

Audience Perception of Television Portrayal of Domestic Violence against Men in Nigeria

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ABSTRACT : This study examined audience perception of television portrayal of domestic violence against men in Nigeria. Using triangulation, survey and qualitative content analysis were adopted for the study. Through multi-stage sampling technique, 200 copies of questionnaire were administered on the respondents from four selected local government areas of Abeokuta Metropolis in Ogun State, Nigeria which had a population of 793,681 people. They selected local government areas included Abeokuta South, Abeokuta North, Odeda and Obafemi Owode. The qualitative content analysis was adopted to analyze the sampled Nollywood film titled “Mr&MrsAbbah”. Findings from the study revealed that the respondents were highly exposed to domestic violence content on television and that, this high level of exposure by female respondents to domestic violence content on television is contributing to the gradual shift in domestic violence, from men violating their wives to women violating their husbands. The findings also revealed that the television portrayal of domestic violence against men on Nigerian television is inadequate. The study recommends that audience who get exposed to domestic violence content on television should use such to improve their marital relationships rather than inflaming it, thereby leading to increased domestic violence perpetration in the society.

KEY WORDS: Domestic Violence, Television Portrayal, Audience Perception, Victims, Men, Women, Abeokuta Metropolis, Ogun State, Nigeria.

I. INTRODUCTION

Dienye and Gbeneol (2009), assert that domestic violence against men is rare in Nigeria but that does not mean that Nigerian men do not face domestic violence inflicted on them mainly by their intimate partners. In February 2016, it was reported in different Nigerian media outlets that a female lawyer Yewande Oyediran allegedly stabbed her husband to death. in September 2016. There are other cases in Nigeria as documented by Tygal (2015) and Olufunmilayo, Adedibu, & Adeniran (2005) where male victims of domestic violence endure been poured hot water by their spouses out of anger and annoyance. The examples stated above show that recently, the notion in Nigeria that men are expected to be the stronger sex in marriages and relationships rapidly changing because men are also becoming victims of domestic violence committed against them by women.

Although one cannot debunk the fact that in most African societies like Nigeria, women are mostly the victims of domestic violence perpetrated against them by their male counterparts, these should not give precedent to the assumptions that men are hardly abused or violated by their female partners. What comes to the mind of an average Nigerian whenever issues of violence are reported, the victims should be women or children; it might take much convincing before some individuals come to terms with the fact that such victims could also be men who face domestic violence perpetrated by women (Tjaden & Thoennes 2008). To Muchemi (2005), domestic violence against men is not as popular as domestic violence against women because the prominence that stories on domestic violence against women enjoy in the media in most cases is higher compared to that of men.

In recent times, with the coming of social media and other technologies, the narrative is changing because, there are more stories coming up every day in the media in Nigeria about domestic violence who in most times, making these husbands to pay the ultimate price of death.

Corry, Fiebert, and Prizey (2002), opined that, there is more media coverage these days given to stories on domestic violence against men than just those against women. They buttressed a gradual shift also in modern television programming of violent contents, from men abusing their wives to wives also abusing their husbands in today's societies, as reflected in TV, movies, law enforcement, courts and feminist propaganda. According to

Muchemi (2005), women are openly given permission to defend themselves even more aggressively in such mediated content. As averred by Corry et al, 25% - 30% of all intimate violence is exclusively female on male while Muchemi (2005) further buttressed that television possess dramatic power and as such, television will be influential when the same ideas, people or behaviours recur consistently from programme to programme, meaning that they are presented in a stereotyped manner.

Going by Muchemi's submissions, it could be deduced that, frequent viewing of violent crime mediated contents are likely to make the viewers display a pattern of beliefs and perceptions consistent with media portrayal. Being exposed to mediated domestic violence may cause the viewer to see it as a common place, hence, acceptable and eventually cause him/her to behave like the characters depicted.

Supporting Muchemi's point of view, one can assert that due to the increasing trends of different types of violence against women in recent times around the world, and the need for self-defense, a woman who consistently get abused by her spouse and who has access to view mediated violent content on television may eventually seek to defend herself from any further abuse using some of the techniques she has seen in the violent content she was exposed to earlier on TV, and if this continues, it could make her become violent like.

