



# Media Framing of Domestic Violence by Nollywood Movies and Female Aggressive Behavior towards Men in Port Harcourt, Rivers State

Nwachukwu, Darlington, PhD; Affen, Miebi Patience, PhD

**Abstract:** *This study investigated media framing of domestic violence by Nollywood movies and female aggressive behavior towards men in Port Harcourt, Rivers State. The high level of female intolerant of their male counterparts when it comes to domestic issues in Port Harcourt, Rivers state which has led to an increase in several break ups and divorces in Marriages calls for concern. This paper suggests the framing of domestic violence contents by Nollywood movies in Nigeria which portrays men as oppressors and violators of women as a pointer to the increasing defensive aggressive behavior of most female audience to this programme. In order to investigate this phenomenon, the cross sectional survey research design method was used, and the population of the study included the residence of Port Harcourt City Local Government Area with an estimated population of 3,171,076 residents (World Population Review, 2021). Using Krejcie and Morgan table, a sample size of 384 residents of Port Harcourt Local Government Area was derived which constituted the sample size for this study. Out of 384 copies of questionnaire distributed to respondents, 372 copies were valid and used for the analysis. The data gathered from the copies of questionnaire were presented and analyzed using frequency distribution and percentage for ease of comprehension. The findings of study revealed highly exposed to domestic violence content, ladies perception of Nollywood movies portrayal of domestic violence against women as annoying and a thing to guard against, and portrayal of domestic violence influencing women aggressive behavior. Based on the findings, the study recommends Advertising Regulatory Commission of Nigeria's regulation of Nollywood movies contents so as to reduce the portrayal of male as oppressors, establishment of domestic violence court series television programme in Nigeria just like the "All Rise (TV series) in America to treats issues relating to domestic violence on a life television broadcast, and government implementation of legislations to reduce domestic violence against men.*

**Keywords:** *Domestic Violence, Nollywood Portrayal, Female aggressive behavior, Victims, Men, Port Harcourt, Rivers State, Nigeria.*

## Introduction

The media is an instrument used in marketing communication to promote certain brand, goods or services for both tangible and psychological benefit of the target audience or market. Even movies such as the Nollywood brand of movies are products sold to the Nigerian audience and those in diaspora. The content of these products nowadays have been noted to negatively influence the female gender around Port Harcourt in Rivers state and Nigeria at large. The way the media presentation of issues relating to domestic violence over time has played out, it has

proven to have an effect on the behavior of the public who are exposed to the media contents shown on television and social media.

Within the context of Port Harcourt and Nigeria as a whole, there has been a shift from male being the oppressors when it comes to domestic violence as noted in Africa to women now being more aggressive to their male counterpart. One may wonder why the change in attitude. The answer is not farfetched from the media contents of Nollywood movies, which majority of its audience are females and are being exposed to on a daily basis, contents of male chauvinism, and male oppression of female in manners that upset the female audience who puts up a defensive attitude in reality to their partners.

As the Holy book will say "God created the woman out of the ribs of the man to serve as his companion". Humans as a social animal cannot live alone hence interact with one another in order to survive (Nwachukwu & Origbo, 2022). But man prone to having crises and disagreement with his fellow most often results to intimate or domestic violence with his spouse or partner. Historically, for decades mostly in Africa, the female folk have been considered as the property of their male counterpart and as a servant who does domestic chores at home, and by mostly not taking into consideration their emotions, feelings and sentiments. African women were seen as the property of the man she is married to. Nevertheless, the status women have in Africa is changing due to recent laws passed by both international and national organization in a bid to protect women's rights (Raza & Hussain, 2016). The term domestic violence is often likened to women being victims to a greater percentage in Africa, but does not mean that men are excluded from being violated by their wives and partners as well.

Recently in Africa mostly Nigeria, there has been a shift in the trend as regards to men being the violators of women whenever domestic violence is mentioned to most women being the aggressors. The anomaly of most women now being the oppressors and men being the victims within the context of Nigeria were very rare before. That is why Dienye et al. (2014) argues that although men suffering domestic violence in Nigeria is rare, but never meant that most men in Nigerian do not in one way or the other encounter domestic violence at the hands of mainly their intimate partners. According to reportage in several media outlets in Nigerian in February 2016, Yewande Oyediran who is a female lawyer killed her husband by stabbing him to death (Olaseinde & Ogwuche, 2022). Several other cases like that of Yewande exist and have been documented in Nigeria such as the one made by Tygal (2015) where all the domestic violence victims were male who either was poured hot water by their wives due to annoyance and anger. These cases prove that there is a change in the mindset held in Nigeria about men being the stronger gender in relationships and marriages, since they are now being violated by their spouse when it comes to domestic violence related issues.

