

Perception of Female Movie Audience on the Portrayal of Women in Nollywood Movies

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Abstract

Against the background of the much-touted gender stereotyping which in Nigeria is often tilted against women, this study was carried out to investigate the perception of female movie audience perception of the manner of representation of on the portrayal of women characters in Nollywood movies. To achieve this broad objective, a combination of survey and in-depth interview methods of research were employed. The survey data were analysed using frequency distribution tables and percentage while views from the interviewees were presented using explanation building. Findings show that gender discrimination and moral decadence accounted more for the way in which women are portrayed in Nollywood movies. Based on this, it is recommended that movie producers and directors endeavour to always edit their movies, especially new ones to ensure that negative portrayal of women characters are balanced or curtailed; that gender-based films should be properly critiqued before their release to the viewing public; and that the Nigerian Video and Film Censors Board screen contents of Nollywood movies so as to ensure that only the acceptable Nigerian/African cultural values - in content and in costuming – are retained in the movies.

Keywords: Movie Audience, Perception, Gender, Portrayal, Nollywood, Movies, Women.