In as women are believed to be easy targets of domestic violence, and mostly the victims of such, the question that is yet to be answered from the Nigerian context is whether females are the only victims of domestic violence? And are men the only perpetrators? Would one say that husbands do not experience verbal abuse, battery, threats, and denials from their wives? Can we say that there are no men who go to the hospitals or pharmacies to nurse bruises inflicted by their legally married wives? As Tjaden and Thoennes (2008) noted, the reality of domestic violence on men is a private, hidden and often shameful form of suffering that few ever hear about other than the men, women and children who are immediately involved. Borrowing from the assertions of Michael (2002), it is logical to say that cases of male victims in domestic violence abound than one could ever cover in a single document, but looking at the Nigerian context, little empirical evidence are found to have looked at domestic violence against men. While studies have looked into gender balance in domestic violence, and also predictors of domestic violence, there is a deficiency of studies on domestic violence against men from the Nigerian context. This is the void this study intends to fill.

Statement of Problem

The belief that women are the typical victims of domestic violence has shaped different stances on and responses to domestic violence as a social problem in areas ranging from government policies to feminist grass root campaigns. Juxtaposing this notion, recent developments in African countries like Nigeria has revealed that males are also as much victims of domestic violence as females. What is portrayed here is that husbands also do suffer abuses, harassment, denials, physical attack from their wives which mostly lead to loss of stability and sometimes death.

As stated earlier, there is a deficiency of literature that have looked into domestic violence against men. This deficiency is noted from the fact that, although women do face more domestic violence than their male counterparts in most African societies like Nigeria, that does not mean that men don't face such too. In recent time, in Nigeria to be precise, a major difficulty facing the male victims of domestic violence is that public awareness and professional perceptions are often very heavily influenced by the existing consensus on this issue which has become a big problem even in the advanced societies just as it is too in developing nations like Nigeria.

Objectives of the Study

1. To investigate the level of audience exposure to domestic violence against men on television.
2. To examine the perceptions of the audience about television portrayal of domestic violence against men.
3. To examine how Television Portrayal of Domestic Violence influence Women to act violent?

Research Questions

1. What is the level of audience exposure to domestic violence programmes on television?
2. What are the perceptions of the audience about television portrayal of domestic violence against men?
3. How does television portrayal of domestic violence influence women to act violent?

II. REVIEW OF RELATED LITERATURE

Violence/ Domestic Violence

The need for a person or a people to live a meaningful life has been a major reason behind the violence we experience today (Carrabine, 2004). Humans engage in conflict mostly over means of livelihood. Land, livestock, jobs, gold, spouses, children and other valuables are what individuals fight over. Most notably, as Neubeck and Davita (2005) observed, people engage in violence to preserve their ego, position, prestige and relevance; and surprisingly, preserving ego seems to be the major motivator of violence over the times.

According to Adebayo (2014), Chikataru, JakharMahk, Singla & Dhatarwal (2013), domestic violence also known as domestic abuse, spousal abuse, battering, family violence, dating abuse and intimate partner violence (IPV) are a pattern of behaviours which involves the abuse by one partner against another in an intimate relationship such marriage, collaboration, dating or within the family. In addition, domestic violence can take many other forms including physical aggression, or assault (hitting, kicking biting, shoving, restraining, slapping, throwing objects; battery), or threats thereof; sexual abuse, emotional abuse, controlling or domineering intimidation stalking; passive, covert abuse and economic deprivation. It could be perpetrated on both the men and women.

The National Coalition Against Domestic Violence (NCADV) (2015) views domestic violence as the willful intimidation, physical assault, battery, sexual assault and or other abusive behaviour as part of a systematic pattern of power and control perpetrated by one intimate partner against another. It includes physical violence, sexual violence, threats and emotional or psychological abuse. American Psychiatric Association (APA) (2005) sees domestic violence as a control by one partner over another in a dating, marital or live-in relationship. The means of control include physical, sexual, emotional and economic abuse, threats and isolation.

The Growing Trend of Violence and Domestic Violence

There is nearly no area of human endeavour that violence has not been experienced; ranging from political institutions, security, education, health, religion, and even the family as an institution and a unit of the society. In short, the family seemed to be the basis where the fire of violence is ignited and spread out (Hamm, 2004). There is a continuous conflict in homes especially between husbands and wives or other individuals within family ties and contracts. Battery, injuries, verbal abuses, harassment, sexual denial etc. are common stories families relay on in our society. These are generics of domestic violence (Tjaden and Thoennes, 2008).