Considering the media as the eyes of the public, one can investigate the rise of this anomaly from the influence of media portrayal or framing of domestic violence in Nigeria which in most cases fuels the retaliation of the female gender on issues of violence from men. Nollywood

movies of Nigeria are filled with narratives of male chauvinism, domestic violence of male against females which irritates majority of the audience which are female who would vow to retaliate, or not tolerate male oppression. Based on the repeated view of such media content, women will turn aggressive towards their male partners on domestic issues. This narrative supports the findings of Olaseinde and Ogwuche (2022) from their study which showed the female respondents being highly exposed to contents of where women are being violated on television programmes which has in turn caused a shift to most of the women turning aggressive and now violates their husbands.

Mucheni (2015) asserts that the television has a very strong influence on its audience mostly when it projects similar ideas, behaviors, and occurrences consistently over several programmes. Recently, there has being a shift in media programme concerning the case of men being the violators of women to women now being the oppressors of men as shown in several resent television programmes (Corry et al., 2002). Even, the contents of most programmes openly permit women to aggressively defend themselves against men (Mucheni, 2015). These serves as a pointer to increasing influence of media framing of domestic violence on movies in Nigeria. Also, most music videos shows women as weak, dressed in semi-nude wears and a play toy for male. In these music videos, the males are always well-dressed while the ladies are half-naked dancing to the amusement of the males. These media framing encourages the upcoming youths who are exposed to these videos to treat women around them with disrespect, where by leading to gender violence.

These examples prove the great influence media framing has on its audience in Nigeria. Hence it is pertinent that an investigation into how media framing of domestic violence by Nollywood movies helps fuel a twist in the increase of females aggressive behaviors in relationships in Nigeria. Although several studies have been conducted on media framing of domestic violence (Ekweonu, 2020; Owusu-Addo et al., 2018; Chuka & Ngwube, 2018; Talabi, 2016), there seems to exist scarce empirically subjected study within the domain of Port Harcourt that concentrates on the impact of media framing of domestic violence by Nollywood movies on female aggressive behavior, hence our departure point. This point to a gap worthy of filling by this study.

### **Statement of the Problem**

The problem that informs this study is the increase in domestic violence and divorce in Nigeria after the covid 19 pandemic and the society not crying out about it for government intervention. Although there has being the existence of domestic violence even before 2020, it was reported to increase within and after the lockdown period (UN, 2020; Lennard, 2020). Preliminary investigations points to the fact that most women in Nigeria are today highly intolerant of their male counterparts when it comes to domestic issues unlike was customary in the African setting which has led to an increase in several brake ups and divorces in Marriages. This study suggests the media contents of most television programmes such as the Nollywood movies as the reason behind the new anomaly of female aggressiveness and intolerance of

male when it comes to domestic misunderstandings. Hence this study tired investigating the extent the media framing of domestic violence by Nollywood movies actually motivates or stairs up female aggressiveness towards their male partners within Port Harcourt in Rivers state.

### **Aim and Objectives of the Study**

The aim of the study was to investigate media framing of domestic violence by Nollywood movies and female aggressive behavior in Port Harcourt, Rivers state.

While the specific objectives include:

1. To explore the audience level of exposure when it comes to domestic violence on Nollywood movies in Port Harcourt.
2. To investigate the perception the audience has about the way the movies portrays domestic violence.
3. To investigate how the movies presentation of domestic violence encourages women in acting violently?

### **Research Questions**

Based on the objectives of the study, the following research questions were formulated

1. To what extent is the level of exposure audience get on domestic violence contents on Nollywood movies in Port Harcourt?
2. How does the audience perceive Nollywood movies portrayal of contents relating to domestic violence in Port Harcourt?
3. To what extent is the movies presentation of domestic violence contents influence the female gender to act violently in Port Harcourt?

## **REVIEW OF RELATED LITERATURE**

### **Theoretical Review**

This study discussed two theories that relates to our area of concern which include the Agenda-Setting theory, and framing theory. The study was anchored on the Goffman's framing theory which according to Smith (2014) looks at the mode with which the media presents a given message to their audience. The framing theory was important to this research as the study digs to investigate how the media presentation of domestic violence related issues to the audience in Port Harcourt influences a change in the behavior of women aggressiveness. The two theories are discussed below.

### **Agenda-Setting theory**

Smith (2014) argues that McCombs' agenda setting theory focuses on newsworthiness. In spite of being a theory in progress, the agenda-setting theory of mass communication suggests that by the repeated and effective reportage of an event through the media, the audience would learn concerning the event and hopefully behave the way the media has directed them to on such occasions (Ekweonu, 2020). This serves in this study as a pointer to why repeated viewership of male chauvinism and violence against women in Nollywood movies influences women aggressive behavior towards their male partners in Port Harcourt which has caused increased divorce rate in marriages of lately. The agenda-setting theory turns mass media to be an important controller of opinion and seen as what directs peoples discussion and views on talked about matters in some parts of the world. The importance of this lays in the fact that if the continues rate of increase in domestic violence contents on Nollywood movies gets constant viewership within the media space, then it will capture the audience attention in that media. Hence, the media reporting could induce the audience mostly females to device means of restricting domestic violence from men. La Rocca (2017) asserts that the mass media has the power to change how the public perceives what happens within their locality. The ability of the media to do this resides in their capacity to draw happenings close to the audience, and set their attention to a particular issue which on a normal circumstance they would not have given attention to (Agudosy & Ikegbunam, 2020). By drawing these news closer to the citizens, media gives them a particular way of interpreting what was passed to them whereby enabling the audience comprehend the event (Ekweonu, 2020).

