawn to the field “because of the special role a journalist has in a democratic society. The ‘importance’ of journalism, the chance to serve the public, the opportunity to witness important historical events and the potential to effect social change were primary motivations for about a quarter of respondents. Almost 16 percent alluded to the central role of journalism in public life” (pp. 57-58). Others chose to pursue journalism because they viewed it as an exciting profession (Weaver et al, 2007).

People have also been drawn to journalism through socialization to the field by early influential experiences. For example, these experiences may have occurred because of something that took place in a classroom or someone like a relative or friend may have influenced them by exposing them to journalism (Weaver et al., 2007).

Education and Training

When looking at education and training in relation to students pursuing journalism, it is necessary to look at both high and college experiences. Research consistently shows that experiences and exposure to journalism before entering the job market has lasting positive effects and is influential in helping students succeed in finding jobs (Becker et al, 2009).

Experience in journalism prior to entering college plays a significant role in students' decisions to pursue majors in journalism and mass communications and careers in the field once they finish college. Studies show that students who participated in high school journalism activities such as newspaper, radio and television had higher CGPAs, and scored higher on standardized tests like the American College Test than students who did not participate in such activities (Becker et al., 2009). Grades by students in Journalism and Mass Communications programme in college have generally improved over the years. The number of journalism students finishing college with an 'A' grade point average increased from 26.2 percent in 1989 to 48.4 percent in 2009, while the number of students who scored a 'B' dropped significantly from 70.1 percent in 1989 to 47.3 percent in 2009 (Annual Survey of Journalism and Mass Communications Graduates, 2009).

Also, exposure in high school created awareness and interest in the field of journalism (Castaneda, 2011), leading students to pursue journalism as a major career. Students involved in journalism activities or classes in high school were ten-times as likely to major in Journalism or Mass communications while in college and later pursue a career in the field. And deciding early, in high school, to pursue Journalism career is associated with increased commitment later to Journalism as a field. The 1997 American Society of Newspaper Editors (ASNE) study reported that 25 percent of participants indicated they decided on a career while still in high school (Becker et al., 2009).

Becker, et al (2009) reported that 5.5 percent of students decided to study Journalism before high school but that a majority of students made the decision to major in Journalism while in high school (33.1 percent) indicating that early experiences play an important role in deciding to pursue career in Journalism. Since the 1990s, the percentage of students deciding to major in journalism before entering college has remained consistent. In 1990, 50.4 percent of journalism graduates chose to study journalism and the number has increased to 56.7 percent by 1995 and that number has remained stable with 55.4 percent of graduates in 2007 choosing to major in journalism before college (Annual Survey of American Journalism and Mass Communications Graduates, 1995).

The majority of students who decided to major in journalism and mass communications prior to entering college were engaged in various journalism activities in high school. For example, 80 percent of 2007 graduates reported having worked for the student newspaper in high school, whereas 45.9 percent did not and 80.5 percent worked for the campus TV or radio station and 51.8 percent of respondents had not (Annual Survey of Journalism and Mass Communication Graduates). According to Becker et al. (2009), high school experiences not only prepare students for college, but also have lasting effects that will help students succeed in the job market when they finish school. Among the 2007 bachelor's degree recipients survey, the percentage of students employed within 6 to 8 months after graduation was higher among those who participated in journalism activities in high school than those who did not.

Research also indicates that college experiences and internships serve as predictors of success in the job market. Internships, as an activity, have consistently ranked higher than any other campus activity students are involved in during college, according to the Annual Surveys of Journalism and Mass Communications (Becker et al., 2009). For example, even when participation in the student

newspaper was at an all-time high in 1986 (58.4 percent), participation in an internship was higher, with 67.9 percent of students engaging in an internship in college. More than 20 years later, the same holds true, with 79.3 percent of students involved in an internship and only 30 percent involved with the student newspaper in 2009. The newspaper was the most popular campus activity, after the internship. Internships play a vital role in student succession journalism. As Femmel (2010) points out, internships provide students with professional experience before graduation, allowing them to build a portfolio and make professional contacts.

Job Availability and Job Satisfaction

When graduates were asked why they took the jobs they did in the 2009 Annual Survey of Journalism and Mass Communication Graduates, answers indicated that availability was the biggest factor. For example, in 2008 and 2009 there was a large increase in the percentage of people who took jobs based on availability rather than taking jobs because that was what they wanted to do. In 2007, 23.1 percent of respondents took jobs based on availability. That number increased to 33.7 percent in 2008 and 43.9 percent in 2009. Likewise, the number of those who took jobs because of what they wanted to do decreased. In 2009, only 51.2 percent of respondents took jobs because it was what they wanted to do. That number decreased from 56.8 in 2008 and 60.9 in 2007. The last time there was a large increase in the percentage of people who took jobs based on availability occurred in 2001 when that number jumped to 33.9 percent from 18.2 percent. In 2001, the unemployment rate among journalism graduates jumped to 5.4 percent from 4.1 percent in 2000. In 2007, the unemployment rate among journalism graduates was 8.2 percent, rising to 14.3 percent in 2008 and then reaching an all-time high at 14.9 percent in 2009. These statistics indicate a weakened economy affect why journalism graduates take jobs (Becker et. al, 2009).