Meanwhile, it is a long-standing consensus in most part of the world, that women and children are the victims, and men the perpetrators of domestic violence, suggesting that women are vastly more likely than men to present as victims of domestic violence. Reports in hospitals, emergency departments, police stations and the law courts have revealed that women undoubtedly are victims of violence but that doesn't mean men are also not abused or violated (Tjaden and Thoennes, 2008).

Causes of Domestic/Relationship Violence

Black, Weisz, & Bennett, (2010) citing Worden & Carlson, (2005) observed that many people believe that a woman's behavior can contribute to intimate partner violence, while some believe that women want to be abused, and a large majority believe that women can easily leave abusive relationships while men might find it difficult to leave such relationships. Black, Weisz, & Bennett (2010) suggest that on the overall, most people believe that the causes of domestic violence are rooted in the individual and family; while few people view domestic violence as a problem with roots in society or culture.

In a society like Nigeria, harsh conditions like poverty, hunger and even hate within a family can lead to domestic violence. But on a general note, going by the postulations by Susmitha (2016), cultural mores, religious practices, economic and political conditions may set the precedence for initiating and perpetuating domestic violence. She further buttressed the position that one cannot underestimate the importance of macro system-level forces (such as cultural and social norms) in the aetiology of gender-based violence within any country like Nigeria. Mead & Keltly (2018) suggest that expectancy based on past behavior may influence attributions for violence in existing relationships. This presupposes that the combination of high blame, external attributions, and low social rejection can be causes of domestic violence.

Domestic Violence against Men

Adebayo (2014) clarified that domestic violence against men is the violent act against men by their spouse. He noted that there has been so much research and reports on domestic violence against women across the world but little were done on domestic violence against men. In the world we live today, judging by the recent increase in domestic violence, one would agree with the assertions of Adebayo that domestic violence against men occur virtually in every society in varying degrees. To Tygal (2015), domestic violence against men is not as popular as violence on women and children because of some reasons as identified by James (2003), like low self-esteem, courage, feelings of powerless shame, fear of failure, stigmatization etc. to Tygal as confirming James's position, all these mentioned, account for some of the under-reportage of domestic violence against men. Supporting this, Adebayo (2014) opined that gender differences in reporting violence is another explanation for mixed results.

Recent incidences in Nigeria especially in 2016 revealed that women not only physically abuse their partners but go to the point of sending hired assassins to their husbands and killing them. Onyebuchi a banker was paraded on October 26, 2016 alongside the duo of Chigozie Smart and Kingsley Ikechukwu of Okele for a failed assassination attempt on the husband. Oluwakemi Etumachetted her husband in Ogun State reportedly

because the husband married another wife. Also, a female lawyer Yewande Oyediran Sliced her husband's throat for marrying another wife. These reported instances shows that men are also subjected to domestic violence in Nigeria.

Aside from being killed, men often find themselves in other forms of domestic violence like verbal abuse which is common among partners, sexual deprival, emotional abuse, physical attack i.e., slapping, kicking, hitting by object and in most cases, men choose not to talk about it because they believe it belittles them to talk about it, because woman beating man is culturally not acceptable in the context of the Nigerian society. This assumption is supported by Adebayo (2014) citing Zimmerman (2002), the under-reporting of domestic violence is almost universal and may be due to the sensitive nature of the subject.

Tackling Domestic Violence

In tackling domestic violence, it is suggested that more emphasis on domestic violence largely has to do with creating awareness, surveillance of the environment, and correlation of the parts of the society in responding to its environment and the transmission of cultural heritage (Mcquail, 1998). No doubt that one of the major ways of addressing the problem of domestic violence against men is to raise public awareness through the media especially television. Television as noted by Raufu (2011) combines vision with voice.

This enhances its power to persuade its audience using the blend of colour, aesthetics, and sonorous voices to sustain attention. According to Archer (2000), no life is as lonely and frustrated as a denied husband; it causes bottled aggression, suicide, and mental disorder. It is appropriate to ask in this context why the phenomenon of domestic violence has been so formulated as to virtually exclude the possibility of male victims or female perpetrators.

Domestic Violence in Nigeria/ Television Portrayal of Violence

The acceptance of domestic violence varies from country to country as postulated by the European country of origin Information Network (ecoi.net) (2014), which notes that there is no national legislation on domestic violence in Nigeria. On the issue of violence in Nigeria, violence against the persons (prohibition) (VAPP) was passed in 2013 in House of Representatives, but remains before the senate awaiting approval, however, some states like Ebonyi, Jigawa, Cross-River, Lagos and Ekiti at state level have domestic violence legislation.

