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**Media Advocacy for Balancing Gender Reports on Domestic Violence against Men in
SouthWest, Nigeria**

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Abstract

Purpose: The goal of this study is to examine media advocacy for balancing gender reports on domestic violence and identify the level of awareness about the prevalence of domestic violence against men in south west Nigeria. This study test hypotheses on media perpetuation of societal stereotypes that ignore domestic violence against men south west Nigeria, encouraging media organisations toward responsible reporting on all forms of domestic violence, irrespective of gender in south west Nigeria and determine how policies and laws that address domestic violence comprehensively including support for male victims can be advocated by the media.

Methodology: The study employed a survey research methodology and utilised a purposive sampling technique, resulting in a sample size of 520, calculated using the Taro Yamane formula. The research tool employed was a questionnaire, which form the primary source of data collection while secondary data was collected through books, journals both in physical and online library. Data collected was analysed using both descriptive statistics (percentages and mean) and inferential statistics using chi-square (t-test) using Statistical Product and Service Solution (SPSS) software.

Findings: revealed that media perpetuates societal stereotypes that ignore domestic violence against men. It also revealed that if journalists are trained and have clear editorial guidelines on addressing biases in reporting domestic violence against men, they will advocate for comprehensive policies and laws that address domestic violence. It hereby recommends that Media campaigns should actively highlight the need for gender neutral domestic violence laws that protect all victims, regardless of gender and collaborate with policy makers to amplify stories of male survivors and advocate for inclusive support systems.

Unique Contribution to Theory, Practice and Policy: This study is anchored on framing theory, It upholds the tenets of framing theory as media framing of domestic violence in gender neutral manner will help reorienting people's thinking about it. Also, it would help media practitioners to come up with campaigns that would actively highlight the need for gender neutral domestic violence laws that protect all victims, regardless of gender, collaborate with policy makers to amplify stories of male survivors and advocate for inclusive support systems.

Keywords: Media, Media Advocacy, Gender, Gender Reports, Domestic Violence, Men

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INTRODUCTION

Domestic violence against women is recognised as a world public health issue, impacting about one-third of women worldwide, with 38% of all female killings perpetrated by intimate partners. Globally, around one third (30%) of all women who have engaged in a relationship have encountered physical and/or sexual violence perpetrated by an intimate relationship (World Health Organisation, W.H.O.2012, 2013, 2024). This is a worldwide human rights and public health concern that has significant and enduring social, developmental, and health repercussions for mothers and their offspring, (Stockl & Sorenson, 2024).

Society world over predominantly perceives males as the aggressors in domestic violence, with a prevailing belief that women are unlikely to abuse men, especially within intimate partner relationships (Mphathen & Mlamla 2022). Over the years, domestic violence has been portrayed to be male-perpetrated violence against women, whereas female violence towards male partners is often deemed a response to male aggression. Women violence against men is considered to be men's fault because women are believed to be non-violent in nature, (Lewis & Sarantakos, 2001). Most often, domestic violence against men are trivialized and justified in a variety of ways in bid to excuse female violence as done in self defense (Hine, et. al.,2022).

Women are at a heightened risk of domestic violence compared to men; yet, men are also increasingly becoming victims of domestic abuse (Tjaden, & Thoennes, 2000); World Bank 2019), Oche, 2024),.,.). The perpetration of domestic abuse by women is related to the contextual factors (level of education, gender dominance, level of women autonomy, age and so on) surrounding such incidents. Domestic abuse perpetrated against men is increasingly prevalent in Nigeria. The Domestic and Sexual Violence Agency of the Lagos State Government announced that 1,108 males have allegedly experienced domestic violence over a span of six years (Punch online, 2023). In 2022, Purple Lifeline Connection reported that over 25 percent of men experience abuse from their spouses in Nigeria (Saanyol T., 2022).

Women have enjoyed media coverage of domestic violence against them, considering the various advocacy programs developed by both governmental and non-governmental organisations (NGOs). Support centres are accessible for women, for example Lagos State Ministry of Justice has under it a department of Domestic and Sexual Violence Response Team. Although few, if any, of these programmes exist for male victims of domestic violence. This is attributable to the perception of men as the perpetrators of domestic violence (Hines, & Malley-Morrison 2001; Nkwam-Uwaoma, , Ojiakor - Umenze, Nwamadu, 2020).