However, even though fewer people took jobs based on what they wanted to over this last year, the level of job satisfaction remained fairly stable from 2008 to 2009 with only a 1.2 percent decrease in job satisfaction among those with full time jobs and 0.3 percent decrease among those with part time jobs, indicating that graduates may simply be satisfied with having a job in the worst job market to date for those entering the field of journalism and mass communication (Becker et. al, 2009). Given that job satisfaction tends to remain stable in the weakened economy, it is necessary to look at what affects job satisfaction and the relationship of job satisfaction to commitment to journalism. For more than 30 years, job satisfaction among journalists has continued to steadily decline. Research shows that the decline in job satisfaction is a result of changes in professional practice. Johnstone et al. (2002) found that between 20% and 25% of young journalists questioned their professional commitment because of the dissatisfaction they experienced regarding professional considerations, not economic opportunities. According to Johnstone et al. (2002), 48.8 percent of journalists reported being very satisfied with their jobs. More than 10 years later, only 40 percent of young journalists reported being very satisfied with their jobs (Weaver and Wilhoit, 2016). By the 1990s, job satisfaction among journalists dropped significantly. Only 27.3 percent reported being very satisfied with their work. In 2002, job satisfaction increased, according to Weaver, Beam, Brownlee, Voakes and Wilhoit (2017), who reported that 33.3 percent said they were very satisfied with their work.

In 1971, reported predictors of job satisfaction included the journalists 'perception of how well their news organizations were doing their job of informing the public, and the importance of autonomy in the work environment. Job satisfaction is also strongly related to commitment to the field. 82.8 percent of journalists in the 1971 study expected to be working in news media in five years (Johnstone et al., 1976). Similar to the findings of Johnstone et al. (1976), 82.6 percent of journalists still expected to be working in the news media in five years (Weaver and Wilhoit, 2016). In 1992, the decline in job satisfaction was attributed to an increase in stricter policies on journalists' autonomy. And the number of journalists who expected to remain in the field in five years dropped

to 73.8 percent (Weaver and Wilhoit, 2016). Like the previous research, predictors of job satisfaction in 2002 were linked to journalistic autonomy and news organizations 'ability to effectively inform the public. Weaver et al. (2017) reported that 17.2 percent of journalists intended to leave the profession, citing pay, job security and an unfavourable work environment as reasons for wanting to leave.

More recent research supports the previous studies finding that while organizational support and social support are keys to job satisfaction, a harsh work environment contributes to dissatisfaction among working journalists (Reinardy, 2009). According to Reinardy (2009), industry issues and job satisfaction were most directly related to journalists' intentions to leave the profession.

Discrimination against Women Journalists

Some Nigerian has established Non Governmental organization (NGOs) such as women in Nigeria (WIN), Gender Resource Network (GRN) and Gender and Development Action (GADA). Since it has been noticed that women are object of discrimination, all these was established to advance the needs of Nigerian women by calling for the abolition of obnoxious cultural practices that have placed women at the background making their participation in both social, political and economic activities ineffective. Again, women are presently discriminated against and largely marginalized in many fields is known fact. According to Peter (2001) less than fifty years ago, Journalism was an almost exclusively male profession, female journalists, she says were the exception and women were discouraged to enter journalism. Journalism therefore was a mescaline profession.

In some countries, for instance, notes Peter (2001), particularly in parts of Central and Eastern Europe, women make up the majority of working Journalists. For instance in Iran, a woman was appointed as the President of Advisors in charge of press affairs. In Nigeria, a women, Bemí Oyo was appointed Special Adviser on Media and publicity to the former President Chief Olusegu Obasanjo, United Nations Women Watch of June 2003 revealed that, in the British Broadcasting corporation (BBC) in the United Kingdom, women is Senior Executive positions increased from 19 percent to 29 percent in 1996-1988. The BBC's goal was to have women occupy 30 percent of senior executive positions and 40 percent of senior and middle management points by the year 2000.

The position of women in the society and our different cultures makes the men and the society at large discriminate against women journalists. According to Hananiya (2004), she says that "the general view about women was always conceived within the context of the home, it was that of child bearing carrying out home functions only". Because of the view about women, the concept of a woman practicing journalism or making a choice to practice journalism was considered rebellious and unfeminine. The obsolete ideas about women's place in the society still tell on their position in the media houses and journalism field. Uzochukwu (2008) says "Women also have problems of time, given their multiple roles and heavy domestic responsibilities". Traditional cultural attitudes in most societies also discriminate against women having access to education. This can also discourage them in the practice of journalism as girls are encouraged to get married and become house wives or encouraged to take up any other job which gives them more time and makes them responsible house wives than their journalism profession. There is also the issue of gender bias in attitude toward women studying journalism or using information technology as many people hold the views that women cannot think or work scientifically.