Ecoi-net (2014) citing CLEEN FOUNDATION (2014) states that some Federal Laws allow gender-based violence, such as permitting husbands to use physical means of chastising their wives, as long as it does not result in grievous harm which is defused as loss of sight, hearing, speech, facial disfigurement or life-threatening injuries. Wife beating in some societies in Nigeria is seen as a normal phenomenon. UNICEF Innocent Digest (2000) reports that in industrialized countries like Japan, 59% of the women are physical abused, in United States, 28% of the women are physically abused while in India 45%, Egypt 35%, and Kenya 42% of the women are physically abused, however non was said of men. This suggests that domestic violence is not a Nigerian problem but a global problem which needs more and more attention.

Television as an entertainment medium became widely available in the years after world war programmes when violent content became popular. The belief that television causes aggression and violence has been strongly held by many for a very long time (Ferguson and Savage, 2011). As a potent tool of education, entertainment, television remains a tool of inculcating norms of a particular society while serving as a window of the society. Being a window to the society, there is concern that reporting of suicides, homicides, violent and criminal events on television may result in copycat action by its audience (Ecoi-net, 2014, CLEEN FOUNDATION (2014 and Ferguson and Savage, 2011).

Theoretical Framework

Cultivation theory, Spiral of silence theory, and Society in transition domestic violence theory formed the theoretical background of the study.

Cultivation Theory

This theory was developed by Gerbner during the 1970s and 1980s, the central argument is that television is a message system that cultivates or creates a world view that although not absolute, becomes the reality simply because we, as a people believe it to be reality and base our judgments about our own everyday world on that reality (Barran and Davis, 2009).

The central thesis of the theory is:

- Heavy T.V viewers will cultivate the perception of the reality portrayed on T.V
- People predicate the judgment about and their actions in the world on the cultivated reality provided by television.

Spiral of Violence

Spiral of silence was propounded by Noelle-Neuman (1984), it states that because of people's fear of isolation or separation from those around them, they tend to keep their attitudes to themselves when they think they are in the minority. The media because of a variety of factors tend to present one (or at most two) sides of an issue to the exclusion of others, which further encourages those people to keep quiet and may register that opposing view (Baran & Davies, 2009). If various viewpoints about agenda items are ignored, marginalized, or trivialized by media reports, people will feel reluctant about them. Neuman is concerned with the long-term consequences of these perceptions.

Relating this to this study, there is a spiral of silence on violence against men in the media especially television. Men have the fear of shame in the society isolation from friends and family and ego, and deliberately not discuss/report any act of violence against them by their wives but rather keep quiet.

The General Aggression Model (GAM)

The General Aggression Model (GAM) was developed to integrate several domain-specific theories that have been used to explain aggression in order to provide a more comprehensive framework of aggression theory. Groves, Prot, & Anderson citing Anderson & Bushman (2002) and DeWall, Anderson, & Bushman, (2011), opined that the General Aggression Model (GAM) provides a comprehensive framework for understanding aggression and violence. To them GAM describes the personal and situational factors and their resultant processes that influence an individual's aggressive behavior in the current situation as well as forces that influence the long-term development of aggressive tendencies, in the context of this study, television.

The General Aggression Model (GAM) is a broad theory that conceptualizes aggression as the result of a chain of psychological processes, including situational events, aggressive thoughts and feelings, and interpretations of the situation which could gravitate through violent content on television. The fundamental idea of the theory is that aggressive behaviour is the result of a chain of psychological processes like individual difference: where some people are more likely than others to respond to situational events with aggressive thoughts and feelings. The theory also emphasizes on the appraisal process: how people decide whether aggression is appropriate (Groves, Prot, & Anderson citing Anderson & Bushman: 2002; DeWall, Anderson, & Bushman, 2011).

Relating the position of the General Aggression Model to this study, television exerts greater influence on its viewers and the fact still remains that women who expose themselves to violent televised contents even if they were never violent before might gradually start developing aggressive tendencies towards their male partners. Some women might have hereditary violence through biological process like genetic and hormone but might never know they had it until they consistently get exposed to violent content.

Research Methodology

The study made use of triangulation. Survey and qualitative content analysis were adopted. Survey method was used to gather and analyze quantitative data while qualitative content analysis was used to analyze the themes of the Nollywood television film titled "Mr&MrsAbbah" used for the content analysis.

