

PRINT MEDIA COLOURATIONS OF FEMINISM AND ITS NOTIONS AMONG FEMALE LECTURERS IN SELECT SOUTH-SOUTH UNIVERSITIES, NIGERIA

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Received: 12 Mar 2020

Accepted: 18 Mar 2020

Published: 31 Mar 2020

ABSTRACT

This study examined female lecturers' dispositions about feminism and whether their perception is in accordance with the various print media vibrations of feminism. The study was anchored on the critical theory. The study gathered data from respondents using the survey research design. The population of the study was a cumulative number of female lecturers in the University of Port Harcourt and Rivers State University, which amounted to 567 respondents. The copies of the questionnaire were distributed to 226 respondents who were drawn from the population using the Krejcie and Morgan online sample size table. The Chi square formula was used to calculate and test for a hypothesis. Findings revealed that while female lecturers' perception of feminism aligns with print media colorations of feminism, their notions of feminism are both inborn (individualistic), and borne out of their socio-cultural and religious inclinations (generic). The study concluded that although the extent to which female lecturers agree to the colorations of the print media on feminism varies, there is an alignment. Based on the foregoing, the study recommended that the Nigerian society should recognize the importance of women, give women equal opportunities as their male counterparts and the freedom to live as humans rather than properties and that the Nigerian print media (particularly the newspaper) should be an advocate of women's movements and help in giving women a stronger voice.

KEYWORDS: *Print Media, Feminism, Universities*