Corroborating this view, Morna (2003), said discrimination in the work place combined with a general lack of respect for women's human rights in many cultures, creates barriers for women entering the media industry. In many countries, she urged women seeking to enter the media to be

prepared to face sexist attitudes, sexual harassment, pay inequities, discrimination on assignment and promotions, inflexible work environments and a lack of support mechanisms.

Impression about Female Journalists

The negative impression the society has about female journalists maybe as a result of our cultural and religious practices. Since negative cultural perceptions and social expectations can impose lower status and devalued role on individuals which in turn, can result in limited job or career choices, restricted opportunities and access to training programmes and narrow stereotypical employment possibilities. In the Nigerian situation, the parents and elders are believed to know the best and as such, family or the parents dictates the type of occupation the children will choose regardless of the children's ability and interest. The impression is that female journalists don't need to be serious about their occupation or that they are not meant to practice journalism as it keeps them away from their various homes while they are expected to be helpers to their husbands who are expected to be breadwinners for the family.

Also the impact of sexism and negative female gender images in journalism is particularly alarming. In the follow-up study, Okunna (2000), found out that the images of women in Nigerian home video films generally is causing the society in general to perceive Nigerian women as easily lured by material things, wayward and of low morality. Because of these, they are seen to be only fit for domestic work rather than professional and career roles.

Reasons why Female Journalists shy away from their Professional Duty

In our society today, because the women journalists are rarely seen practising their profession, people now see them or take them to be shy of carrying out their duty in the field of journalism. In the real sense, they are not been naturally shy. It is the class which they have, been placed in the society that makes them shy away or pretend not to be interested in the career. In Nigeria where people are raised in culture highly do by role differentiations, the women are often reminded of their natural roles wives and mothers and that these are the only places where they can fit in and perform. The effect therefore, is that women especially in Nigeria tend to shy from other roles they can comfortably fit into.

The issue here is that the women who read journalism as their profession are not even given the opportunity to be employed and show what stuff they are made up of supporting this. Okogie (2008) said "we have qualified, professionals disciplined and responsible women who can hold top positions in this country, they should be given the opportunity to serve." Nigeria has a wealth of knowledgeable women and resources that are been ignored and wasted. Maduagwu (2008) also said that "empowerment will enhance the potentials of women in education, business, political, and skills acquisition." Pointing out that it will help the women combat gender difference and marginalization. In real life, it is believed that motherhood leaves the African women at the centre but not necessarily in power.

If the women can be given the opportunity to share outdoor work with the men to earn a living, they will forget everything about shyness and have the interest in practising their journalism profession. Women need to demonstrate their priceless abilities as mothers and managers of the home in such a career as journalism; surely they would do better than our male folks. Journalism is a profession for both men and women. Nigerian women should see journalism as natural intelligence and sense of perfection which are natural endowments and from God himself to women.

In the media houses, research has shown that the number of female presenters is more than male, while the number of male reporters is more than the female reporters. This shows that even in the

media houses, the employers think that the best place for the women is in the section where they can present programmes. They believe that women cannot devote enough time, not strong enough or not intelligent enough to go into the field together with the male reporters to report news. This makes women not to be seen in the field work like their male counterparts and because of these, it seems as if they shy away from their profession.

Empirical Studies

In a study carried out by Patricia et al (2015) on Career considerations in journalism among female mass communication students of redeemers university, the researchers sought to find out the perception of female students of mass communication on the career opportunities for the female journalists in Nigeria, if these students would consider a career in journalism, the specific career options they would consider, and the factors that inform their decision. The researchers adopted survey methodology using the questionnaire as their data gathering instrument. They found out that students are not oblivious of the fact that career development for female journalists in Nigeria is challenged by the fact that they do not enjoy the same career opportunities as their male counterparts, and the family responsibility of a woman also makes it difficult to adequately fulfil the career expectations required in journalism. They therefore concluded that most female mass communication students would positively consider a career in journalism; especially in the area of photojournalism.

In another study carried out by Ali (2010), on “the attitude of Female Mass Communication students towards Journalism as a career in Nnamdi Azikiwe University, Awka”, the researcher sought to discover the different ways female mass communication students react towards journalism as a career. She used the survey method using the questionnaire and personal interview method for data collection. The researcher found out that female mass communication students have negative attitudes towards journalism as a career, and also that female roles as mothers and wives are some of the problems facing female journalists. The findings of this work also corroborates with the findings of the work above. It is evident that female students of mass communication have negative perception towards journalism as a career.

Another similar study which was carried out by Adelabu et al (2015), titled “women in journalism practices in Nigeria: from the hood to the limelight.” The researchers set out to trace the rise of women in journalism profession across several generations. The method which they adopt in carrying out this work was the historical method. In their findings, they discovered that the history of modern journalism will not be complete without a generous and prominent mention of the role and contribution of women who strived and shone like northern stars to build and nurture the profession.

Theoretical Framework

Social Cognitive Theory

This study was based on social Cognitive theory by Philip and Ziller (1992). In this study, the researcher discovered that various theories of Mass Communication discuss the freedom, importance and functions of the Mass Media in the society and so on. Regrettably, none of those theories have reference to this topic in study. Based on this, the researcher anchors her study on a theory that is relevant to her study which is social cognitive theory, it is only social cognitive theory that has been observed to have similar mode of orientation and behaviour which relates people in the same social cognitive to such phenomena as Mass Communication and media similar ways.