### **Framing Theory by Goffman**

Smith (2014) tried differentiating framing theory from the agenda-setting theory of McComb, whereby he argues that while the agenda-setting theory concentrates on how worthy a news is, framing theory is focusing on the way the media frames a message it passes to its audience. Framing according to Baran and Davis (2009) is a framework which aids in examining the way the media can explain more and strengthen the frames they present to the audiences. They define a frame as a particular arrangement of explanation which the media uses to make sense about a particular public situation happening within a specified time period (Baran & Davis, 2009).

The way people interprets what happened in an event is not gotten only from their engagement with others but as well from information they generate form media content (King'ori & Ojiambo, 2016). Albertazzi and Cobley (2013) opines that the way the media frames a topic depends on the perspective they want the news to be, whereby they can highlight or downplay some part of the information.

### **Concept of Domestic Violence**

Domestic violence is of a great concern to the world and has a remarkable effect on public health (WHO, 2013). WHO (World Health Organization) saw domestic violence as any

predisposition in a relationship by a partner which inflicts physical, sexual or psychological harm to another member of the relationship. While Oxford Dictionary defines it as violent behavioral act within a particular home, which normally involves the abuse of a partner in a violent manner. The United Nations (2020) defined domestic violence as a way of expression in any relationship that helps gain or maintain power and control over a person's partner. Meanwhile, the United States Department of Justice Office on Violence Against Women, defined it as a form of behavior which is abusive within any relationship taken as a means by one partner to maintain or gain control over another partner.

Domestic violence can be seen as one among the regular types of violence which women experiences (Fraser, 2020). Several of cases reported about domestic violence were carried out by men on women; notwithstanding that men can fall victim of domestic violence as well (Benebo et al., 2018). In Nigeria, the frequent types of domestic violence carried out against women include wife beating, rape, molestation, corporal punishment, and attacks with acid, (Chuka & Ngwube, 2018). Domestic violence according to the UN (1993 cited in Ekweonu, 2020) can be seen as gender-based violence act which turns out to be sexual, psychological, physical harm or suffering to women which includes the threatening of carrying out such acts, forceful deprivation of her liberty, either happening in private or public. Globally, domestic violence has been considered a great threat to the health of the victims and the whole society at large.

In general terms, the women of Nigerian are perceived to be the victims when it comes to cultural practices that discriminates and gender-induced violence where they are regarded as a thing of pleasure, and temptation (Ihechu et al., 2017). For example, a man in Nigeria can batter his wife and there will be no consequences for that, while at the same time people will be expecting the wife to kneel down and beg the husband that beat her. Certain practices in Nigerian culture which is against the women folk is the bane of worries for the female gender (Odunjinrin, 1993 cited in Ihechu et al., 2017). Omojola and Yartey (2016) argued that certain practices in Nigerian culture which empowers men to oppress the women is to a wide extent condoned by several societies where it is deeply embedded in their culture, and they belief in the husband chastising his spouse through beating.

### **Domestic Violence against Men**

Recently, with the advent of technologies such as the social media, the narratives of female violating their male counterparts are surface in Nigeria which is rare before. Domestic violence against men according to Adebayo (2014) can be seen as the aggression meted on men by their wives and partners. This act of lately has increased in proportion leading to several breakups in marriages in Port Harcourt and Nigeria at large. This assertion is corroborated by Corry et al. (2002) who argued that that in these days, there are more media coverage about reportage on domestic violence carried out on men than the usual which was usually on women folk. They also related the step by step shift in recent days TV presentation of contents that are violent, which moved from men normally violating their spouse to the ladies now oppressing their men and husbands in this day's communities, as shown on movies, television, law courts and



feminist movements. Mucheni (2015) supported this view and argued that permissions are now publicly given to women to even aggressively defend themselves in such programme contents. These have increased the act of domestic violence against men in Port Harcourt. Olaseinde and Ogwuche (2022) assert that domestic violence carried out on men happens almost in every place in various levels. In the views of Tygal (2015), the act of domestic violence meted against men is less popular when compared with that of women due to reasons which includes feeling of shame and powerlessness, low self-esteem, stigmatization, fear of failure, etc.

