

Mass Media and the Mobilisation of Women for Political Participation during the 2019 Gubernatorial Election in Lafia, Nasarawa State, Nigeria

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Abstract

This study was aimed at evaluating the role of the mass media in the mobilisation of women for political participation in the 2019 Gubernatorial election in Nigeria. The rationale for the study was to determine the extent to which the mass media mobilised women for political activities during the 2019 gubernatorial elections in Lafia, Nasarawa State, Nigeria. Survey research method was used for the study, while questionnaire was used to elicit data from a sample respondent of 385 women in Lafia, Nasarawa State. Findings from the study indicated that 40.3% of the women were well exposed to media messages geared towards mobilising them to participate in the election; 37.7% of them affirmed that they received political messages via radio; and 51.9% said they participated to a great extent in the elections. Findings further showed that 58.4% of the respondents were of the opinion that the mass media did not project or give enough coverage to women contestants during the election. Based on these findings, it was recommended among others that women should be encouraged by stakeholders in the society to venture into politics and that the government and civil society organisations should propose a law to ensure that the mass media do not discriminate against women who are contesting for political offices in the country.

Keywords: Politics, Women, Mobilisation, Mass Media, Gubernatorial Election, Nigeria