



Home > Journal > Social Sciences & Humanities > AASoci

[Indexing](#) [View Papers](#) [Aims & Scope](#) [Editorial Board](#) [Guideline](#) [Article Processing Charges](#)

AASoci > Vol.2 No.2, June 2012

**OPEN ACCESS**

## Gender Domination in Nigerian Public Relations

PDF (Size: 62KB) PP. 149-154 DOI: 10.4236/aasoci.2012.22020

### Author(s)

Bonachristus Umeogu, Ojiakor Ifeoma

### ABSTRACT

Does gender influence practice? This paper using the theory of agenda setting and constructionist theory of representation assesses the public relations profession in relation to the value, treatment and power accorded to the different gender in the course of their professional duties. It was found out that even though there are fewer men in number, the males have more power than their female counterparts. Also, gender, directly or indirectly influence treatment and value. This paper is highly significant in the face of the global call for equal playing ground for both male and female in all spheres of life.

### KEYWORDS

Gender; Treatment; Value; Power

### Cite this paper

Umeogu, B. & Ifeoma, O. (2012). Gender Domination in Nigerian Public Relations. *Advances in Applied Sociology*, 2, 149-154. doi: 10.4236/aasoci.2012.22020.

### References

- [1] Baran, S. (2004). Introduction to mass communication. New York, NY: McGraw Hills Companies.
- [2] Benson-Eluwa, V. (1999). PR: A practical approach. Enugu: Virgin Creations.
- [3] Daramola, L. (2003). Introduction to mass communication. Lagos: Ruthan Press Ltd.
- [4] Diamond, M. (2000). Sex and gender: Same or different? *Feminism and Psychology Journal*, 1, 40-54.
- [5] Grung, L. (2001). Women in PR: How gender influence practice. New York, NY: Guilford Press.
- [6] Hanson, R. (2005). Mass communication in a media world. New York, NY: McGraw Hills Companies.
- [7] Idiyorough, A. (2005). Gender: Concepts and issues in Nigeria. Makurdi: Aboki Publishers.
- [8] Jefkins, F. (1984). Intro to marketing, advertising and PR. Hong Kong: Macmillan Publishers.
- [9] Lattimore et al. (2005). PR: The profession and the practice. New York: McGraw Hill Companies.
- [10] Lipmann, W. (1979). World outside and pictures in our heads. In W. Schramm, & D. Roberts (Eds), *Process and effects of mass communication* (pp. 3-39). Urbana, IL: Urbana University Press.
- [11] McAllister, L., & Dudau, A. (2006). Gender based barriers to effective collaboration: A case study on children' s safeguard partnership. *International Journal of Human and Social Sciences*, 2, 809-812.
- [12] Mcquail, D. (2005). *Mass communication theory* (15th ed.). Thousand Oaks, CA: Sage Publishers.
- [13] Okafor, G. (2002). Teaching mass communication. Enugu: New Generation Books.
- [14] Okunna, C. (2003). Women and the media. *International Journal of Social Inquiry*, 1.
- [15] Onabanjo, O. (2002). Essentials of media law and ethics. Lagos: Gabi Concepts.
- [16] Reeves, H., & Baden, S. (2000). Gender on development: Concepts and definitions. Falmer:

[AASoci Subscription](#)

[Most popular papers in AASoci](#)

[About AASoci News](#)

[Frequently Asked Questions](#)

[Recommend to Peers](#)

[Recommend to Library](#)

[Contact Us](#)

Downloads:	15,271
Visits:	59,848

[Sponsors >>](#)

University of Sussex.

- [17] Robinson, G. (2005). Gender, journalism and equity. Cresskill, NJ: Hampton Press Inc.
- [18] Stacks, D., & Hocking, F. (1999). Communication research (2nd ed.). New York, NY: Longman Publishers.
- [19] Unites Nations (2005). MDG reports.

[Home](#) | [About SCIRP](#) | [Sitemap](#) | [Contact Us](#)

Copyright © 2006-2013 Scientific Research Publishing Inc. All rights reserved.