Broadcast media (radio, television & social media) have vital roles to play in raising awareness of domestic violence against men by utilising its influence to disseminate information, share survivors' narratives, and confront societal views. This can facilitate the cessation of silence over the topic, promote public discourse, and yield equitable gender analyses on domestic abuse. Research has examined violence against women as a global public health concern (Stockl & Sorenson, 2024), the psychological repercussions of domestic violence on men (Hines & Malley-Morrison 2001), violence against men and its implications in the workplace: a literature review (Garro,et. al., 2024), and the support systems available for male victims (Hine, et. al.,2022). Nevertheless, little has been made regarding media advocacy and equitable gender reporting on domestic abuse against men in South West Nigeria.

Statement of the Problem

Domestic violence is a major global public health problem affecting both men and women. While much emphasis has been directed towards violence against women, there exists a

conspicuous gap in media reports and advocacy about domestic violence against men. The following are to be addressed in this study. The media's under-representation of domestic violence against men perpetuates the idea and assumption that it predominantly affects women. This not only neglects the perspectives of male victims but also fosters damaging stereotypes.

Stigmatisation and silence are challenges that bring about less focus on domestic violence against men. Due to societal preconceptions and stereotypes, male victims face significant barriers in coming forward and seeking help. Media have been accused of contributing to the stigma and silence because of under reporting and little advocacy programmes for male victims.

Inadequate media coverage is said to impede public understanding regarding the prevalence and severity of domestic violence against males, hence affecting the accessibility of support services for male victims and complicating their ability to seek assistance and recover from their experiences. An example is the issue of a police officer who kept quiet till he and his wife were involved in mutual violence in Ado, Ekiti State that led to loss of their lives (Nejo, 2025). Limited media coverage has been said to hinder public awareness about the prevalence and severity of domestic violence against men, hence affecting the availability of support services for male victims and complicating their ability to access help and recover from their experiences.

The sole focus on women experiences of domestic violence perpetuates gender inequality and hinders progress toward a more inclusive and a just society.

To address these problems, media advocacy can play a crucial role in breaking silence surrounding domestic violence against men, challenging stereotypes and promoting inclusivity and gender equity in discussions and actions relating to domestic violence.

Objectives of the Study

The specific objectives of this study are to;

- i. Identify the level of awareness about the prevalence of domestic violence against men;
- ii. Investigate how media have perpetuated societal stereotypes that ignore domestic violence against men;
- iii. Examine how media organisations can be encouraged toward responsible reporting on all forms of domestic violence, irrespective of gender, and
- iv. Determine how policies and laws that address domestic violence comprehensively including support for male victims can be advocated by the media.

LITERATURE REVIEW

Media

Rauf, (2021) describes media as contemporary channels through which messages are passed to a large number of people. Precisely, media refer to a means of communication that is intended to reach a wide audience. (Aggarwal, & Singh, 2022). See media as means to deliver a message to the targeted audience. From the scholars above, media include all categories such as broadcast media like radio and television, print media such as magazine, books, newspaper; and internet media like blogs, podcast and video sharing media. Media fulfils some basic roles in the society which are entertainment, as they act as a facilitator for people's imagination, source of fantasy, and an outlet for escapism.

Media serve as a tool of education and information. These educational and informational programmes may come in various forms like news or enlightenment programmes as they make

available stories across the globe. Media is also useful in monitoring government, business, and other institutions to bring about accountability for the services they are offering the society. Media has the ability to act as a public sphere where important issues can be discussed through letters to the editor, phone-in-programmes where readers and listeners are allowed to give responses to journalists or to air their views on trending issues in the society (Rauf, 2021; Aggarwal, & Singh, 2022,). Media role as public forum brings about the advocacy role of the media, which implies that it can be a veritable tool in influencing balanced gender reports on domestic violence against men by bringing issues of domestic violence up for discussion.