Olaseinde and Ogwuche (2022) stated that recent occurrence in Nigeria mostly in 2016 shows that females exceeded physical violation of their male partners to the length of hiring thugs to assassinate their husbands and actually succeeded in killing some. For instance, it was reported that in Ogun State, Oluwakemi Etu machete her husband because he married another wife. A banker by name Onyebuchi was paraded alongside Kingsley Ikechukwu and Chigozie Smart for an attempt to assassinate her husband. Also, there is the case of a female barrister by name Yewande Oyediran who cut the throat of her husband because he married another woman. All these incidence proves that in Nigeria these days, men are not exonerated from being violated as well by their female partners.

Men faces other forms of domestic violence in Nigeria apart from being killed which includes verbal abuse from their female spouse, deprival of sex, emotional abuse, physical attack in the form of slapping and hitting by object. Severally, men will not discuss about their violation by their female partner because they feel its a thing of shame since the beating of a man by a woman is not culturally accepted within societies in Nigerian (Olaseinde & Ogwuche, 2022). The entire shift in behavior by females in Port Harcourt can be attributed to frequent viewing of contents on the media relating to domestic violation of female by male which stairs up retaliatory tendencies in the female audience.

Going by Mucheni (2015)'s argument, it can be inferred that the constant viewership of contents of violent crime in the Nollywood movies are subsequently going to motivate the female audience to start displaying a given attitude that is in tandem with what the media presents. Olaseinde and Ogwuche (2022) argues that due to an increase in various forms of recent violation meted against women coupled with the yearning to defend themselves, any woman that is constantly violated by her husband who is exposed to the resent media contents showing where women takes revenge will as well put up a defensive position and turn aggressive in reality.

### **Concept of Media Framing**

The term media represents a medium for which large group of people receives information and entertainment which includes through the television, radio, internet and print media. The way the media sends or transmits the message to the audience which is called media framing

influences the way the people perceives or reacts to the messages or information passed by the media. That is why Arowolo (2017) argued that media framing has an influence on the way the audience interprets the information passed.

Eaton (2020) defined media framing as the means of thoughtfully fabricating a message in order to obtain an intentional effect on the audience. He went further to define it as simply the manner which delivered message influences the understanding of the audience who receives it (Eaton, 2020). Framing according to Quizlet (2022) is the procedure through which a medium such as television broadcast or newspaper reportage presents given issue which can be political or socially related outlining the key message that is vital in the issue. IGI Global (n.d) defined media framing as the means which a given media arranges the topics and events they present in a certain angle. It is through the process of framing that reportage are made meaningful for proper understanding by the audience. According to Critical Media Review (2015) media framing could simply be seen as the angle or perspective from which the reporter tells the story. It can also be defined as a written, graphical, spoken, or visual message arrangement that a reporter through the means of a technological channel, utilizes in contextualizing a topic, such as an event or issue (D'Angelo, 2017).

Entman (2003) gave a valid explanation of how the media framing affects how audience interprets issues presented to them by the reporter using certain procedures which includes selection of points to elaborate. He argued that, to frame means to choose certain aspect of the event and make them more elaborate in the reportage so as to promote a given interpretation to it (Entman, 2003). Through the act of elaborating certain part of the information, the media framing increases the importance of the projected message mostly through repeating or associating it with symbols that are familiar with the culture of that environment (Owusu-Addo et al., 2018). Similarly, media frame omits other or blocks other parts of the report (Entman, 2003).

### **Empirical Review**

The research work by Easteal et al.'s (2015) looked at the power the media has in transforming the opinions of the public concerning violence women face, and discovered that the media develops its own reality of violence women face through the use of framing techniques which detaches the issue from the broader social context. Several research work have proven that the way media frames their news can impact on how the audience perceives the presented issues (Carll, 2003; Holden, 2012).

Ekweonu (2020) investigated how domestic violence against women is being covered in select Nigerian dailies. The study utilized the content analysis method in the review of the content manifest of Vanguard, the Daily Sun and Guardian newspapers from the 23<sup>rd</sup> of March to June 2020. The period of the study covered a summation of 100 days which translated to 300



publications of the three newspapers being investigated. The Agenda-setting theories and social responsibility theory served as the theoretical framework for the study. The study found out that the investigated newspapers did not give adequate coverage or prominence to women violation during the period of lockdown. It as well discovered that the newspapers did not adequately do a follow-up on their reportage of domestic violence during this time.

Daniel et al. (2019) investigated the perceptions of residences of Uyo concerning the selected newspaper coverage concerning domestic violence within Nigeria. Survey research method was adopted which investigated how 400 respondents perceived the reportage of domestic violence. The study found out that greater percentage (51.3%) of the respondents agreed that Vanguard and Daily Sun newspapers did not frequently report on domestic violence issues. The study therefore recommended that efforts should be made to make domestic violence issues very prominent on these newspapers such as the publication of domestic violence news on the cover pages of the newspapers.