The population considered for this study is 793,681 people. This figure is made up of people living in Abeokuta metropolis of Ogun State, Nigeria. Abeokuta metropolis of Ogun State, Nigeria is made up of four local government areas, namely; Obafemi Owode local government area, Abeokuta South local government, Abeokuta North local government and Odeda Local Governments.

The sampling frame for this study was generated from data obtained from the National population commission of Nigeria and National Bureau of statistics which puts the combined population of the four local government areas selected for this study at 793,681 with Obafemi Owode local government having a population of 235,071, Abeokuta South 250,295, Abeokuta North 198,793, and Odeda Local Governments 109,522. One electoral ward was selected from the four local governments while the movie Mr&MrsAbbah, a Nollywood television film was purposively chosen for the content analysis. This film was selected because most Nollywood television films that portrayed domestic violence were on domestic violence against women but this film treated both violence against men and women.

The population figures for each ward selected from the four local government areas could not be established due to lack of records by the National Population Commission of Nigeria and the National Bureau of statistics.

Sample Size and Sampling Techniques

Two hundred (200) respondents were selected by picking fifty people comprising of married men and women from each of the electoral wards, representing each of the selected local government areas with equal representation of both genders. Due to lack of records of the population breakdown for each electoral ward in the selected local government areas for this study, multistage and purposive sampling techniques were adopted for the study to arrive at a representative sample size for the survey. The first stage of selection was done by

randomly picking four (4) local government areas with thirty-eight(38) electoral wards from the 20 local governments in Ogun state, Nigeria. 15 wards from Abeokuta South, 12 wards from Obafemi Owode, 5 wards from Odeda and 6 wards from Abeokuta North were purposively selected. The Nigerian film, Mr&MrsAbbah was also purposively selected as the sample for the content analysis.

Data Presentation and Analysis

Data collated for this study was presented and analyzed using frequency counts, percentages and tables with the aid of Statistical Package for Social Sciences (SPSS). Of the 200 copies of questionnaire administered on the respondents, only 191 copies of the questionnaire were retrieved by the researchers.

Research Question 1: Exposure of Audience to Television Programmes on Domestic Violence.

Table 1:

ITEMS	Res%					
		Male	Female			Total
Sex of Respondents	Frq. Per.	100 52.4%	91 47.6%			191 100%
		Yes	No			Total
		Married	Devoiced	Single	Others	Total
Marital Status of Respondents	Frq. Per.	191 100%	0 0%	0 0%	0 0%	191 100%
		1 to 5 years	6 to 10 years	11 to 15 years	16 and above	Total
Length of Marriage	Frq. Per.	29 15.2%	42 21.2%	48 25.1%	72 38%	191 100%
		Yes	No			Total
Do you watch television?	Frq. Per.	191 100%	0 0%			191 100%
		8 hours and above	5 to 7 hours	3 to 4 hours	Others	Total
How many hours do you spend daily watching television?	Frq. Per.	83 43.5%	36 18.8%	44 23%	28 14.7%	191 100%
		Yes, I do	No, I don't	Others		Total
Do you know what domestic violence programme are on television?	Frq. Per.	169 89%	0 0%	22 11.5%		191 100%
		Frequently	Often	Occasionally	Rarely	Total
How often do you come across domestic violence programmes on TV	Frq. Per.	60 33.5%	57 29.8%	30 15.7%	40 21%	191 100%
		Family programmes	Discussion programmes	Special Reports	News/Others	Total
Through which programmes do you think women watch issues on domestic violence on TV	Frq. Per	59 30.9%	45 23.6%	52 27.2%	35 18.3%	191 100%

Source: Field Survey, 2017.

Table 1 above shows that the respondents are exposed to television programmes on domestic violence because majority of them totaling about 43.5% spend at least 8 hours daily watching TV and another 23% spend between 3 to 4 hours daily watching television programmes. This shows a high level of daily exposure to television viewership by the respondents which might be as a result of the fact that almost every household in the local government areas selected for this study in Ogun state, Nigeria owns a television set.

In addition, results from table 1 shows that only 91 female respondents representing 47.4% of the respondents turned in the copies of the questionnaire administered on them after filling them out of the 100 copies. This act by the female respondents might be because in the African context, even though data from table

1 above revealed a high level of audience or respondents' exposure to domestic violence on television, in African countries like Nigeria, women or females tend to be more emotional and at times change channels when they see such violent content on television. Nevertheless, Nigerian women sometimes even become more sympathetic to the victims of domestic violence they come across on TV which have made this study assert that these violent contents watched by Nigerian women on television can be a catalyst to the Nigerian female TV audience members becoming more brave and ready to defend themselves if they find themselves in such a situation. This exposure though can increase rage in women who find themselves in difficult or even abusive relationships.