Media Advocacy

Advocacy involves actively supporting an idea or cause through strategies and methods designed to influence the opinions and decisions of individuals and organizations. The goal is to create or change policies, laws, regulations, resource distribution, or other decisions that impact people's lives, ensuring that these decisions are effectively implemented, (USAID& IREX n.d.). Media advocacy is a means of using media outlets (such as newspapers, radio, television, newsletters, journals, magazines, and social media, like blogs, Facebook, and Twitter) that matter to decision-makers to influence them (decision-makers).

They are campaigns that strategically use mass media to advance a policy initiative in order to leverage the power of the media (Selvik, L-M, 2021). Media advocacy has been said not to be about getting issues into the press, but getting the issue into the press in a way that provokes new or different thinking (Fresina, & Pickles, 2013). Therefore, media advocacy on domestic violence against men is about provoking a new thinking in the society about new dimension of domestic violence, (Selvik, 2021). This is evident in

Domestic Violence

Domestic violence (DV) has been said to be the most common forms of violence against women and includes physical, sexual, and emotional abuse and controlling behaviours by an intimate partner (2012, 2013, 2024). (Adekoya, & Olaseinde-Fayomi, (2020) stated that domestic violence (DV) occurs in all settings and among all educational, socio-economic, religious and cultural groups, which implies that domestic violence is not only a problem affecting women but also a problem among the men folk. The overwhelming global burden of domestic violence is borne by both women and men with complex implications on both genders. Sambo, et. al., (2023) identify major ways in which domestic violence manifests in intimate relationship: physical abuse such as kicking, punching, and slapping; sexual abuse; and emotional abuse such as intimidation, shaming, and controlling through guilt and manipulation.

Olaseinde, & Oguche,, (2021)) indicated that occurrences of domestic violence against men demonstrate that men too experience domestic abuse in Nigeria. In addition to fatal violence, men frequently experience various forms of domestic abuse, including verbal maltreatment, sexual deprivation, emotional harm, and physical assault, such as slapping, kicking, or being struck with objects. In 2025, the wife of a police officer cut her husband's penis while asleep for cheating on her while the man macheted the wife to death in Ado, Ekiti State, (Nejo, 2025). In 2017, a woman bathe her husband's penis with hot water in Ibadan, Oyo State both in the southwest Nigeria, (Oluwagbemi, 2017). Often, men opt to remain silent about these experiences, as they perceive discussing them as diminishing, particularly given the cultural unacceptability of women physically assaulting men within Nigerian society.

Theoretical framework

In 1972, Gregory Bateson originally introduced the concept of framing. Framing is the primary organising concept or narrative that imparts significance to a sequence of events, establishing a connection among them (Lecheler, & De Vreese, 2019). It is the process by which individuals establish a certain conceptualisation of an issue or realign their perspective around it. Framing indicates the nature of the disagreement and the core of the issue, (Chong, & Druckman,, 2007).

Framing theory is adopted for this project as media will be used to frame domestic violence against men as gender-neutral issue, challenging the existing stereotypes that portrays domestic violence as basically women issue. Hence, this allows redefinition of domestic violence as a global burden that has implication for both men and women. The essence of using framing theory for this study is for the media to report domestic violence against men in a way that will reorient people's thinking about it.

Also, this study will advocate media regarding domestic violence in a manner that can influence public discourse and drive changes in policies and practices relating to domestic violence against men. Doing this would help to shape narratives, challenge existing biases and engage with media outlets and the public to promote a more inclusive and accurate portrayal of domestic violence against men as important issue as it is for women.

This theory has been employed by some media campaigners against domestic violence. The media advocacy on gender based team of Bamidele Olumilua University of Education, Science and Technology, Ikere (BOUESTI) in collaboration with TETFund organised a workshop in February on media advocacy for balancing reports on gender violence (Omotoso & Seweje, 2025). Immediately after their advocacy workshop, in March 2025, Nigeria Bar Association (NBA), Ekiti State branch held a campaign on domestic violence against men (Kesh, 2025).

Empirical Review

Olorunpomi, et.al., (2025) worked on gender inequality: male victims' reactions to social media portrayals of domestic abuse against men in Nigeria reveal that such portrayals reinforce conventional gender roles, undermining efforts to recognize and support male victims. This contributes to persistent gender inequalities by denying men visibility and empathy in discussions about domestic violence.