Owusu-Addo et al. (2018) in their study investigated the adopted media framing on domestic violence. This study adopted the method of qualitative content analysis in order to analyze the way the Medias in Ghana framed domestic violence issues against the female gender with a total amount of 48 news articles. The findings of the study showed that the media used episodic media framing pattern to cover domestic violence issues. It showed a scenario where individuals were blamed for the violence and painted women to be helpless which failed to stir up society's concern about domestic violence as a general problem rather than individual issue

Chuka and Ngwube (2018) investigated the effect of the media in the fight against domestic violence among women and girls in Yola North Local Government Area of Adamawa State. The research used a descriptive survey research design and the method of data collection was Key Informant Interview (KII). The question guide titled "Domestic Violence Questionnaire (DVQ)" was used to generate the required data and the collected data were analyzed using qualitative content analysis. The study found out that media can provide a platform for key influencers (politicians, celebrities, women groups, sports-people etc) to publicly challenge violence. It also found out that the media has been a useful way of exposing abuse wherever it happens, and for women and men across the world to come and disclosing information is a vital tool in this fight

Also, Talabi (2016) investigated the predominant frames which the print media uses in the reportage of violence against women. The research method of manifest content analysis was adopted in the study with editorials, opinion articles, stories and graphics/cartoon as the study's units of analysis. The study found out that most newspaper were active in the reportage of women abuse, but the editorial bias tone in the abuse stories were not given.

In another study, Yusuf et al. (2011) evaluated domestic violence, emphasizing on men and women physical violence among each other in their relationship. The research work took a survey research method while evaluating a sum of 989 responses from data base which was sampled using multi-stage cluster sampling procedure done within Nigeria's six geo-political zones. The study discovered that majority of females received physical violence when compared to their male counterpart; hence the study went ahead to recommended establishment of strategies by major stakeholders to reduce this threat.

### Research Methodology

Our research utilized the research design called the cross sectional survey method, and the study population included the residence of Port Harcourt City Local Government Area with a population that is estimated to be **3,171,076** inhabitants (World Population Review, 2021). Using Krejcie and Morgan table, we derived a sample size of three hundred and eighty four (384) residents of Port Harcourt Local Government Area which constituted the sample size for this study. Using convenient sampling techniques, the researchers purposefully administered 384 copies of questionnaire to residents who watch Nollywood movies, out of which three hundred and seventy two (372) copies of questionnaire were confirmed valid and were utilized for the analysis. The Instrument for data collection was an eighteen (18) item questionnaire which was used to elicit data on the research variables. The data accumulated from the copies of questionnaire were presented and analyzed using frequency distribution and percentage for ease of comprehension. Data were analyzed using the 4-point likert scale on a 2.5 decision rule.

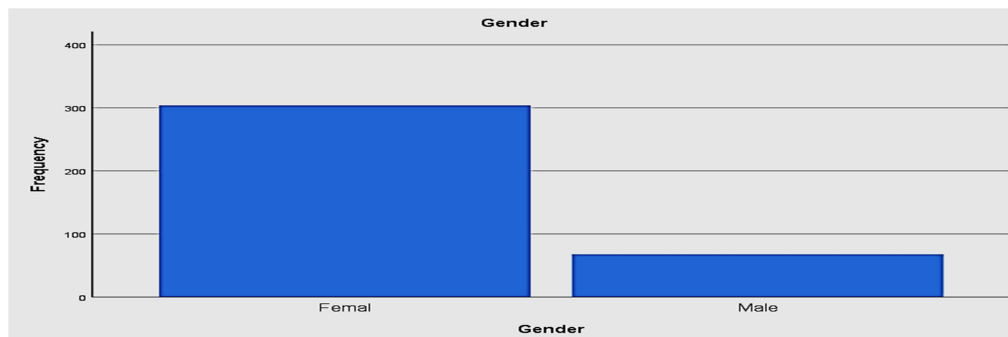
### Data Analysis and Results

Here, we showed how the data that was given out to the respondents which was later retrieved where analyzed in the study. It began with the analysis of the demographics of the database, and then progressed to the analysis of the research questions.

**Table 1: Frequencies on Gender of Respondents**

		Gender			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Female	304	81.7	81.7	81.7
	Male	68	18.3	18.3	100.0
	Total	372	100.0	100.0	

Source: Field Survey, 2022



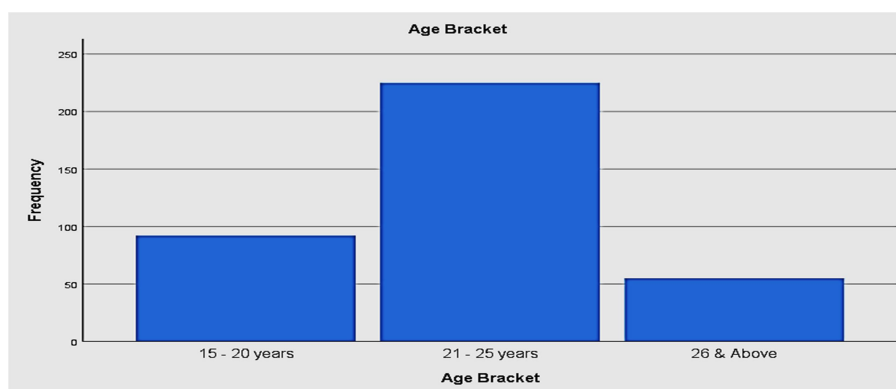
**Figure 1 – Bar Chat showing frequencies for information on Gender**

The analysis displayed in table 1 above, clearly showed that 304 (or 81.7%) of the respondents are female while 68 (or 18.3%) of them are female.