Research Question 2: Perception of the Audience on Media Portrayal of Domestic Violence against Men.

Table 2

ITEMS	Res %	Adequate	Inadequate			Total
How do you perceive television portrayal of domestic violence against men?	Frq. Per.	61 31.9%	130 68.1%			191 100%
		SA	A	D	SD	Total
Do you agree with the level of television portrayal of domestic violence against men?	Frq. Per.	24 12.6%	37 19.4%	56 29.3%	74 38.7%	191 100%
		SA	A	D	SD	Total
Do you think men feel ashamed to talk about the abuses they experience in the hands of their wives?	Frq. Per.	91 47.6%	42 22%	46 24.1%	12 6.3%	191 100%
		SA	A	D	SD	Total
Cases of male victims in domestic violence are rarely reported on television	Frq. Per.	78 40.8%	92 48.2%	21 11%	0 0%	191 100%
		Friends	Family	Police	None	Total
To which of the following people do you think men share their experiences of domestic violence from their wives and partners?	Frq. Per.	52 27.2%	16 8.4%	13 6.8%	110 57.6%	191 100%

Source: Field Survey, 2017.

Data presented in table 2 above, revealed that 68.1% of the respondents perceived television portrayal of domestic violence against men as been inadequate. 89% of the respondents affirmed that cases of male victims of domestic violence are rarely reported on television in Nigeria and 57% of the respondents asserts that men would rather prefer to keep quiet than report domestic violence to their friends, family or even the police. This can be attributed to the fact that although the respondents have knowledge of what violence is and what content is violent in nature, the television programmes they tend to watch might have focused more on violence against women than against men.

Prominence theme

On perception of television portrayal of domestic violence in televised content: Domestic violence content was prominent in Mr. & Mrs Abbah, with 28 out of the 32 scenes in the movie prominently featuring domestic violence content. Although most of these scenes featured domestic violence against women, ten (10) scenes featured domestic violence against men implicitly and not explicitly like the violence perpetrated against women by their husbands. The portrayal of domestic violence against men was portrayed as defense mechanism, as means of protecting themselves against domestic violence.

Tonality

The tone in the above-mentioned televised film on domestic violence against men was negative as portraying this act against women was not totally condemned in the film but was seen as means of fighting for one's marriage and a means of having their husbands in their palm, hence controlling them.

Table 3: How Television Portrayal of Domestic Violence influences Women to act violent

ITEMS	Res %	SA	A	D	SD	Total
Are women prone to be violent against men as a result of what they watch on television	Frq.	32	56	80	23	191
	Per.	16%	28%	40%	12%	
		SA	A	D	SD	Total
Do you think exposure to violent TV programmes helps women in defending their rights in their marital home?	Frq.	43	64	56	28	191
	Per.	22.5%	33.5%	29.3%	14.7%	
		Verbally	Physically and Emotionally	Sexual denial	Withdrawal of help	Total
Through what means do you think women defend themselves in their marriages?	Frq.	66	45	36	44	191
	Per.	34.5%	23.5%	19%	23%	
		SA	A	D	SD	Total
Do you agree that some married women fight back on their husbands in self-defense through what they learn from watching violent TV contents?	Frq.	85	38	20	48	191
	Per.	44.5%	20%	10.4%	25.1%	
		SA	A	D	SD	Total
Violence against men by women are as a result of what women watched on television	Frq.	18	107	42	24	191
	Per.	9.4%	56%	22%	12.6%	

Source: Field Survey, 2017.

Table 3 revealed that 56% of the respondents agreed that exposure to violent TV programmes helps women in defending their rights in their marital home while 52% of the respondents in disagreed that exposure to televised domestic violence do not influence their act of perpetrating domestic violence against their husbands.

Discussion of Findings

In answering research question one, what is the level of audience exposure to domestic violence programmes on television? Findings of the study showed that audience exposure to televised domestic violence content was high with 33.5% of the respondents who frequently come across such content on television and another 29.8% of the respondents who occasionally come across such content on television. Adding these two percentages together would give us 63.3% of the respondent who are well exposed to domestic violence programmes on television.