Sambo, et. al., (2023)) investigated the perceptions and experiences of domestic violence among women in a rural community in Kaduna State, Nigeria. They concluded that socio-demographic factors influence these perceptions and experiences, noting that many women are not oblivious to the abuse and that there is a significant underreporting of domestic violence in rural communities due to fear and embarrassment. This means that if women are afraid of speaking up owing to shame, then men will be silent owing to shame, guilt and the cultural stereotype that defines men as strong and not weak.

Olaseinde, & Oguche,, (2021)) examined audience perceptions of television representations of domestic violence against men in Nigeria, employing a triangulation research methodology that combined surveys and qualitative content analysis. Their findings indicated that men's reluctance to discuss violence perpetrated against them adds to the inadequate representation of domestic violence against men on television, leading to underreporting of such incidents. In societies such as Nigeria, where males are perceived as invulnerable, it is undeniable that the representation of domestic violence against them on television is largely insufficient.

Furthermore, Anisur Rahman Khan & Najuwa Arendse (2021) worked on Female perpetrated domestic violence against men and the case for Bangladesh, the study found that cases of

domestic violence against men do not receive enough media traction, often leading to the perception that men are primarily perpetrators. Media framing typically diminishes male victimhood, framing female perpetrators' actions as self-defense. Muchemi, (2015) explores how gender stereotypes are perpetuated through mass media coverage of domestic violence stories in Kenya using textual analysis. She argued that the presentation of gender stereotypes alongside unsightly depictions of domestic violence scenes make the consumers believe that domestic violence is justified as long as it can be backed by culturally constructed gender stereotypes and this stereotypes give birth to more cases of such domestic violence.

In accordance with the aforementioned, Straus, (2009) examined contemporary disputes and the prevalence of female offenders in intimate partner violence, highlighting the substantial evidence of women perpetrating domestic abuse against their spouses. He discovered that female-perpetrated physical violence is frequently unacknowledged and typically dismissed. The primary reason the public fails to recognise the prevalence of female-perpetrated violence against men is the lack of accessible information or its distortion in the media, which serves as the public's principal source of knowledge. Media portrayal of domestic abuse mirrors and perpetuates gender stereotypes.

Looking at the above literature it is obvious that there is need for media advocacy for domestic violence for men to speak up and not die in silence, this has made BONNews (2025) to encourage men experiencing domestic violence to break their silence and speak up to prevent emotional and psychological harm

Research Gaps

Obvious gap in the study conducted by (Olorunpomi, et.al., 2025) is the emphasis on : male victims' reactions to social media portrayals of domestic abuse against men in Nigeria, although it delved into gender inequality little was said on advocating balanced media reports on domestic violence against men. Studies have addressed perception perceptions and experiences of domestic violence among women in a rural community in Kaduna State (Sambo, et. al., 2023), audience perceptions of television representations of domestic violence against men in Nigeria (Olaseinde, & Oguche, 2021), Female perpetrated domestic violence against men and the case for Bangladesh (Anisur & Najuwa Arendse 2021). However little had been done on advocating balanced media reports on domestic violence against men. Hence, there exist a knowledge gap concerning media advocacy for balancing gender reports on domestic violence against men in southwest, Nigeria.

METHODOLOGY

Survey research design was adopted for this study, this allow the researchers to gather quantitative the use of questionnaire. The population of the study consist of the 14,958,694 men and women in Lagos, Ondo and Ekiti States. The study used purposive non probability sampling technique for the project. Using Taro Yamane formula, 400 respondents were derived sample size for this study. However, Thirty percent (30%) of the derived figure was added to take care of incomplete or invalid responses hence, 30% of 400 is 120. Therefore, the sample size for the study is 520 as recommended by (Adekoya & Olaseinde, 2021). Data was collected from primary and secondary sources. The primary data was collected through questionnaire, while secondary data was collected through books, journals articles from both physical and online library. Research instruments for this study is questionnaire, the cronbach alpha reliability was conducted at 10% sample size shows 0.841 which indicates the reliability of the instrument.

