



Influence of AIT's "Feminine Affairs" Programme in Creating Awareness on Women's Rights: A Study of Residents in Bayelsa State

Owe Patience*

^{1,2} Department of Mass Communication, Imo State University, Owerri



ORCID:

¹ <https://orcid.org/0009-0009-7830-696X>

***Corresponding Author:** patienceowe@gmail.com

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Abstract

This study investigated the influence of AIT'S "Feminine Affairs" programme in creating awareness on women's rights in Bayelsa State. The Agenda setting and Yale persuasion theories served as the theoretical foundation of the study. A mixed-methods research design was employed with the aid of a survey and an in-depth interview. From the population of 2,394,725, a sample size of 385 was drawn for the study, using the Survey monkey online sample size calculator. Meanwhile, the qualitative population was 161, while 12 participants were purposefully selected as the sample size. Questionnaire and interview guide were used as instruments for data collection. Multistage, purposive, techniques were used in the study. Descriptive analysis and explanation-building techniques were used for data analysis. It was found that at an average of 73.4% residents in Bayelsa State to a large extent are aware of the "AIT's "Feminine Affairs" programme. The qualitative finding share similarities with the quantitative finding. The results showed that at a grand mean score 3.1 (N=377) AIT's "Feminine Affairs" programme has influenced the behaviour of residents in Bayelsa State on issues of women rights. The qualitative finding show similar results. It was recommended that the AIT programme producers should sustain their effort in creating awareness on the need to keep protecting women's rights. Residents need to keep availing themselves to several programmes that advocate for women rights such as AIT's "Feminine Affairs" programme so as to completely eradicate the issue of women right violations.

Keywords: AIT, Feminine Affairs, Women's Rights, Awareness, Bayelsa

Introduction

Globally, the issues of women marginalisation keep reoccurring despite widespread campaigns on the need to protect the rights of women. Because of their perceived vulnerability, laws have been passed to



protect them. Women are considered vulnerable that ought to be protected because of what they represent. The United Nation Charter on the fundamental human rights provides coverage for the right of women. Despite the provisions of the UN document or charter, women are still regarded less almost everywhere in the world, often because of their gender (Kenney, & Greene, 2023). Corroborating this viewpoint, Bank (2012) noted that throughout the world, including in Nigeria, there are still strong social and cultural norms that perpetuate power imbalances between men and women.

Historically, in typical traditional African societies, such as Nigeria, women are not only perceived as inferior to men but are also marginalized and denied equal opportunities as men. In addition, women are treated as the lower gender or weaker sex (Tayo-Garbson et al., 2019; Ejukonemu, 2018; Nwosu, 2012).

The status of women in any society is a reflection of the level of social justice in that society, and a woman is of the level of human rights in that country (United Nation, 2014). In her society, the principle of equality between men and women is the most important pillar of human rights, and women's rights in general are among the critical issues that have become the focus of the international community's attention, which called for the protection of human rights. These rights aim for the protection of women, the promotion of their status and equality with men in all rights without discrimination (Rashid, 2021). Women in any culture or society as matter of fact should occupy key positions without any hindrances. Besides, in the Universal Declaration of Human Rights (UDHR) women have been granted the similar rights. Though, on daily basis there are reports on violation of these rights and incidents showing still a degrading status of women in Nigeria. Government organizations, Non-governmental organizations and international organizations are working for the protection and promotion of women rights in Nigeria and even across the globe. But still women faces problems concerning their rights such as low literacy rate, high dropout ratio in high education, deprivation of property rights, and so on (Tunio & Shoukat, 2015). The truth is, when women continue to surfer violation of their right they may not attain their full potential in society. When such happens the society will be at the receiving end because women constitute a significant number of the Nigerian population. Like their male counterparts, women should not be denied certain rights, such as rights to inheritance and property, among others. As much as Nigerian society is chauvinistic in nature, women should be allowed to enjoy certain rights, irrespective of their gender. However, that appears not to be the case, particularly in Bayelsa State. Women who lost their husbands are denied access to their husband's properties, and in other instances, they are subject to violence and even marginalisation in several aspects of life. To avert this there is serious need for awareness creation on the danger of violating women rights as this has been the case in Bayelsa State. To achieve this, the media becomes indispensable.

According to Orji et al. (2020), the media are believed to be the most powerful instruments that can influence our values beliefs, attitudes, thoughts and behaviours; sometimes consciously and at other times unconsciously. Media in this context are the broadcast media of radio and television. Also, Iheanacho et al. (2023) noted that broadcast media (television and radio) has the potential to generate new norms as well as shape them through access to information —information about fundamental human right. Most times the information empowers the audience and guides them to make informed choices. The broadcast media as a socially-responsible arm of society, set agenda for public discourse on such issues like women rights. They can also frame and prime the news to promote women rights at all levels of society, particularly in rural communities (Subasini et al., 2023).

Because of the seriousness of women rights African Independent Television (AIT) through its programme "Feminine Affairs" try to create awareness on women's rights particularly in Bayelsa State where the issue of women rights violation is seem to be prevalent. There is no doubt of the influence of television broadcast medium towards changing behavioural pattern. The medium has the ability to make the viewers



replicate actions they got exposed to either in part or whole (Aririguzoh, 2015). The broadcast media, in this case AIT, through its programme "Feminine Affairs," tries to create awareness about the need for women's rights protection. That is why television has become a very strong medium in eradicating marginalization against women in Bayelsa State by way of creating awareness on the issue with the aim of ending it. However, despite these efforts, the issue of women's rights violations seems to be prevalent in Nigeria, especially in Bayelsa State. Could it be that the AIT's efforts to create awareness about women's rights do not have any form of influence? If this is so, then there could be no hope of achieving a society where women rights are protected. This is the basis of the study to find out how AIT "Feminine Affairs" programme is helping to promote women rights.