**Table 2: Frequencies on Age Bracket of Respondents**

		Age Bracket			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	15 - 20 years	92	24.7	24.7	24.7
	21 - 25 years	225	60.5	60.5	85.2
	26 & Above	55	14.8	14.8	100.0
	Total	372	100.0	100.0	

Source: Field Survey, 2022.



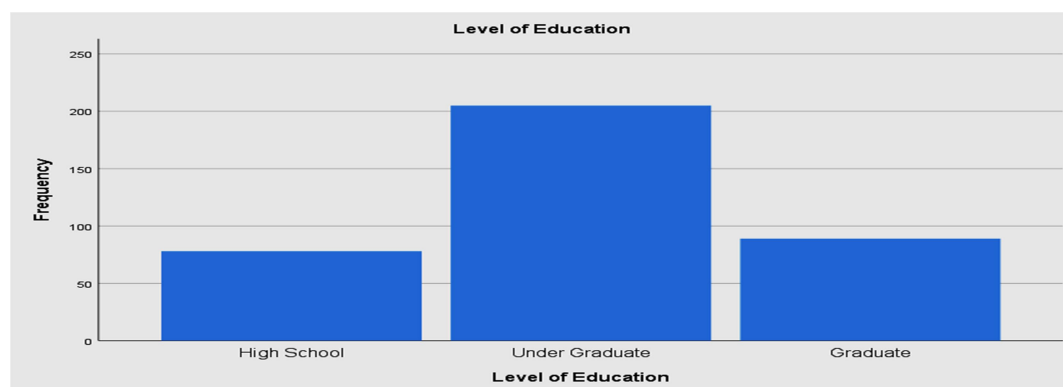
**Figure 2 – Bar Chat showing frequencies for Age Bracket**

Table 2 report on the analysis conducted for the respondents age bracket indicates that 92 (or 24.7%) falls within the range of 15-20 years, 225 (or 60.5%) falls between the age range of 21-25 years; 55(or 14.8%) are within 26 & above.

**Table 3: Frequencies on Respondents' Level of Education**

		Level of Education			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	High School	78	21.0	21.0	21.0
	Under Graduate	205	55.1	55.1	76.1
	Graduate	89	23.9	23.9	100.0
	Total	372	100.0	100.0	

Source: Field Survey, 2022.



**Figure 3 – Bar Chat showing frequencies for Level of Education**

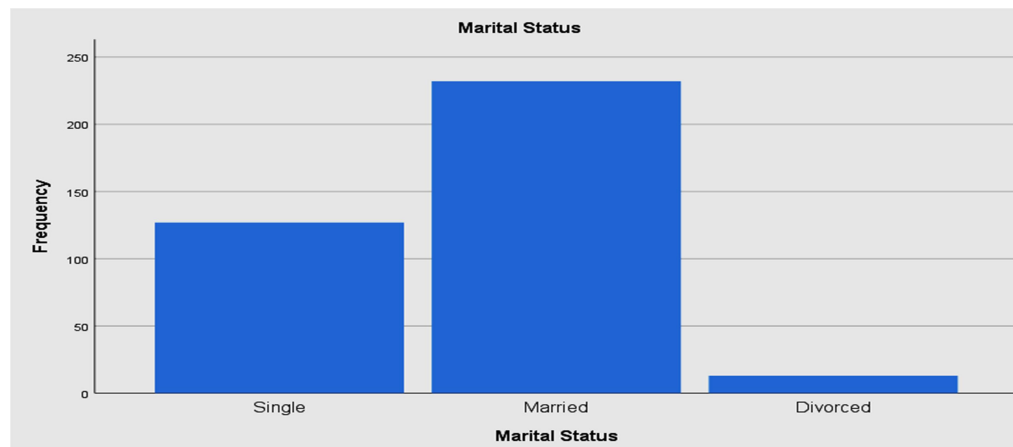
In table 3, it indicates that 78 (or 21.0%) of the database are high school graduates; 205 (or 55.1%) of the respondents are under graduates; 89 (or 23.9%) are graduates.