In addition to the fact that the majority of respondents are well exposed to violence TV programmes 43.5% of them spend at least 8 hours daily watching TV and another 23% spend between 3 to 4 hours daily watching television programmes, these gives a total of 66.5% of the respondents who a lot of hours watching TV. Based on this high exposure and lengthy hours spent watching TV and violence programmes, the respondents are said to be well informed on what televised domestic violence content are, as 89% of the respondents assert to the fact that they know and understand what domestic violence content on TV are.

In line with the postulations of the cultivation theory as put forward by Gerbner (1976), heavy T.V viewers tend to cultivate the perception of the reality portrayed on T.V and in the case of this study, there is a high tendency of the respondents to cultivate in them domestic violence as a result of what has been portrayed in those domestic violence programmes they have been exposed to and the huge amount of time they have spent watching them. Although findings from the study shows high exposure to domestic violence content on television, it should be noted that only high exposure to televised domestic violence content might not just be responsible for cultivating such violence domestically, but as Black, Weisz, & Bennett (2010) suggest, on the overall, the causes of domestic violence could as well be rooted in the individual and family, to Black *et al*,

domestic violence has its roots in the society or culture. Their position does not totally go in line with the postulations made by Gerbner (1976) in his cultivation theory because he did not take into consideration the societal and family impacts as factors that could also trigger someone to perpetrate domestic violence.

Corroborating the assertions by Black, Weisz, & Bennett (2010), Susmitha (2016) and Mead & Kelty (2018) opined that cultural mores, religious practices, economic and political conditions may set the precedence for initiating and perpetuating domestic violence while expectancy based on past behavior may influence attributions for violence in existing relationships even without been exposed to televised domestic violence contents.

Furthermore, in answering research question two, what are the perceptions of the audience on television portrayal of domestic violence against men? Findings from the study revealed that audience are not comfortable with the level of television portrayal of domestic violence against men in Nigeria as they see such as being inadequate. This can be attributed to the fact that, although the respondents have knowledge of what violence is and what content is violent in nature, the television programmes they tend to watch on domestic violence might have focused more on domestic violence against women than against men, this corroborates the assertions by Adebayo (2014), Tygal (2015) and James (2003) where they all agreed and suggested that domestic violence against men occur virtually in every society in varying degrees but there are inadequacy in the reportorial both on television and through empirical studies.

Just as Tygal (2015) specifically noted, domestic violence against men is not as popular as violence on women and children because of some reasons like having low self-esteem, lacking courage, feelins of powerless shame, fear of failure and stigmatization. Men who face domestic violence from their female partner ten to become silent attimes for some of the reasons mentioned. This gives credence to the theory of spiral of silence as buttressed in this study.

As propounded by Noelle-Neuman (1984), the theory of spiral of silence as put forward by Bara and Davis suggest that as long as the media because of a variety of factors tend to present one (or at most two) sides of an issue to the exclusion of others, this might further encourage people to keep quiet about their grievances while the media makes register of opposing view (Baran and Davies, 2009). In the context of this study, the inadequacy of television reportage of domestic violence against men as indicated by the findings might contribute to abused men in Nigeria deciding to remain silent rather than coming forward because as long as the media mostly television does not give time for such reports, believability of domestically abused male become slim.

In answering research question three, how does television portrayal of domestic violence influence women to act violent? The study revealed that although women are not prone to violence based on what they watch on television which could be violent content, but women's exposure to violent TV programmes as revealed by the finding go a long way in helping women in defending their rights in their marital home through self-defense when they face domestic abuse, majority of the respondents totally about 56% agreed to this position.

Furthermore, on how this television portrayal of domestic violence influence women to act violent, findings from the study shows that women tend to use different means as portrayed on television to act violent in their relationships or marriages. They might use verbal abuse, physical and emotional abuse of the spouses, sexual denial and total withdrawal of help in the marriages or relations. One can also relate these findings to the assertions of the General Aggression Model because television exerts greater influence on its viewers and the fact still remains that women who expose themselves to violent televised contents even if they were never violent before might gradually start developing aggressive tendencies which leads to domestic violence towards their male partners due to the way those violent contents were portrayed on television. Some women might have hereditary violence through biological process like genetic and hormone but might never know they had it until they consistently get exposed to violent content and tend violent their spouse even out of love.