The main goal of this study is to investigate the influence of AIT's "Feminine Affairs" programme in creating awareness on women's rights in Bayelsa State. Specifically, this study objectives are to:

1. Ascertain residents extent of awareness on AIT's "Feminine Affairs" programme in Bayelsa State;
2. Examine the level of knowledge residents of Bayelsa State have about women rights based on the AIT's "Feminine Affairs" programme;
3. Find out the perception, residents of Bayelsa State have about women rights through the AIT's "Feminine Affairs" Programme and
4. Determine the influence of AIT's "Feminine Affairs" programme on the behaviour of residents in Bayelsa State on issues of women rights.

Theoretical Framework

This study was anchored on the Agenda setting theory and Yale persuasion theory. This study was underpinned on the agenda-setting theory. The agenda-setting theory as started earlier can be traced to the first chapter of Walter Lippmann's 1922 book, *Public Opinion*. Before Cohen in 1963 made the popular comment that the press "may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about." However, the theory was formally developed by McCombs and Shaw. The Agenda Setting function of the media reveals that the media not only make the audience learn factual information about public affairs and what is happening in the world but also learn how much importance to attach to issues regarding women rights due to the emphasis placed on them by the media.

In the words of Gever and Nwabuzor (2014), agenda-setting theory implies that the media predetermine what issues to think about. In their submission they noted that the media achieve this through frequency of reporting, prominence given to the reports through headline display, pictures and layout in newspapers, magazines, films, graphics or timing on radio and television. Also, the degree of conflict generated in the reports and cumulative media specific effects over time. This means, the media (broadcast) have the potential of, through its programming and reports, setting agenda for Nigerians particularly residents in Bayelsa on the disturbing issues of women rights violations.

Through frequent, meaningful and responsible reports on acts that cause violation of women rights in Bayelsa state, the media can sensitize the public against such issue. Frequent discussions on issues of women rights abuse will not just draw attention to the need to address such problems but also awaken the consciousness on the need to combat the issue (Nwabueze & Ebeze, 2013).

This theory is relevance because it provides the basis for us to understand the usefulness of television programme in drawing our attention to issues of women rights and possible ways of addressing it.



Yale's Persuasion Theory

The Yale persuasion theory (also known as the Yale attitude change model) is the study of the conditions under which people are most likely to change their attitudes in response to persuasive messages. This approach to persuasive communications was initially studied by Carl Hovland and his colleagues at Yale University during World War II. The basic model of this approach can be described as "who said what to whom": the source of the communication, the nature of the communication and the nature of the audience. According to this approach, many factors affect each component of a persuasive communication. The credibility and attractiveness of the communicator (source), the quality and sincerity of the message (nature of the communication), and the attention, intelligence and age of the audience (nature of the audience) can influence an audience's attitude change with a persuasive communication (Asemah et al., 2017). Independent variables include the source, message, medium and audience, with the dependent variable the effect (or impact) of the persuasion.

The relevance of the Yale persuasion theory to this study is that since the media has the propensity to influence how the society perceive societal issues, constant airing of programmes bordering on the safety and well-being of women especially as it regard their rights in the media will likely improve the attitude of the society towards the rights of women in Nigeria and particularly Bayelsa State.

Method

Research Design

For this study the explanatory sequential mixed method research was used. This method entails making using of both quantitative and qualitative method. A combination of survey and in-depth interview research design was used. In this study, survey research will be used to generate numerical data for analysis, in line with the study aim it is believed that a survey will help gather the necessary data needed especially in addressing objectives and research questions on awareness and the knowledge level of AIT's Feminine Affairs- cum women rights issues. Though, survey also applied to other objectives and research questions on perception and behaviour. Wimmer and Dominick, (2016) observed that survey can be used to investigate problems setting and that the cost of surveys is responsible for the amount of information gathered. In accordance with the proposed research method, Bayelsa state residents was asked to express their opinions and views on women rights issues within the state.

In-depth interview was conducted so as to generate qualitative data that aided in addressing the objective that have to do with perception and behaviour in detail. That was used to support the quantitative data. Adopting multiple methods in a study helps in strengthening findings of that study (Wimmer & Dominick, 2016). As a result of the combination of quantitative and qualitative data, the research problem was addressed more effectively.

Population of the Study

For the quantitative aspect of this study the population is 2,394,725 according to the National Bureau of Statistics 2020 bulletin report. Therefore, the population of this study was 2,394,725. Meanwhile, for the qualitative study the population consists of the 146 staff of the Ministry of Women, Children Affairs & Social Development in Bayelsa State and 15 staff of AIT in Bayelsa making it 161 in all.



Sample Size

The survey monkey online sample size calculator was used to determine the sample size. The figure 1 shows how the sample size was determined.

Calculate your sample size

Population Size ⓘ	Confidence Level (%) ⓘ	Margin of Error (%) ⓘ
2394725	95	5

Sample size

385

From the result of the above calculation, 385 becomes the basic sample size.

For the interview session, six (6) staff of the ministry and six (6) staff that work with AIT. The choice for this small number is because in qualitative study a small number is required in order to guard against redundancy. Therefore, a total of Twelve (12) individuals were selected for the interview.