**Table 4: Frequencies on Respondents' Marital Status**

		Marital Status			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Single	127	34.1	34.1	34.1
	Married	232	62.4	62.4	96.5
	Divorced	13	3.5	3.5	100.0
	Total	372	100.0	100.0	

Source: Field Survey, 2022

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**Figure 4 – Bar Chat showing frequencies for Marital Status**

The analysis in table 4 above reveals marital status of each respondent. 127 (or 34.1%) of the respondents are single, 232 (or 62.4%) of them are married, while 13 (or 3.5%) of them are divorced.

### **Analysis of Major Key Research Questions**

**Research Question 1: The level which the television audience are exposed to domestic violence on Nollywood movies in Port Harcourt**

**Table 5**

ITEMS					
Do you watch Nollywood movies?	Yes	No			
	368 (99%)	4 (1%)			<b>372</b> (100%)
How often do you view domestic violence scene on Nollywood movies?	Frequently	Often	Occasionally	Rarely	
	<b>118</b> (32%)	<b>227</b> (61%)	<b>23</b> (6%)	<b>4</b> (1%)	<b>372</b> (100%)

**Source: Field Survey, 2022**

From the results of table 5 above, it indicates that our database are well exposed to Nollywood movies on domestic violence since greater number of them which totals to tune of 227 (or 61%) often come across domestic violence on Nollywood movies, 118 (or 32%) comes across it frequently, 23 (or 6%) accepts to coming across it occasionally, while 4 (or 1%) rarely comes

across domestic violence on Nollywoods movies. The high level of exposure is due to the fact that majority of residents in Port Harcourt owns a television and cable tv.

**Research Question 2:** How audience perceives Nollywood movies domestic violence portrayal in Port Harcourt?

**Table 6**

ITEMS					
Adapted from Olaseinde & Ogwuche (2022)					
How do ladies perceive Nollywood movies portrayal of domestic violence against women?	<b>Annoying Situation</b>	<b>Sad Situation</b>	<b>As a thing to guard against</b>	<b>As a normal occurrence</b>	
	<b>135</b> (36%)	<b>30</b> (8%)	<b>201</b> (54%)	<b>6</b> (2%)	<b>372</b> (100%)
Do you agree that most men are ashamed of talking about the experience of abuses they received from their wives?	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	
	<b>301</b> (81%)	<b>62</b> (17%)	<b>9</b> (2%)	–	<b>372</b> (100%)
Which of this group do you feel men would likely share their domestic violence experience with?	<b>Friends</b>	<b>Family</b>	<b>Police</b>	<b>None</b>	
	<b>123</b> (33%)	<b>249</b> (67%)	–	–	<b>372</b> (100%)

**Source: Field Survey, 2022**

From the result in table 6 above, it proves that greater percentage of the respondents (201 or 54%) agrees to the fact that ladies perceives domestic violence as a thing to guard against, also 301 (or 81%) strongly agrees to the fact that most men feel shy talking about their experiences of abuse from their wives. Lastly, greater percentage (249 or 67%) admitted that men are likely to share their domestic violence experiences from their wives with their family, followed by their friends (123 or 33%). These findings proved that the female audiences have a negative perception towards Nollywood movies portrayal of domestic violence in Port Harcourt in terms of seeing it as a situation to guard against. That most men are shy talking about the abuses they receive from the ladies and will discuss it to family and friends when the feel compelled to.

**Research Question 3:** How does the movies domestic violence portrayal propel women to act violently in Port Harcourt?

**Table 7**

ITEMS					
Adapted from Olaseinde & Ogwuche (2022)					
Women are susceptible to turn violent against men due to the content they watch on Nollywood movies?	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	
	<b>167</b> (45%)	<b>142</b> (38%)	<b>63</b> (17%)	–	<b>372</b> (100%)
Exposure to violent media content propels women to defend their rights from oppression?	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	
	<b>78</b> (21%)	<b>282</b> (76%)	<b>12</b> (3%)	–	<b>372</b> (100%)
By what method do you think women will defend themselves against violence related issues?	<b>Verbally</b>	<b>Physically &amp; Emotionally</b>	<b>Sexual denial</b>	<b>Do nothing</b>	
	<b>192</b> (52%)	<b>68</b> (18%)	<b>108</b> (29%)	<b>4</b> (1%)	<b>372</b> (100%)

**Source: Field Survey, 2022**

The results of table 7 above revealed that greater percentage (167 or 45%) of the respondents strongly agreed that women are likely to turn violent against men based on the contents they see on Nollywood movies. Also greater number of the respondents (282 or 76%) agreed that being exposed to violent media content incites women to defend themselves against oppression. Also, it was highly agreed (192 or 52%) that women verbally defend themselves in their marriages in the cause of domestic violence.