It was also emphasized according to Agbo et al (2000) that “Member of a particular social category will select more or less similar Communication content and will respond to it roughly in equal way”. So most female Mass Communication students who belong to the same social cognitive in the society, develop negative attitude towards Journalism as a career. As most of the female

Communicators are negatively affected by the discriminations from the society and our family, it shows that they have responded to it. The issue here is that the way women are portrayed when they are seen practising journalism determines to a large extent how the public will perceive such an individual. The nature of Journalism tends to possess questioning challenges that influences people's construction of reality. This is why women's participation as journalists should be an issue of grave concern to both experts in media organizations, higher institutions, the society at large, and in our individual families in order to encourage them in the practice of their profession.

Because of the way our society, cultures and families portray women who practice journalism, the female journalist students who can also be referred to as members of a particular social cognitive will leave their journalism career for other jobs and respond to it roughly equal ways.

Relevance of the Theories to the Study

With regards to the Social cognitive career theory, career interest often influences vocational choices one makes. Hence, it is common place to see student take certain elective courses in school which are in line with their career interest.

Framing Theory

Framing Theory looks at the way reporters and editors influence their audience, but through a different lens. Framing refers to the way the media frame or contextualize each topic they cover. The assumption is that the journalist presents each story through his or her own lens, and that the presentation of the story, in turn, has an influence on the audience. When it comes to framing, some scholars believe that putting more women in power positions in newsrooms would gradually change the definition of newsworthy to include more positive stories and images and less violence (Craft & Wanta, 2004). An article by Sheila Gibbons suggests that the increase of women reporters who cover war abroad has resulted in less coverage of the war itself and more coverage of women and children war victims (Gibbons, 2002).

The framing of international issues is especially important because many people have no frame of reference outside of the media (Sarikakis & Shade, 2008). As chief providers of shortcuts to information, media producers are central actors, framing such transnational human issues as poverty, education and health for the global public (Sarikakis & Shade, 2008). International media have a role in promoting social change as well as guiding international decision making and development (Sarikakis & Shade, 2008). Although there have been no studies on the framing effects of increased women in international coverage, feminist researchers Sarikakis and Shade state that international media coverage still reflects a men-dominated media hierarchy, and as a result, rarely reflect women as exemplars of strength, leadership or power (Sarikakis & Shade, 2008).

Relevance of the Theory to the Study

This theory is relevant to the paper as its basic tenets of the theory give credence to women's folk in the field of journalism. The theory posited that journalists present each story through their own lens, and that the presentation of the story, in turn, has an influence on the audience. When it comes to framing, some scholars believe that putting more women in power positions in newsrooms would gradually change the definition of newsworthy to include more positive stories and images and less violence. If this assumption is applied, it will go a long way to pave way for women to develop more interest in journalism practice in Nigeria (Brittany 2012).

Research Methodology

In this chapter, the method of data collection and analysis is discussed. The various steps which the study follows to solve the questions at hand is discussed ranging from the research design,

population of the study, sample size and sampling technique, method of data collection, method of data analysis/discussion. All these elements are interrelated and reflect the sequential nature of conducting a research. It is constructed to provide the reader with a deep understanding of the methodological implications and choices related to the execution of the research and its purpose.

Research Design

The researcher adopted survey method for the study. Survey research is the collection of data attained by asking individuals questions either in person, on paper, by phone or online. Conducting surveys is one form of primary research, which is the gathering of data first-hand from its source. The information collected may also be accessed subsequently by other parties in secondary research. Survey research is used to gather the opinions, beliefs and feelings of selected groups of individuals, often chosen for demographic sampling. These demographics include age, gender, ethnicity or income levels, Margaret (2017).

Population of the Study

According to Serem, Boit & Wanyama (2013), population is a collection of all the objects or subjects to be studied. Population means all cases or individual that fit a certain specification. The population of students in the department of Mass Communication, Akwa-Ibom State University is 297 according to the current attendance. According to the current attendance, we have a total number of 182 female students in the Department of Mass Communication. So the researcher drew her sample size from population.

Sample Size and Sampling Technique

Sampling is defined as a small group of element drawn through a definite procedure from the specified population. Sampling takes place because we cannot study the entire population. Sampling technique refers to the statistical method used to arrive at the sampling size or at a good representation of the population. Using the Taro Yamani's formula of finding sample size:

$$n = \frac{N}{1 + N(e)^2}$$

Where: n = Sample Size
 N = Population
 e = Error limit at 0.05
 1 = constant

Therefore, $n = \frac{182}{1 + 182 (0.05)^2}$

$$n = \frac{182}{1 + 182 (0.0025)}$$

$$n = \frac{182}{1 + 0.455}$$

$$n = \frac{182}{1.455}$$

$$n = 125$$

Therefore, $n = 125$

The sample size for this study therefore becomes 125 female students in the Department of Mass Communication, Akwa-Ibom State University, Obio Akpa Campus.