Sampling Technique

The multistage sampling technique was used in this study. The three senatorial districts that made up Bayelsa State were used. Simple random sampling was used to select two local government areas for each of the senatorial district from which communities were purposively selected. Below is the breakdown of the sampling. **Stages in the sampling technique Stage One:**The senatorial districts were grouped accordingly. a Bayelsa East Senatorial District. b. Bayelsa West Senatorial District c. Bayelsa Central Senatorial District **Stage Two:**From these senatorial districts, two local government councils each was purposively selected base on the prevalent issue on women rights. That is to say a total of six (6)LGAs which are given below a. Bayelsa East Senatorial District: Brassand Ogbia b. Bayelsa West Senatorial District:Sagbama and Ekeremor c. Bayelsa Central Senatorial District: Yenagoa and Southern Ijaw**Stage Three:**From these LGAs, two communities wererandomly selected; they are as follows:Brass and Ogbia (Abadikiri and Elebele.), Sagbama and Ekeremor (Ofoni and Aiegbe) and Yenagoa and Southern Ijaw (Bebelibiri and Eniwari)**Stage Four:** From each of the selected communities, 61 residents were non-proportionately selected to fill the questionnaire.

For the qualitative aspect of the study, purposive decision was used to interview 12 participants, six (6) from the ministry of women, Children Affairs & Social Development and six (6) media practitioners from AIT programme department. These 12 participants who were purposively selected were interviewed separately to answer questions in line with the objectives of this study and their answers were used as qualitative data to address the research questions raised in the course of the study.

Instrument for Data Collection

Questionnaire and interview schedule were used as instruments for data collection. The questionnaire helped to elicit quantitative data while the interview schedule served as a guide towards generating



qualitative data respectively. The questionnaire was structured in close-ended questions to generate responses from respondents. These questions were in dichotomous and Likert scale formats.

For the interview guide, questions were structured in line with the objectives and research questions. Room for follow up questions were provided in the instrument. The instrument was structured in simple English language devoid of ambiguity. Some of the questions asked were “The researcher will like to know the extent residents are aware of “AIT's "Feminine Affairs” programme in Bayelsa State.” “The researcher will like to know the level of knowledge residents of Bayelsa State have about women rights based on the AIT's “Feminine Affairs” programme.”

Validity of the Measuring Instrument

In validating the measuring instruments, the project supervisor and some lecturers at Imo State University's Department of Mass Communication examined the research instrument to ensure that it is structured in the right way that was in line with the study objectives and research. The corrections that were made were incorporated in the instrument. In similar vein, the interview guide was subjected to face validity by the supervisor. The corrections that were made were taken in order to ensure the instrument measures what it intends to measure.

Reliability of Measuring Instrument

To establish the reliability of the instrument, the researcher carried out a test retest method. Here, the research's questionnaire first administered to a group of respondents in Bayelsa State. After two weeks the same questionnaire was re-administered again to respondents having same characteristics with the first audience. The test scores of the two responses were subjected to Cronbach alpha statistical test to ascertain the level of reliability. From the test it showed .71 meaning the instruments was reliable. For the qualitative study, the member checking method was adopted to check for the level of trustworthiness of the qualitative data instrument.

Method of Administering Instrument

The questionnaire as instrument for data collection was distributed on a face-to-face basis within a period of four weeks with the aid of research assistant. After administering the questionnaire to the respondents, the researcher still employed the services of a trained research assistant that assisted in collecting the filled instrument so as to make a good number of usable copies. As for the qualitative aspect of the study the researcher conducted the interview session with a select group staff from the of the TV station as well as some select civil servant in the state at their own convenient time. The interview session averagely lasted for 20-35 minutes.

Method of Data Presentation and Analysis

The study adopted the simple percentage tables, charts and mean analysis to analyse results for the demographic section of the questionnaire as well as items that relate to the research questions. Also, chi-square test of independence with the aid of SPSS version 21 was used in testing the research hypotheses based on a significant level of 0.05%. As for the qualitative analysis the explanation building technique was used.

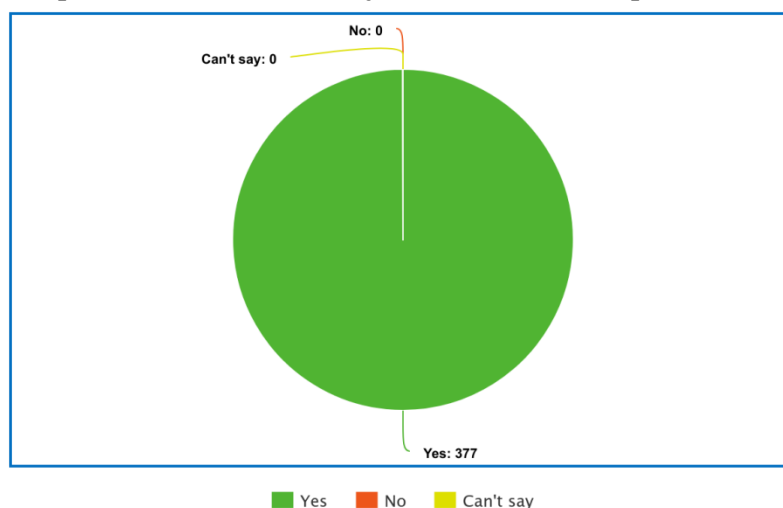
Findings

This section deals with data presentation and analysis. A total of three hundred eight five (385) copies of questionnaire were distributed to residents in Bayelsa State after which, 377 (98.1%) were returned and found usable whereas 8(1.8%) were not returned. This means that 8 copies of questionnaire were not used. The return rate is 98.1% therefore the analysis was done with the 377 copies of questionnaire. Meanwhile, qualitative analysis was done in line with the research questions. The quantitative data was presented first before the qualitative data.