### **Discussion of Findings**

Research question number one tried investigating the length Port Harcourt audience are exposed to contents of domestic violence on Nollywood movies in Port Harcourt, and the findings showed that the rate of exposure audience get on contents of domestic violence on Nollywood movies was high. The finding proved that 368 (or 99%) of the respondents watch Nollywood movies, with a greater percentage of them (227 or 61%) often exposed to domestic violence contents on the movies while 118 (or 32%) admitted to frequently being exposed to domestic violence content on the movies. The findings points to the fact that greater percentage of the respondents have high exposure to domestic violence content on these movies and are much aware about it as portrayed by the movies. This is in line with the findings of Olaseinde & Ogwuche (2022) who in their study found out that majority of their database



had great exposure to contents of domestic violence content on tv programmes. Greater amount of exposure to contents relating to domestic violence on tv is the beginning point for the female viewers to build up negative emotions about the opposite sex in matters relating to domestic quarrels since television has the capacity to influence its viewers. Mucheni (2015) asserts that the television has a very strong influence on its audience mostly when it projects similar ideas, behaviors, and occurrences consistently over several programmes.

Secondly, research question two investigated the audience perception of Nollywood movies domestic violence portrayal in Port Harcourt. The research findings showed that ladies perceive Nollywood movies portrayal of domestic violence against women as a thing to guard against (201 or 54% attests to this), while 135 (or 36%) saw it as an annoying situation. These factors clearly portray their negative perception of domestic violence content on Nollywood movies, and a feeling of defending themselves against the real life occurrence of such situation. Concerning the perception of if men feel ashamed to talk about their being abused by their spouse, 301 (or 81%) of the database “strongly agreed” that most men are shy talking about the abuses they received from their wives, 62 (or 17%) “agree” to the statement, while 9(or 1%) disagrees to the statement. This shows that in Port Harcourt, men feel shame to talk about the case of them being the victim in a domestic violence issues. Even if they do talk about it, 249 (or 67%) of the respondents selects that they discuss it with their “family”, 123 (or 33%) choose that they discuss it with “friends.” The finding is in line with the submission by Adebayo (2014) who argued that the tragedy lies in the fact that men who find themselves in that situation shy away from openly talking about their experience, as it will expose them to ridicule and will bruise their ego.

Thirdly, research question number three tried investigating how Nollywood movies portrayal of contents relating to domestic violence encourages ladies to react violently in Port Harcourt. Form the result of the analysis as shown in table 7, greater percentage (167 or 45%) strongly agree that women are likely to turn violent towards men due to the contents of domestic violence scene the view on Nollywood movies. Also, Majority of the respondents (282 or 76%) agrees to the fact that being exposed to violent media content encourages ladies to defend themselves against oppression. Also when asked what means women utilizes in defending themselves in their marriages against domestic violence, 192 (52%) subscribed to “verbally”, 108 (29%) subscribed to “sexual denial”, 68 (18%) chose “physically and emotionally”, while 4 (1%) said they will “do nothing”. Generally, these findings explains that that the portrayal of domestic violence contents in Nollywood movies influences women in Port Harcourt to act violently one way or another in defense against oppression. This is because media contents tend to influence the behavior of most of its audience. Rothwell (2019) corroborates this findings when he asserts that a wave of resent research on social science indicates that the quality of programmes watched can impact on the viewers in several ways, whereby shaping their reasoning and even affecting their cognitive ability. Also Wang et al. (2015) states that

academic studies have recognized the impact of certain television contents such as violence or sexuality on viewers' behavior.

## **CONCLUSIONS**

Based on the study findings, it concludes that domestic violence related contents on Nollywood movies which shows men as aggressors and violators of women incites women in Port Harcourt to turn very aggressive in reality to their partners as a means of defense against such scene seen on these movies. These have caused an increase in the behavior of females been very aggressive towards men of lately and an increase in several breakups in marriages and relationships. The study also concludes that men are ashamed to speak up when they are being violated either verbally or physically by the spouse due to the mentality in Africa that a man should be in charge of his home so as not to be seen as a weakling.

## **Recommendations**

1. This study recommends government agencies such as Advertising Regulatory Commission of Nigeria to regulate the contents of Nollywood movies so as to reduce the portrayal of male as mean oppressors and intimidators of women, and put them in the light of responsible people who can also fall victim of domestic violence.
2. There should be domestic violence court series television programme in Nigeria such as "All Rise (TV series) in America and other develop climes which will treats issues relating to domestic violence on a life television broadcast to draw the attentions of the public to the reality of the domestic violence challenges, while sensitizing them on what step to take.
3. Government should implement legislations to reduce domestic violence meted against men and the. law enforcement agents should as well accept the fact that husband battering and other types of domestic violence against men is real and men needs to be protected from it.
4. The study recommends that women after viewing contents of Nollywood movies relating to domestic violence should learn from it as a means of improving their relationships and marriages rather than turning aggressive due to contents they are exposed to.
5. The study advice men in Port Harcourt to speak out about the violation they go through in the hands of their spouse rather than being ashamed and hiding it so that these issues can be brought to public view and debates in the media which will help curb the increase in such trends.

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