Description of Research Instrument

The instrument which was used for data collection in this study was the questionnaire. The researcher decided to use the questionnaire because it's considered as the best instrument when dealing with people. The questionnaire also gives the researcher the ability to easily analyse her data. The questionnaire comprised of close-ended questions. The questionnaire was divided into two sections. Section A answered questions on the demography of the respondents. Section B answered the research questions.

Validity of Data Gathering Instrument

It is strongly believed that the questionnaire as an instrument for data collection is extremely valid. This is because they contained information about the respondent's opinion. The data gathering instrument was also thoroughly scrutinized by the supervisor and she ensured that the questions on the instrument properly addressed the research questions. And so, this gave the researcher the confidence that the data gathering instrument was valid.

Method of Data Collection

A total number of 125 copies of the questionnaire was distributed to female students in the Department of Mass Communication, Akwa-Ibom State University face to face by the researcher. Out of 125 copies distributed, 113 copies were returned, therefore giving the researcher a response rate return of 90.4%.

Method of Data Analysis

Data was analysed using simple tables, frequency and percentages. The researcher chooses this method because she wanted the audience who picked up the work to easily understand the entire research work without stress.

Data Presentation, Analysis and Discussion of Findings

The purpose of this study was to determine the perception attitude of female Mass Communication students towards Journalism as a Career (A study of AKSU Female Mass Communication Students). This chapter is concerned with the presentation and analysis of data generated through the administration of Questionnaire. 125 copies of questionnaires were administered to the various respondents, out of which 113 copies were recovered. This presented a response rate of return of 90.4%. The study answered the following research questions;

- i. What is your attitude towards journalism as a career?
- ii. Is there discrimination against the female journalists?
- iii. Why does the fragile nature of women make them drop their profession for less hazardous jobs after their training?
- iv. What are the solutions to the female journalists' discrimination in Nigeria?

Data Presentation and Analysis

Table A: Age Distribution of Respondents

Age Bracket	Frequency	Percentage (%)
17 - 20	27	24
21 – 25	44	39
26 - 30	31	28
31 and above	11	9
TOTAL	113	100

Source: Field Survey 2022

The table A above showed the age distribution of the respondents in which 27 respondents (24%) were between the ages of 17 – 20, 44 respondents (39%) were between the ages of 21 – 25, 31 respondents (28%) were between the ages of 26 – 30, while 11 respondents (9%) were 31 and above.

Question 1: Do you agree that female Mass Communication students have negative attitude towards journalism as a career?

Table B: Response Pattern of Respondents'

Responses	Frequency	Percentage (%)
Strongly Agree	47	41.6
Agree	31	27.4
No option	3	2.7
Strongly Disagree	11	9.7
Disagree	21	18.6
Total	113	100

Source: Field Survey 2022

From the table B above, 47 respondents representing (41.6%) strongly agree that female Mass Communication students have negative attitude towards journalism as a career. 31 respondents (27.4%) agree that female mass communication students have negative attitude towards journalism as a career. 3 respondents (2.7%) says they have no opinion if female mass communication students have negative attitude towards journalism or not. 21 (18.6%) respondents disagree while 11 respondents representing (9.7%) strongly disagreed that female mass communication students have negative attitudes towards journalism as a career.

Question 2: Do you agree that there is discrimination against the female journalists?

Table C: Response Pattern of Respondents'

Responses	Frequency	Percentage (%)
Strongly Agree	41	36.3
Agree	23	20.4
No option	0	0
Strongly Disagree	32	28.3
Disagree	17	15.0
Total	113	100

Source: Field Survey 2022

From the table C above, it is shown that 41 respondents representing (36.3%) strongly agree that there is discrimination against the female journalists. 23 respondents representing (20.4%) agrees that there is discrimination against the female Journalists. None of the respondents has an opinion whether there is discrimination against female Journalists or not. 32 respondents representing (28.3%) strongly disagree that there is discrimination against the female Journalists. 17 respondents representing (15.0%) disagrees that there is discrimination against the Female Journalists. Therefore, a total of 64 respondents representing 56.6% agreed that there is discrimination against the Female Journalists.

Question D: Do you agree that the role expectation of women affect their profession as journalist due to the feminine nature?

Table E: Response Pattern of Respondents'

Responses	Frequency	Percentage (%)
Strongly Agree	54	47.8
Agree	31	27.4
No option	6	5.3
Strongly Disagree	9	8.0
Disagree	13	11.5
Total	113	100

Source: Field Survey 2022

From the above table E, 54 respondents (47.8%) strongly agree that the role expectation of women affect their profession as journalist due to the feminine nature. 31 respondents (27.4%) agree that the role expectation of women affect their profession as journalist due to the feminine nature. 6 respondent (5.3%) are yet to decide if the role expectation of women affect their profession as journalist due to the feminine nature. 9 respondents (8.0%) strongly disagree that the role expectation of women affect their profession as journalist due to the feminine nature. 13 respondents (11.5%) disagree that the role expectation of women affect their profession as journalist due to the feminine nature.

Question F: What are the possible solutions to the female apathy to journalism profession in Nigeria?