Analysis of data was done in consonance with the research questions for proper direction.

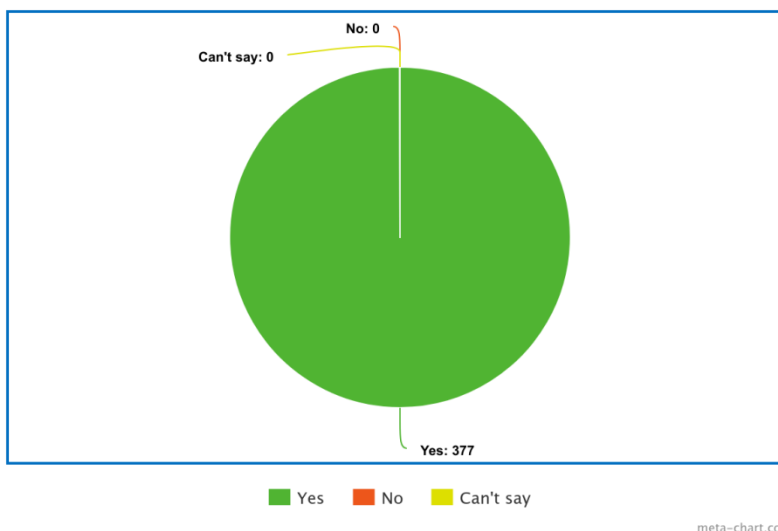
Research Question One: To what extent are residents aware of “AIT's "Feminine Affairs” programme in Bayelsa State?

Figure 2: Responses of respondents on whether they watch African Independent Television (AIT)



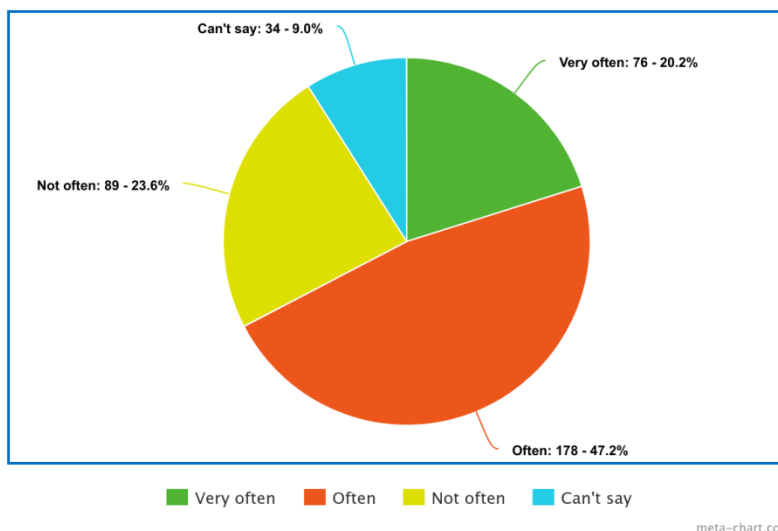
Analysis of data from Fig. 2 revealed that 100% of respondents confirmed that they watch African Independent Television (AIT). This implies that all the respondents are exposed to African Independent Television (AIT).

Figure 3: Responses of respondents on whether they watch AIT's “Feminine Affairs” programme



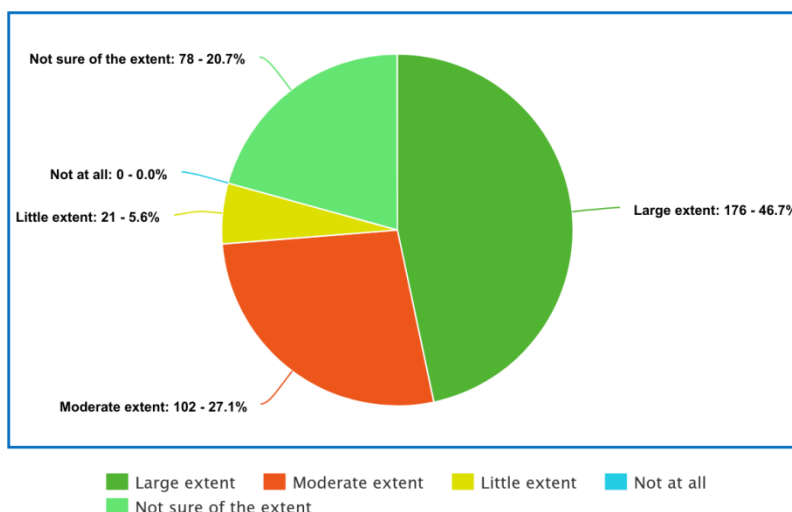
Analysis of data from Fig. 3 showed that 100% of respondents indicated that they watch AIT's "Feminine Affairs" programme. This implies that all the respondents confirmed that they watch the programme.

Figure 4: Responses of respondents on how often they watch AIT's "Feminine Affairs" programme



Analysis of data from the above figure 4 showed that 47.2% of respondents said that they watch the AIT's "Feminine Affairs" programme often. This shows that many of the respondents watch the AIT's "Feminine Affairs" programme often.