The data gathered from the field was examined utilising both descriptive and inferential statistics. The analytical description encompassed percentages and means that allow researchers to put data into order for easy interpretation, while inferential statistics include chi-square (t-test) using Statistical Product and Service Solution (SPSS) software. Percentages and Mean was used to know the prevailing items that actually describe the level of awareness about the prevalence of domestic violence against men in south west Nigeria. Inferential statistics was used to enable the researchers to test hypotheses one to three to establish the existing differences in media reports on domestic violence against men and women.

Ethical Clearance

Ethical clearance was requested and granted by the Research Ethics Committee of Bamidele Olumilua University of Education, Science and Technology, Ikere-Ekiti (IBR-33-0033), and consent from the respondents was obtained prior to the initiation of the study. The study's nature and objectives were elucidated to each participant, and assurances of confidentiality and anonymity were provided. Participation was entirely voluntary, and individuals who did not consent to partake in the study were exempted. The respondents' right to voluntary participation and their entitlement to withdraw at any point during the study, or to refuse participation entirely, was underscored and appropriately honoured.

Data Presentation and Analysis

Data collated for this study was presented and analysed using descriptive analysis (frequency counts & percentages) and inferential analysis (chi square) using t-test with the aid of Statistical Product and Service Solution (SPSS). Of the 520 copies of questionnaire administered on the respondents virtually through the use of WhatsApp, only 400 copies of the questionnaire were retrieved by the researchers.

Research objective 1: Identify the level of awareness about the prevalence of domestic violence against men;

Table 1: Result for the Level of Awareness about the Prevalence of Domestic Violence against Men

Strategies	Strongly Disagree	Disagree	Agree	Strongly Agree	Total
I am aware that domestic violence against men is a significant issue in society	29 (7.3)	50 (12.5)	195 (48.8)	126 (31.5)	400 (100.0)
I believe that men are equally likely as women to experience domestic violence	25 (6.3)	22 (5.5)	209 (52.3)	144 (36)	400 (100.0)
I have encountered discussions about domestic violence against men in the media or public forums	20 (5.0)	58 (14.5)	91 (57.8)	91 (22.8)	400 (100.0)
There is enough awareness and support available for male victims of domestic violence	118 (29.5)	207 (51.8)	52 (13.0)	23 (5.8)	400 (100.0)
I feel comfortable discussing domestic violence against men as a serious social issue	19 (4.8)	91 (22.8)	217 (54.3)	73 (18.3)	400 (100.0)

Source: Field Survey, 2025

Table 1 above shows the level of awareness about the prevalence of domestic violence against men. The results revealed respondents are aware that domestic violence against men is a significant issue in the society as 80.3% of the respondents attest to this, 88.3 agreed that men are equally likely as women to experience domestic violence, 80.6 agreed to have encountered discussions about domestic violence against men in the media or public forums, 72.6 agreed to be comfortable discussing domestic violence against men as a serious social issue while 81.3 detest that there is enough awareness and support available for male victims of domestic violence. This implies that respondents are highly aware of domestic violence against men and they perceived it as serious social issue, however, they affirm that there is no enough media awareness and support for male victims of domestic violence.

H₁: Media perpetuates societal stereotypes that ignore domestic violence against men.

Table 2: Result for Media Perpetuation of Societal Stereotypes That Ignore Domestic Violence against men

one-Sample Test						
	Test Value = 2					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The media often portrays domestic violence as a problem that only affects women	30.454	399	.000	1.290	1.21	1.37
Media coverage of domestic violence tends to reinforce the stereotype that men cannot be victims of abuse	25.041	399	.000	.995	.92	1.07
I have noticed that stories about male victims of domestic violence are rarely highlighted in the news or entertainment media	36.768	399	.000	1.200	1.14	1.26
The media often downplays or dismisses cases of domestic violence against men	27.983	399	.000	1.095	1.02	1.17

Source: Field Survey, 2025

The table above provides the actual result of the One-Sample Test Statistics. The table above shows the statistical significance of hypothesis 1, media perpetuates societal stereotypes that ignores domestic violence against men at a $p < .0005$, 1% level of significance. Hence, hypothesis 1 is accepted as it affirms that media perpetuates societal stereotypes that ignore domestic violence against men by often portraying domestic violence as problem that only affects women and reinforce the stereotype that men cannot be victims of domestic violence

H₂: Media organizations can be encouraged towards responsible reporting on all forms of domestic violence, irrespective of gender.