Table 5 – 7 answered this research question.

Response to question A

Table G: Women journalist in most of the civilized nations equals their male counterparts in all aspects

Responses	Frequency	Percentage (%)
Strongly Agree	42	37.2
Agree	27	23.9
No option	7	6.2
Strongly Disagree	21	18.5
Disagree	16	14.2
Total	113	100

Source: Field Survey 2022

From table G above, 42 respondents (37.2%) strongly agree that women journalist in most of the civilized nations equal their male counterparts in all aspects. 27 respondents (23.9%) agree that women journalist in most of the civilized nations equal their male counterparts in all aspects. 7 respondents (6.2%) are yet to decided if women journalists in most of the civilized nations equal their male counterparts in all aspects. 21 respondents (18.5%) strongly disagree that women journalist in most civilized nation do not equal their male counterparts in all aspects. 16 respondents (14.2%) disagree that women journalist in most civilized nation do not equal their male counterparts in all aspects.

Response to question A

Table H: Governmental support in terms of training as general empowerment can help women to be attracted to journalism profession

Responses	Frequency	Percentage (%)
Strongly Agree	75	66.4
Agree	21	18.6
No option	0	0
Strongly Disagree	4	3.5
Disagree	13	11.5
Total	113	100

Source: Field Survey 2022

From table H above, 75 respondents (66.4%) strongly agree that governmental support in terms of training and general empowerment can help women to be attracted to journalism profession. 21 respondents (18.6%) agree that governmental support in terms of training and general empowerment can help women to be attracted to journalism profession. Respondents are yet to decide if governmental support in terms of training and general empowerment can help women to be attracted

to journalism profession. 4 respondents (3.5%) strongly disagree that governmental support in terms of training and general empowerment cannot help women to be attracted to journalism profession. 13 respondents (11.5%) disagree that governmental support in terms of training and general empowerment cannot help women to be attracted to journalism.

Response to question A

Table I: In what ways do you think that women could be made to be attracted to journalism profession

Responses	Frequency	Percentage (%)
Lecture	13	11.5
Seminal	27	23.9
Workshop	22	19.5
Service Training	14	12.4
All of the above	37	32.7
Total	113	100

Source: *Field Survey 2022*

From table I above, 13 respondents (11.5%) believes that lectures could be made to attract women to journalism profession. 27 respondents (23.9%) believes that seminars could be made to attract women to journalism profession. 22 respondents (19.5%) believes that workshop could be made to attract women to journalism profession. 14 respondents (12.4%) believes that in service training could be made to attract women to journalism profession. 37 respondents (32.7%) believes that all of the above could be made to attract women to journalism profession.

Discussion of Findings

In this section, the data collected from the survey on the topic “Attitude of Female Mass Communication Students towards Journalism as a Career (A Study of AKSU Communication Students) was discussed. The data were contained in the 113 copies of questionnaire retrieved from the respondents. The section therefore discussed the findings of the study in relation to the four research questions.

Research Question 1: What is your attitude towards journalism as a career?

The aim of this research question was to find out if female mass communication students have negative attitude towards Journalism as a career? Data on table 4.2.2 showed that 47 respondents representing (41.6%) strongly agree that female Mass Communication students have negative attitude towards journalism as a career. 31 respondents (27.4%) agree that female mass communication students have negative attitude towards journalism as a career. 3 respondents (2.7%) says they have no opinion if female mass communication students have negative attitude towards journalism or not. 21 (18.6%) respondents disagree while 11 respondents representing (9.7%) strongly disagreed that female mass communication students have negative attitudes towards journalism as a career.

Therefore, it became clear that a total of 78 respondents representing 69.0% agree that female mass communication students have negative attitude towards journalism as a career.

Research Question 2: Is there discrimination against the female journalists?

The aim of this second research question was to determine if there are any discrimination among the female journalists.

Data on table 4.2.3 above, it is shown that 41 respondents representing (36.3%) strongly agree that there is discrimination against the female journalists. 23 respondents representing (20.4%) agrees that there is discrimination against the female Journalists. None of the respondents has an opinion whether there is discrimination against female Journalists or not. 32 respondents representing

(28.3%) strongly disagree that there is discrimination against the female Journalists. 17 respondents representing (15.0%) disagrees that there is discrimination against the Female Journalists. Therefore, a total of 64 respondents representing 56.6% agreed that there is discrimination against the Female Journalists.

Research Question 3: Does the role expectation of women affect their profession as journalist due to the feminine nature?

Data from the above table 4.2.4, 54 respondents (47.8%) strongly agree that the role expectation of women affect their profession as journalist due to the feminine nature. 31 respondents (27.4%) agree that the role expectation of women affect their profession as journalist due to the feminine nature. 6 respondent (5.3%) are yet to decide if the role expectation of women affect their profession as journalist due to the feminine nature. 9 respondents (8.0%) strongly disagree that the role expectation of women affect their profession as journalist due to the feminine nature. 13 respondents (11.5%) disagree that the role expectation of women affect their profession as journalist due to the feminine nature.