Figure 5 Responses of respondents on their extent of awareness about "Feminine Affairs" programme on AIT



Analysis of data from Fig. 5 revealed that 46.7% of the respondents to a large extent are aware of the "Feminine Affairs" programme on AIT. This implies that the respondents are aware of the "Feminine Affairs" programme on AIT to large extent.



Research Question Two:What is the level of knowledge residents of Bayelsa State have about women rights based on the AIT's "Feminine Affairs" programme?

Table 1: Respondents views on is it the right of a woman to own a property

Response	Frequency	Mean	Decision
Strongly agree	169		
Agree	121		
Disagreed	55		
Strongly disagreed	32		
Total	377	3.1	Accept

Source: Field survey, 2024

Analysis of data from table 1 revealed that at mean score of 3.1 respondents accepted that it is the right of a woman to own a property. By implication of this data presentation, it is confirmatory that the respondents agreed that it is the right of a woman to own a property.

Table 2: Respondents views on "Feminine Affairs" Programme has improved your knowledge of women right

Response	Frequency	Mean	Decision
Strongly agree	137		
Agree	189		
Disagreed	99		
Strongly disagreed	17		
Total	377	3.5	Accept

Source: Field survey, 2024

Analysis of data from the above table 2 revealed that at mean score of 3.5 respondents agreed that Feminine Affairs" Programme has improved their knowledge of women right. This means that the respondents affirmed that Feminine Affairs" Programme has improved their knowledge of women right.

Table 3: Respondents views on women have right to vote and to be voted for

Response	Frequency	Mean	Decision
Strongly agree	183		
Agree	149		
Disagreed	30		
Strongly disagreed	15		
Total	377	3.3	Accept

Source: Field survey, 2024

Analysis of data from table 3 revealed that at mean score of 3.3 respondents accepted that women have right to vote and to be voted for. The data presented on this table shows that majority of the respondents affirmed that women have right to vote and to be voted for.

Table 4: Respondents views on women do not have right to equal pay

Response	Frequency	Mean	Decision
Strongly agree	27		
Agree	17		
Disagreed	212		
Strongly disagreed	121		
Total	377	1.8	Reject

Source: Field survey, 2024



Analysis of data from the above table 4 revealed that at mean score of 1.8 respondents disagreed that women do not have right to equal pay. This analysis by implication shows that the respondents are of the view that that women have right to equal pay.

Table 5: Respondents views on women have right to live free from violence

Response	Frequency	Mean	Decision
Strongly agree	117		
Agree	161		
Disagreed	86		
Strongly disagreed	15		
Total	377	3.0	Accept

Source: Field survey, 2024

Analysis of data from table 5 revealed that at mean score of 3.0 respondents accepted that women have right to live free from violence. From the calculated mean score it is quite obvious that most of the respondents are of the views that women have right to live free from violence.

Table 6: Respondents views on women right is all about pleasing the men

Response	Frequency	Mean	Decision
Strongly agree	11		
Agree	22		
Disagreed	227		
Strongly disagreed	117		
Total	377	1.8	Reject

Source: Field survey, 2024

Analysis of data from the above table 6 revealed that at mean score of 1.8 respondents disagreed that women right is all about pleasing the men. This analysis by implication shows that most of the respondents studied are of the view that women right is not all about pleasing the men.

Research Question Three: What is the perception, residents of Bayelsa State have about women rights through the AIT's "Feminine Affairs" Programme?

Table 7: Respondents views on the rights of women are not just mere statements

Response	Frequency	Mean	Decision
Strongly agree	175		
Agree	136		
Disagreed	51		
Strongly disagreed	15		
Total	377	3.2	Accept

Source: Field survey, 2024

Analysis of data from the above table 7 revealed that at mean score of 3.2 respondents affirmed that the rights of women are not just mere statements. From the calculated mean score, majority of the respondents confirmed that the rights of women are not just mere statements.

Table 8: Respondents views on the rights of women prevent oppression of women

Response	Frequency	Mean	Decision
Strongly agree	115		
Agree	157		
Disagreed	85		
Strongly disagreed	20		
Total	377	2.9	Accept



Source: Field survey, 2024

Analysis of data from the above table 8 revealed that at mean score of 2.9 respondents agreed that the rights of women prevent oppression of women. From the analysed mean score, majority of the respondents indicated that the rights of women prevent oppression of women.

Table 9: Respondents views on the rights of women give some sought of confidence to women

Response	Frequency	Mean	Decision
Strongly agree	151		
Agree	159		
Disagreed	41		
Strongly disagreed	26		
Total	377	3.1	Accept

Source: Field survey, 2024

Analysis of data from the above table 9 revealed that at mean score of 3.1 respondents agreed that the rights of women give some sought of confidence to women. The answer here shows that most of the respondents confirmed that the right of women give some sought of confidence to women.

Table 10: Respondents views on the rights of women give them the moral to stand for what they deserve

Response	Frequency	Mean	Decision
Strongly agree	117		
Agree	161		
Disagreed	86		
Strongly disagreed	15		
Total	377	3.0	Accept

Source: Field survey, 2024

Analysis of data from table 10 revealed that at mean score of 3.0 respondents accepted that the rights of women give them the moral to stand for what they deserve. From the mean analysis of mean score it is obvious that most of the respondents are of the views that the rights of women give them the moral to stand for what they deserve.

