Chapter 10
Women Entrepreneurs in Nigeria: Where Is the Mass Media?

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ABSTRACT

For ages, the African culture has limited the activities of women and conditioned, to a large extent, the mentality of most African countries about the place and positioning of women in the society. The mass media have been used as a tool in this. Promoting the abilities and achievements of women in the society is one of the important roles of the media in reducing the rate of gender discrimination. These achievements are becoming noticeable in politics and entrepreneurship; thus, setting a standard for other women in the society to build on. This chapter will explore the role of the media in promoting the woman entrepreneur in Nigeria. The study employed the survey research method for data gathering. Findings showed that women have equal opportunity to grow their businesses. Data shows that this growth is slow as there are no significant differences between respondents who agree or disagree with the availability of enabling environment for women to grow their business as compared to their male counterpart. The study recommends that the mass media need to give more voice to their businesses and activities to pave way and encourage the younger women in the society.

INTRODUCTION

Reeve and Baden (2000) describes gender discrimination as the systematic, unfavourable treatment of individuals on the basis of their gender, which denies them their rights, opportunities or resources.” Despite the stand of the Nigerian constitution on equality amongst male and female, some Nigerian cul-
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Framing theory was developed by a sociologist Evrving Goffman in 1974. According to Baran and Davis (2003), “Goffman argues that we constantly and often radically change the way we define or typify situations, actions and other people as we move through time and space. In other words, our experience...