Research Question 4: What are the solutions to the female journalists' discrimination in Nigeria?

The major objective of this research question was to proffer possible solutions to female journalists' discrimination in Nigeria. Data from table 4.2.5 – 4.2.6, which treated this research question showed that 42 respondents (37.2%) strongly agree that women journalist in most of the civilized nations equal their male counterparts in all aspects. 27 respondents (23.9%) agree that women journalist in most of the civilized nations equal their male counterparts in all aspects. 7 respondents (6.2%) are yet to decided if women journalists in most of the civilized nations equal their male counterparts in all aspects. 21 respondents (18.5%) strongly disagree that women journalist in most civilized nation do not equal their male counterparts in all aspects. 16 respondents (14.2%) disagree that women journalist in most civilized nation do not equal their male counterparts in all aspects.

From table 4.2.6 above, 75 respondents (66.4%) strongly agree that governmental support in terms of training and general empowerment can help women to be attracted to journalism profession. 21 respondents (18.6%) agree that governmental support in terms of training and general empowerment can help women to be attracted to journalism profession. Respondents are yet to decide if governmental support in terms of training and general empowerment can help women to be attracted to journalism profession. 4 respondents (3.5%) strongly disagree that governmental support in terms of training and general empowerment cannot help women to be attracted to journalism profession. 13 respondents (11.5%) disagree that governmental support in terms of training and general empowerment cannot help women to be attracted to journalism.

From table 4.2.7 above, 13 respondents (11.5%) believes that lecture could be made to attract women to journalism profession. 27 respondents (23.9%) believes that seminar could be made to attract women to journalism profession. 22 respondents (19.5%) believes that workshop could be made to attract women to journalism profession. 14 respondents (12.4%) believes that in service training could be made to attract women to journalism profession. 37 respondents (32.7%) believes that all of the above could be made to attract women to journalism profession.

Summary, Conclusion and Recommendations

The aim of this study was to find out the “Attitude of Female Mass Communication Students towards Journalism as a Career (A Study of AKSU Mass Communication). In carrying out the study, the researcher adopted the survey research design using the questionnaire as the data gathering instrument. Following the analysis of data and discussion of findings, this chapter is concerned with the summary of findings, conclusion and recommendations.

Summary

It has been observed that most of the female mass communication graduates would not want to practice journalism upon graduation. This means that certain perceived difficulties like discrimination, religious believe, cultural beliefs which female or women journalists face makes them not to practice the profession after their course of study.

From the analysis gathered in this study, there is no doubt to believe that female mass communication students have negative attitude towards Journalism as their career. Despite the Negative attitude of female journalists towards journalism as a career, the researchers noted that in as much as the female journalists have a negative attitude towards journalism, they can still do better in the field, if not better than their male counterparts. But this can only happen if they are given the opportunity to practice what they have studied without being discriminated against.

Conclusion

From the study, the researcher concluded that female of Mass Communication students view journalism in a glow negative, and there is discrimination against the female journalists in Nigeria. This was represented in tables 3. Again, it is also noteworthy that the fragile nature of women makes them drop their profession for less hazardous jobs after their training as female journalists in Nigeria. This was evident on table 4.

Despite the negative perception of female Journalists towards Journalism as a career, the researcher was able to discover that in as much as the Female Journalists have negative perception towards Journalism, they can still do much better in the field.

Recommendations

The study recommended the following:

1. Media houses should make it as a point of duty to employ more of the female Journalists just like they employ the male Journalists.
2. Our families, religions, cultures and the society should stop the discriminations against women. This will help the society to see the female Journalists as important as their counterparts.
3. Those media houses that have employed women should not only employ them as presenters but also assign them to the field, as reporters so that they will see and feel ‘the fun of Journalism.
4. Working female journalists should be seen as being equally faithful as their counterparts in other fields and not as promiscuous as people see them.

*** Daniel, Ekere**

Department of Mass Communication
Faculty of Social Sciences
Akwa Ibom State University
P.M.B. 1167, Uyo
Akwa Ibom State