Table 11: Respondents views on the right of women is human right as well

Response	Frequency	Mean	Decision
Strongly agree	157		
Agree	115		
Disagreed	79		
Strongly disagreed	26		
Total	377	3.0	Accept

Source: Field survey, 2024

Analysis of data from the above table 11 revealed that at mean score of 3.0 respondents agreed that the right of women is human right as well. From the analysed mean score, majority of the respondents indicated that the right of women is human right as well.



Research Question Four: How has AIT's "Feminine Affairs" programme influence the behaviour of residents in Bayelsa State on issues of women rights?

Table 12: Respondents views on the contents of Feminine Affairs" programme have made me see why people need to be educated on women rights.

Response	Frequency	Mean	Decision
Strongly agree	159		
Agree	141		
Disagreed	41		
Strongly disagreed	36		
Total	377	3.1	Accept

Source: Field survey, 2024

Analysis of data from the above table 12 showed that at mean score of 3.1 respondents agreed that the contents of Feminine Affairs" programme have made me see why people need to be educated on women rights. The answer here shows that most of the respondents indicated that the contents of Feminine Affairs" programme have made me see why people need to be educated on women rights.

Table 13: Respondents views on the messages received from the "Feminine Affairs" programme has made me discourage someone who might want violate woman's rights.

Response	Frequency	Mean	Decision
Strongly agree	169		
Agree	121		
Disagreed	55		
Strongly disagreed	32		
Total	377	3.1	Accept

Source: Field survey, 2024

Analysis of data from table 13 showed that at mean score of 3.1 respondents confirmed that the messages they received from the "Feminine Affairs" programme has made me discourage someone who might want violate woman's rights. By implication of this data presentation, it is confirmatory that the "Feminine Affairs" programme has made them discourage someone who might want violate woman's rights.

Table 14: Respondents views on the contents of the "Feminine Affairs" programme has spurred me to join force with stakeholders to promote women's rights in Bayelsa

Response	Frequency	Mean	Decision
Strongly agree	157		
Agree	115		
Disagreed	79		
Strongly disagreed	26		
Total	377	3.0	Accept

Source: Field survey, 2024

Analysis of data from the above table 14 revealed that at mean score of 3.0 respondents agreed that the contents of the "Feminine Affairs" programme has spurred them to join force with stakeholders to promote women's rights in Bayelsa. From the analysed mean score, majority of the respondents indicated that the contents of the "Feminine Affairs" programme has spurred them to join force with stakeholders to promote women's rights in Bayelsa.



Table 15: Respondents views on I do not stand in the way of a woman who wants to inherit her husband's property in case of death of husband

Response	Frequency	Mean	Decision
Strongly agree	180		
Agree	131		
Disagreed	51		
Strongly disagreed	15		
Total	377	3.2	Accept

Source: Field survey, 2024

Analysis of data from the above table 15 revealed that at mean score of 3.2 respondents affirmed that they do not stand in the way of a woman who wants to inherit her husband's property in case of death of husband. From the calculated mean score, majority of the respondents confirmed that they do not stand in the way of a woman who wants to inherit her husband's property in case of death of husband.

Table 16: Respondents views on I have no issue again concerning paying women equally as their male counterparts as a result of my exposure to Feminine Affairs" programme

Response	Frequency	Mean	Decision
Strongly agree	151		
Agree	159		
Disagreed	41		
Strongly disagreed	26		
Total	377	3.1	Accept

Source: Field survey, 2024

Analysis of data from the above table 16 revealed that at mean score of 3.1 respondents agreed that they have no issue again concerning paying women equally as their male counterparts as a result of their exposure to Feminine Affairs" programme. The answer here shows that most of the respondents confirmed that that they have no issue again concerning paying women equally as their male counterparts as a result of their exposure to Feminine Affairs" programme.

Summary of Qualitative Data Presentation (In-depth Interview)

This section focuses on the qualitative data analysis. Questions asked were in tandem with the research questions and it was presented in like manner. The researcher asked question centering on the extent residents are aware of "AIT's "Feminine Affairs" programme in Bayelsa State. Participants' responses are summarised below

"We do our best to ensure this programme is aired on regular basis to increase the awareness on several feminine issues in our society today"

"Oh yes, we are working with some media houses to ensure we create the necessary awareness so that people we know the that it is not right to violate the woman's rights"

"Well, I feel that people have started to get aware of some women right, thanks to some enlightenment programmes such as the Feminine programme of AIT that stress the need to protect women rights"

"From my personal observation I think the people are becoming to be aware of women rights to own property even at the death of her husband unlike back in the days."

"I think the level of awareness is currently high because of the intervention of the media and other important stakeholders."



The ministry is aware some of these marginalisations happen but the truth is, it is reducing especially in recent times.”

From these responses one can infer that there is awareness of “AIT's "Feminine Affairs” programme in Bayelsa State. As indicated by the responses.

What is the level of knowledge residents of Bayelsa State have about women rights based on the AIT's “Feminine Affairs” programme?

The researcher asked the participants the level of knowledge residents of Bayelsa State have about women rights based on the AIT's “Feminine Affairs” programme. Few of the major answers that those interviewed gave were presented below:

“Well, I will say in recent times people are becoming to know women rights because of the exposure to some campaign geared towards awakening our consciousness on the issue of women right.”

“In as much as we are in a male chauvinistic society efforts are being made to improve the knowledge of people on the issue of women rights.”

“The coming of Feminine programme has done a lot of good. Formerly people feel women does not have right to own any property of hers but thank god that stage has passed.”