Table 3: Result for How Media Organisations can be encouraged towards Responsible Reporting of Domestic Violence, Irrespective of Gender

One-Sample Test						
	Test Value = 2					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Media representations of domestic violence contribute to societal misconceptions about gender roles and victimhood.	30.042	399	.000	1.028	.96	1.09
Media organizations should implement mandatory gender sensitive training for journalists to address biases in reporting domestic violence.	42.149	399	.000	1.360	1.30	1.42
Clear editorial guidelines should require balanced coverage of domestic violence involving male victims	25.323	327	.000	.954	.88	1.03
Media outlets should actively highlight survivor stories from all genders to challenge stereotypes about domestic violence	38.696	399	.000	1.315	1.25	1.38

Source: Field Survey, 2025

From the table above, it can be seen that the significant values of all variable are less than 0.05. Where the significant value of all 4 variables on the above table were less than 0.05, hypothesis (h₂) was accepted. So for hypothesis 2, this implies that media organizations can be encouraged towards responsible reporting on all forms of domestic violence, irrespective of gender by implementing mandatory gender sensitive training for journalists to address biases in reporting domestic violence, have clear editorial guidelines in respect of balanced coverage of domestic violence involving male victims and actively highlight survivors stories from all genders.

H₃: Media advocacy will influence comprehensive policies and laws that address domestic violence, including support for male victims.

Table 4: Media advocacy influencing comprehensive policies and laws that address domestic violence, including support for male victims.

One-Sample Test						
	Test Value = 2					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Media campaigns should actively highlight the need for gender neutral domestic violence laws that protect all victims, regardless of gender.	41.758	399	.000	1.453	1.38	1.52
Journalists should collaborate with policy makers to amplify stories of male survivors and advocate for inclusive support systems.	41.961	399	.000	1.378	1.31	1.44
Media narratives should challenge stereotypes by emphasizing that domestic violence affects all genders and requires equitable policy responses.	39.253	399	.000	1.423	1.35	1.49
Media outlets should hold governments accountable for gaps in services.	26.281	399	.000	.978	.90	1.05
Public service announcements sponsored by media organizations can educate audiences about the importance of gender inclusive domestic violence policies.	45.059	399	.000	1.438	1.37	1.50

Source: Field Survey, 2025

Indication from the table above shows that Where the significant value of all 5 variables were less than 0.05, therefore hypothesis 3(h₃) was accepted. It can be said that media advocacy will influence comprehensive policies and laws that address domestic violence, including support for male victims, if media campaigns can actively highlight the need for gender neutral domestic violence laws that protect all victims, regardless of gender, collaborate with policy makers to amplify stories of male survivors and advocate for inclusive support systems, challenge stereotypes by emphasizing that domestic violence affects all genders and requires equitable policy responses and hold governments accountable for gaps in services.

Discussion

In identifying the level of awareness about the prevalence of domestic violence against men. Findings of this study revealed that respondents are aware that domestic violence against men is a significant issue in the society as 80.3% of the respondents attest to this, 88.3 agreed that men are equally likely as women to experience domestic violence, 80.6 agreed to have encountered discussions about domestic violence against men in the media or public forums, 72.6 Agreed to be comfortable discussing domestic violence against men as a serious social issue while 81.3 detest that there is enough awareness and support available for male victims of domestic violence. This implies that respondents are highly aware of domestic violence against men and they perceived it as serious social issue, however, they affirm that

there is no enough media awareness and support for male victims of domestic violence. This finding agrees with Kpe-Nobana & Oduogu, (2025), the unmistakable narrative is the growing awareness of the fact that acts of violence against men are not isolated events but rather form a pattern of behaviour that have been accepted in some societies as acceptable societal or cultural norms even though these practices violate the rights of men, damage their health and well-being and also limit their participation in society. This indicate that the respondents are aware about the prevalence of domestic violence against men but not pleased with media not given this menace enough coverage and support available for male victims. This has made it a norm in a patriarchal society like Nigeria where men are adjudged to be strong and should cope in any situation regardless of their rights being violated. There is a growing awareness of domestic violence against men but media not given it enough coverage is increasing the prevalence making it to a pattern of behaviour that has been accepted.