References

- Adams, Brunner, & Fitch, (2008). A major decision: Students' perceptions of their print *Journalism education and career preparation*. *Smile*, 8(1), 1-11.
- Adelabu & Sanusi, (2015) titled "women in journalism practices in Nigeria: *Journal of research and development*. Vol 2(6).
- Agbo, Ojorbon & Ezinwa, (2008). *Issues in Development Communication*, Enugu: John Jacobs Classic Publishers Ltd.
- Ali, (2010). *The Attitude of Female Mass Communication Students towards Journalism as a Career in Nnamdi Azikiwe University Awka*. pp.14, 35, 40 & 41
- Becker, (2009). Enrolments increase, with slightly higher percentages of male students. *Journalism & Mass Communication Educator*, 63(3), 198-223. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=36111468&site=ehost-live>
- Castaneda, (2011). Preview: High school journalism-We're trying to inspire folks to believe again. *Columbia Journalism Review*, 39(6), 12.
- Chalaby, (1998). *The Invention of Journalism*. Basingstoke, Macmillan.
- Chioma, Okere, Alao, Atakiti and Jegede, (2015). Career Considerations in Journalism among Female Mass Communication Students of Redeemers University. *Research on Humanities and Social Sciences*. 5(14).
- Conboy, (2011). *Journalism in Britain: a historical introduction*. London: SAGE.
- Danladi, (2013). Media role and the hurdles of a Nigerian journalist 1984-1999: *Arabian Journal of Business and Management Review* (OMAN Chapter) Vol. 2, No.9, April.
- Deuze and Dimoudi, (2012). "Online journalists in the Netherlands: Towards a profile of a new profession." *Journalism* 3(1): 85-100.
- Djerf-Pierre, & Weibull, (2008). From public educator to interpreting ombudsman. Regimes of Political journalism in Swedisd public service broadcasting 1925-2005. InJ. Stromback, M. Orsten & T. Aalberg (Eds), *Communicating politics. Political communication in the Nordic Countries* pp.195-214.
- Dodd & Tipton, (2011). Shifting views of high school students about journalism careers. *Newspaper Research Journal*, 13/14(4), 111-120. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=18050417&site=ehost-live>
- Enwefah, (2016). Gender Representation in the Editorial and Reportorial Staff of Newspapers in Nigeria: *Global Journal of human-social science: An Arts & Humanities - Psychology* Volume 16 Issue 1 Version 1.0.
- Femmel, (2010). Why not make internships mandatory for everybody? *Journalism Educator*, 33(3), 17-19.
- Ganiyu, (2004). *Secrets of Online and Multimedia Journalism a Manual for Online and Multimedia journalism practice in Africa*. Ibadan: Emgee Publishers Ltd.
- Ganiyu & Akinreti, (2011). *Secrets of Online and Multimedia Journalism: A manual for Online and Multimedia Journalism practice in Africa*. Ibadan: Emgee Publishers Ltd.

- Hallin, Daniel and Mancini, (2004) *Comparing Media Systems: Three Models of Media and Politics*. New York, Cambridge.
- Hananiya, (2004). Women and Local Government Election. Statesman, P.6.
- Harcup, (2004). *Journalism: Principles and Practice (2nd Edition)*. London: SAGE Publications Ltd.
- Hardt, (2010). "News-workers, technology and journalism history". *Critical Studies in Mass Communication*. 7: 346-365.
- Johnstone, Slawski & Bowman, (2002). *The news people: A sociological portrait of American journalists and their work*. Urbana, IL: University of Illinois Press.
- Maduagwu, (2008). Women Urged To Aspire For Leadership. Daily Champion, P.6.
- Morna, (2003). Promoting Gender Equality in and through the Media a Southern African Case Study, *Paper Presented at UNDAW Expert Groups Meeting field in Beirut, Lebanon* 12 to 15 November.
- Nwodu, (2005). *Research in Communication and other Behavioural Sciences: Principles, Methods, and Issues*. Enugu: Rhyce Kerex Publishers.
- Okogie, (2008). *Give women more opportunity*. Vanguard, P.47
- Okoro and Chinweobo-Onuoha, (2013). Journalists' Perception of Brown Envelope Syndrome and its Implications for Journalism Practice in Nigeria. In *Covenant Journal of Communication (CJOC)* Vol.1, No.2, December 2013. p. 130
- Okunna, (2000). Portrayal of Women in Nigeria Home Video Films. In *African Media Review*, vol.10, (3)
- Okunna, (2005). Women as Invisible as ever in Nigeria's news Media. In *International Journal of Media and Cultural politics* Vol.1, No. 1
- Patricia et al (2015) Career Considerations in journalism among female mass communication students of Redeemer University.
- Peters, (2001). "Equality and Quality: Setting Standards for Women in Journalism". *International Federal of Journalists Survey of the state of Women journalists* Brussels: IFJ.
- Philips & Ziller, (1992). Toward a Theory Measure of the nature of non-Prejudice. *Journal of Personality and Social Psychology*, 72, 420-434. (17)
- Research survey: Margaret, R. (2017).
<https://whatis.techtarget.com/definition/surveyresearch>
- Serem, Boit & Wanyama, (2013). *Understanding Research. A Simplified Form*. Utafiti Foundation. Eldoret, Kenya.
- Stephens, (1988). *A History of News: From the Drum to the Satellite*. New York, Penguin.
- Surlin, (2013). Image' perceptions vary between male, female ad students. *Journalism Educator*, 32(2), 14-16.
- Uzochukwu, (2008). Gender Difference in New Media Use in Nigeria. In *International Journal of Communication*. No.8 of April, 2008.

- Weaver & Wilhoit, (2016). *The American journalist in the 1990s: U.S. news people at the end of an era*. New Jersey: Lawrence Erlbaum.
- Weaver, Beam, Brownlee, Voakes & Wilhoit, (2017). *The American journalist in the 21st century: U.S. news people at the dawn of a new millennium*. New Jersey: Lawrence Erlbaum Associates.
- Wu, (2010). Motives of Chinese students to choose journalism careers. *Journalism & Mass Communication Educator*, 55(1), 53-65. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=3107439&site=ehost-live>