“Orientation of people have change that I can say certainly that can be attributed to some awareness over the years not only the efforts of AIT I can tell you that.”

“I think they have a common knowledge about women especially now programmes talk about the evil of violating women rights in society.”

In line with the responses from interview participants it is confirmatory that the level of knowledge residents of Bayelsa State have about women rights based on the AIT's “Feminine Affairs” programme is high.

What is the perception, residents of Bayelsa State have about women rights through the AIT's "Feminine Affairs” Programme?

The researcher asked the participants the perception, residents of Bayelsa State have about women rights through the AIT's "Feminine Affairs” Programme. The answers those interviewed gave were presented below:

“We all have started seeing the need for women rights. These rights serve to protect women. You know they are the most vulnerable hence the need to protect them at all time.”

“The interventions by several media outlets is a welcome development because people now see the violation of women rights as bad and uncalled for”

“Today, I can tell you a whole lot have change regarding violation of women right because of the constant awareness being created by stakeholders and I have no doubt this significantly contribute to the perception people have about women rights in recent times”

I am of the opinion that this thing call violation of women rights still exist. It can't be totally eradicated in as much as the interventions by stakeholders such as women affairs ministry, the media among others.”

“In truth the efforts of Feminine programme of AIT is not going unnoticed as it has succeeded in changing the narrative in no small measures. There are records of women rights violations but it is nothing compare to the past done a



lot of good. Formerly people feel women does not have right to own any property of hers but thank god that stage has passed.”

From these responses it can be confirmed that the perception, residents of Bayelsa State have about women rights through the AIT's "Feminine Affairs” Programme is positive.

How has AIT's "Feminine Affairs” programme influence the behaviour of residents in Bayelsa State on issues of women rights?

The researcher asked the participants how has AIT's "Feminine Affairs” programme influence the behaviour of residents in Bayelsa State on issues of women rights. The answers those interviewed gave were presented summarised below

“The reports we received in our office this year alone shows that the rate of women rights has reduced except it is not reported. But if I am to go with the reports I think people have been influenced positively on the danger of violating women rights hence, the reduction of the abuse or violation”

I can't say for certain whether there have been total influence but there is prospect because of the frequent attention creation by the media and other stakeholders.”

“It beats my imagination why women were not allowed then to own property or even inherit from his husband because of where the society places them. Well, thank God such things have reduced drastically in recent times.”

“In as much as we can't deny the fact that we are in a male chauvinistic society women have started having voice in things that concern them and that is a huge progress. This is possible because the media has been able to influence the people concerning this issue.”

“For me I think there has been great influence because now some places if I am not mistaking are even considering women to inherit their father's property.”

“Men have started behaving well in terms of respecting women's rights. Kudos to all has made efforts to see that this situation change. There are sometimes when I tune my TV or radio sets I see and hear people talk about it. It gives me joy to see people talk about this societal ill of violating women's rights”

“Yes, I watch AIT and the programme designed to raise the consciousness on the need to stop violating women's rights. They are doing a great job.” The progress we have made in this state can also be attributed to the efforts they and other stakeholders have been making.”

In line with the responses from interview participants it is clear that AIT's "Feminine Affairs” programme has influenced the behaviour of residents in Bayelsa State on issues of women rights.

Discussion

The first objective was structured to measure the extent residents are aware of “AIT's "Feminine Affairs” programme in Bayelsa State. Base on the results, it was found that at an average of 73.4% residents in Bayelsa State to a large extent are aware of the “AIT's "Feminine Affairs” programme. In other words, there level of awareness is very high. The qualitative finding share similarities with the quantitative finding as seen in some of the responses of participants “We do our best to ensure this programme is aired on regular basis to increase the awareness on several feminine issues in our society today” “Oh yes, we are working with some media houses to ensure we create the necessary awareness so that people we know the that it is not right to violate the woman's rights” This finding is in consonance with that of Shobha et al. (2015) who revealed that about 68.2% of the respondents they studied are aware of the



social rights 64.8% of right to political participation 63.6% are aware of gender equality. Similarly, Zaheer and Mubeen, (2016) found that mass media in Pakistan especially print media, play a positive role in promoting awareness about women rights and that media can play a vigorous role to educating people about women-rights by addressing their concerns and anxieties. However, in the study of Sumi (2018) it was revealed that major percentages of the working women are not aware their basic rights and legal provisions related to them. Some of them are aware of the special initiatives for women and that percentage is very low. This finding is in agreement with the agenda setting theory this study was anchored. The awareness level of respondents could be linked to the prominence the broadcast media is giving to the issue of women rights violation.

The second objective was designed to measure the knowledge level of residents in Bayelsa State on women rights based on the AIT's "Feminine Affairs" programme. Findings showed that respondents have high knowledge about women rights based on the AIT's "Feminine Affairs" programme at a mean score of 2.7 (N=377). The qualitative finding is not far from the quantitative finding as seen in their responses "Well, I will say in recent times people are becoming to know women rights because of the exposure to some campaign geared towards awakening our consciousness on the issue of women right." "In as much as we are in a male chauvinistic society efforts are being made to improve the knowledge of people on the issue of women rights." "The coming of Feminine programme has done a lot of good. Formerly people feel women does not have right to own any property of hers but thank God that stage has passed." These findings are in agreement with that of Soyinka et al. (2022) who revealed that radio stations, especially the public ones did promote gender equality issues through talk shows, discussion, news, and drama. The programming enabled discussants to know more about gender issues, including skill acquisition, girl-child education, domestic violence, reproductive health, and women's political participation. Also, Okot (2018) in his study revealed that media play great role in disseminating knowledge on women's rights, and other gender issues and as well contribute in advocating for freedom against domestic violence, access to education, rights to land ownership, as well as custody rights. However, Okafor et al. (2023) in their study "knowledge and attitude toward media campaigns against gender-based violence Among Nigerian Women in Southeast, Nigeria." reported there was no relationship between knowledge of the media messages and influences of the campaign messages.