In a nutshell, from the findings of this study, it was revealed that the inability of men to talk about violence against them contributes to the low portrayal of domestic violence against men on television which results to under reportage of domestic violence against them. Despite the fact that in societies like Nigeria which view men as not being vulnerable, one cannot debunk the fact that portrayal of domestic violence against them on television is inadequate to a large extent.

The above assertion is evident from the findings of this study which shows that about 89% of the respondents felt cases of male victims of domestic violence are inadequately reported on television in Nigeria with about 40.8% of the respondents simply agreeing to this assertion while about 48.2% of the respondents strongly agreeing to the idea of low television reportage of cases of domestic violence against men in Nigeria.

In addition to this, more prominence was also given to domestic violence against women than against men in the television programme sampled for this study. In the televised movie Mr. & Mrs Abbah, where 28 out of 32 scenes in the televised movie prominently featured domestic violence content, only 10 of the scenes showcased violence against men resulting to a negative portrayal of domestic violence against men.

Furthermore, the findings of this study will be beneficial to key stakeholders like NGOs, television stations, married people, people in relationships and media scholars within the Nigerian context and beyond by giving them a new dimension to the paradigm shift in the perpetration of domestic violence, from women been the victims of domestic violence to women becoming the perpetrators of such. It would also help NGOs to monitor reports on domestic violence against men in Nigeria and individuals in relationships can use the findings of this study to improve their relationships and even marriages and to use televised violence content to correct domestic violence act in the society rather than use televised violence content to inflame domestic violence.

III. CONCLUSIONS

Despite the fact that television portrays men as the strongest sex, in the center of society, little has been said about men being violated from the Nigerian context, this study concludes that till date, television portrayal of violence against men is not adequate in Nigerian television.

Going by the findings in table 2, 47.6% of the respondents strongly agree that men feel ashamed to talk about the abuses they experience in the hands of their wives while about 22% of respondents simply agree to this notion. This becomes a problem and would definitely affect the level of reportage of domestic violence against men by women specifically on television. These assertions are in line with the revelations from the study, where 57.6% of the respondents believe men would rather prefer to remain silent about the abuse they face in the hands of their wives or spouses than report such abuses to the law enforcement agencies like the police, or even to report such to their family members or to their friends.

It would interest people to know that cases like this can easily get to the media's attention when there is more of police involvement which in the context of this study occupy only 6.8% of the responses of the respondents on possible channel men use in reporting these assaults or abuses meted on them by their spouses.

It is in the light of all these that this study concludes that men not talking about their violations in marriage accounts for the under reportage on Nigerian television. In addition, it should be noted that, Nigerian women going by the result of this study are not prone to violence due to their exposure to television portrayal of domestic violence but they tend to become violent to their husband as a result of what they watch on television which might be violent content for the purpose of cultivating the act of self-defense, as such, women perpetrate the act of violence through verbal abuse, physical attack; emotional abuse; and sexual denial.

Recommendations

This study recommends that television stations in countries like Nigeria who rely heavily on advertisement for revenue should not hold on to the believe or think that advertisers wouldn't want to patronize them if they give more sympathy to the broadcast of domestic violence against men, these television stations in Nigeria need to do more in the aspect of reporting cases of domestic violence against men even though women are known to be more of the victims of domestic violence than being the perpetrators. It would be farfetched given the rise in recent antecedents of domestic violence against men in Nigeria to say that men are not also victims.

It is no longer news that sympathy for women sells more than sympathy for men on television when it relates to issues of domestic violence; this presupposes the need for a paradigm shift from the context of third world countries in Africa like Nigeria where believability of media content on domestic violence against men is low.

It is in view of these and on the findings of this study that the following specific recommendations are put forward; that:

1. Men should feel comfortable discussing domestic violence against them so that it can be brought to lime light by the media thereby setting agenda on it like that of women. Because of men concealing this to themselves has brought about the spiral of silence on it by the media.
2. Women are advised to use whatever they viewed on television as a means of improving their marital relationships, take good cues from the television programmes they are exposed to rather than violating their spouses because of what they are exposed to.
3. Television should have a paradigm shift from portraying men as intimidators, perpetrators, but as responsible people who could also be victims of domestic violence. Their attention (television) should continue to concentrate on domestic violence against women but also on men.
4. There is need for more research on audience exposure to domestic violence contents on social media in Nigeria, as going into the future, with the availability of information and communication technologies (ICT), social media would be a driving force than mainstream media like television in Nigeria.

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