

Influence of Gender Appeals on Audience Consumption of Television News

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Abstract

The assumption that gender plays a crucial role in broadcasters' persuasive skills and the view that female or male broadcasters face differing gender-based challenges all require critical enquiry. Also, the extent to which these gender issues propel broadcasters to go to any length in order to put up a persuasive appearance can no doubt be equally interesting in research. Therefore, this study examined the research areas and scholars' opinions about the influence of vocal dexterity and physical appearance of male and female broadcasters. The study was survey based and used the questionnaire and in-depth interview to solicit opinions of audience as well as broadcast scholars and professionals. The multistage and purposive sampling techniques were employed to select 219 respondents from Calabar Metropolis and six broadcast communication scholars in tertiary institutions. The Elaboration Likelihood Theory served as the theoretical framework. Result of the study revealed that female newscasters are not more credible than their male counterparts and that physical appearance does not have much significance on the audiences' preference for news consumption. It is recommended that audience should be persuaded at all times to appreciate broadcast contents and not the gender-based issues associated with such contents.

Keywords: Appeal, Audience, Broadcasting, Competence, Consumption, Credibility, Dexterity, Gender, Journalism, News, Persuasion.