The third objective of the study was to ascertain the perception residents of Bayelsa State have about women rights through the AIT's "Feminine Affairs" Programme. Results showed that at a grand mean score of 3.0 (N=377) respondents have positive perception about women rights through the AIT's "Feminine Affairs" Programme. The qualitative findings are pointing in similar direction base on the participants' reactions as seen thus: "We all have started seeing the need for women rights. These rights serve to protect women. You know they are the most vulnerable hence the need to protect them at all time." "The interventions by several media outlets is a welcome development because people now see the violation of women rights as bad and uncalled for" "Today, I can tell you a whole lot have change regarding violation of women right because of the constant awareness being created by stakeholders and I have no doubt this significantly contribute to the perception people have about women rights in recent times" The study of Ojiakor-Umenze et al. (2023) revealed that both men and women see the need for a change in economic status from Oriaku to Okpataku. However, further investigation revealed that while women are not bothered by the underlying implications of status changes, most men feel threatened. Meanwhile the study of Nlewem and Amodu (2016) found that most sexually abused children were vulnerable to abuse at night, when alone and outside their home. And they concluded that the knowledge and perception on child sexual abuse has been poorly determined in developing countries and that, female children are particularly vulnerable to sexual abuse due to ignorance of behaviours that are known to be abusive. The study of Orji et al. (2020) revealed that television broadcast's in the campaign against discrimination and violence against women were perceived to be unsatisfactory at 46.1%. In line with the hypothetical finding which states that the extent to which Bayelsa State residents behaviour are influenced



by the AIT's "Feminine Affairs" programme is dependent on their perception of women rights through the programme. This is to say perception has a way of influencing individual as indicated in this study. The finding of this present study aligns with the Yale persuasion theory the study was underpinned on.

The fourth objective was aimed at ascertaining how AIT's "Feminine Affairs" programme has influence the behaviour of residents in Bayelsa State on issues of women rights. The results showed that at a grand mean score 3.1 (N=377) AIT's "Feminine Affairs" programme has influenced the behaviour of residents in Bayelsa State on issues of women rights. The qualitative finding show similar results as seen in their responses "The reports we received in our office this year alone shows that the rate of women rights has reduced except it is not reported. But if I am to go with the reports I think people have been influenced positively on the danger of violating women rights hence, the reduction of the abuse or violation" "I can't say for certain whether there have been total influence but there is prospect because of the frequent attention creation by the media and other stakeholders." "It beats my imagination why women were not allowed then to own property or even inherit from their husband because of where the society places them. Well, thank God such things have reduced drastically in recent times." Based on these responses it can be infer that there some level of influence. This finding correlates with the study of Kho et al. (2023) who revealed that the Middle East is particularly receptive to industrialization that helps women and that the Middle East is home to a large number of female political figures, demonstrating that the media's political economy interests in promoting women are upheld there. They further reported that discourse based on media culture demonstrates how firmly the Middle East supports the rights and dignity of women. Singh (2018) revealed that the status of women in India has changed a lot from past to present. Women are making their space and presence in almost all sectors of society. Women are getting equal rights as men do through gender sensitization and gender equality. It was further revealed that the media plays an important role as it communicates information from government officials to general public. Tunio et al. (2020) found that the indicators of women empowerment were increased by self-image and confidence, mobility, household decision-making and influence, employment and economic independence, saving and spending habits, market accessibility, health and education (human capital) and collective identity/action, marriage norms, notions of citizenship and political representation. However, in the study of Orji et al. (2020) it was reported that exposure to television broadcasts do not significantly influence women's participation in the campaign against discrimination and violence among them. This study finding agrees with the postulation of the agenda setting theory because the prominence they give concerning the issue of women rights violation have significantly influence residents in Bayelsa State.

Conclusion and Recommendations

Based on the findings of this study, it can therefore be concluded that residents in Bayelsa State to a large extent are aware of the "AIT's "Feminine Affairs" programme. Undoubtedly, the extent of awareness equally contributed to the level of knowledge respondents have about women rights. Also, the level of awareness and knowledge has somehow contributed to the positive perception of residents towards women rights. This positive perception of residents, which is predicated on their level of awareness and knowledge, has no doubt significantly influenced the behaviour of residents in Bayelsa State on issues of women rights. The fact that this study focused only on AIT's "Feminine Affairs" is a limitation to this study because the single programme may not have given the study enough depth as such it may affect generalisation of the findings.

In line with the findings the following recommendations are made:

1. The AIT programme producers should sustain their effort in creating awareness on the need to keep protecting women's rights.



2. Special attention, in terms of providing the needed information, needs to be given to residents of Bayelsa by the media and those who are in charge of women affairs so that it will build their knowledge on several issues that have to do with women rights.
3. Programmes should keep applying persuasive strategies so that they will keep influencing the positive perception of residents especially men towards women rights issues.
4. Residents need to keep availing themselves to several programmes that advocate for women rights such as AIT's "Feminine Affairs" programme so as to completely eradicate the issue of women right violations.

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