Having affirmed that respondents are aware of the prevalence of domestic violence against but that the fall short in given enough coverage to domestic violence against men. Findings of the study further revealed that media perpetuates societal stereotypes that ignore domestic violence against men by media often portraying domestic violence as problem that only affects women and reinforce the stereotype that men cannot be victims of domestic violence which account for media most times downplaying cases of domestic violence against men. This aligns with Olorunpomi, et.al., (2025) whose study found out that social media framing of domestic violence against men upholds traditional gender roles, undermining efforts to recognize and support male victims. Also, it agrees with Olaseinde, & Oguiche., (2021) whose study found that portrayal of domestic violence against men on television is inadequate to a large extent. This implies that media not giving enough space and time for domestic violence against men account for their upholding traditional gender roles and patriarchal belief that men are not meant to cry through the reportage that often downplays cases of domestic violence.

Having revealed that media perpetuates societal stereotypes that ignore domestic violence against men, findings however showed that media organizations can be encouraged towards responsible reporting on all forms of domestic violence, irrespective of gender by implementing mandatory gender sensitive training for journalists to address biases in reporting domestic violence, have clear editorial guidelines in respect of balanced coverage of domestic violence involving male victims and actively highlight survivors stories from all genders. This finding corroborates with Olorunpomi, et.al., (2025) , which says social media platforms should promote inclusive narratives that validate male victimhood alongside female victimhood, thereby balancing narratives of domestic violence. This implies that when journalists are trained on addressing biases in reporting domestic violence and have clear editorial guidelines in this respect, they can actively highlight male victims' stories and canvass support for them and promote inclusive narratives that validates male victimhood alongside female victimhood.

Lastly, findings revealed that if journalists are trained and have clear editorial guidelines on addressing biases in reporting domestic violence against men, they will advocate for comprehensive policies and laws that address domestic violence, including support for male victims. Media campaigns will actively highlight the need for gender neutral domestic violence laws that protect all victims, regardless of gender, collaborate with policy makers to amplify stories of male survivors and advocate for inclusive support systems, challenge stereotypes by emphasizing that domestic violence affects all genders and requires equitable policy responses

and hold governments accountable for gaps in services. This findings support Moore, (2021). Study that emphasise training for police and service providers for them to approach the subject of domestic violence using a gender-neutral lens. Training media is also important so as for them to advocate issues of domestic violence using gender-neutral lens.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on findings of this study, it hereby concludes that media perpetuates societal stereotypes that ignore domestic violence against men by often portraying domestic violence as problem that only affects women and reinforce the stereotype that men cannot be victims of domestic violence which account for media most times downplaying cases of domestic violence against men. The downplay of cases of domestic violence against men can increase cycle of violence homes, hence, leading to increased societal violence, crime and insecurity in the country. However media organizations can be encouraged towards responsible reporting on all forms of domestic violence, irrespective of gender by implementing mandatory gender sensitive training for journalists to address biases in reporting domestic violence, have clear editorial guidelines in respect of balanced coverage of domestic violence involving male victims and actively highlight survivors stories from all genders.

Recommendations

Having shown that media often downplays issues of domestic violence against men, researchers hereby recommend that media campaigns should actively highlight the need for gender neutral domestic violence laws that protect all victims, regardless of gender, collaborate with policy makers to amplify stories of male survivors and advocate for inclusive support systems. Also, media should challenge stereotypes by emphasizing that domestic violence affects all genders and requires equitable policy responses and hold governments accountable for gaps in services. More workshops and like the one organised by the media advocacy on gender based team of Bamidele Olumilua University of Education, Science and Technology, Ikere (BOUESTI) in collaboration with TETFund organised a workshop in February on media advocacy for balancing reports on gender violence (Omotoso & Seweje, 2025) which trained stakeholders (journalists, lawyers, political office holders, head of organisations and so on) on media advocacy on domestic violence against men can be embarked on by media organisations, government and non-governmental

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