

Exploring the Panacea and Perfidy of Modern Media and Other Indigenous Forms of Communication in Gender Empowerment and Advancement in Selected African Countries

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ABSTRACT The role of media in driving gender empowerment and the fulfilment of Millennium Development Goal number three that envisages seeing a world of gender equality, equity cannot be overemphasized in 21st century. The aim of this paper, through a literature review methodology, is to debate the role of media and other communication avenues as vessels of informing gender empowerments. Media and other avenues of communication achieve the following aspects of gender empowerments (i) public awareness on gender dynamics (ii) forums of public education (iii) cultural forums for information dissemination (iv) using traditional sounding instruments for information dissemination and relay; and (v) media playing an invaluable role of gender liberation and emancipation. On the other hand, media presents the following perfidious dynamics: (i) Achieves its empowerment impacts only slowly because the concept gender is poorly conceptualized, (ii) it portrays men as aggressive, strong, independent and violent, (iii) it demeans women and portrays them as tools of beauty, (iv) reinforces the myth of an idealised women, and (v) it promotes the culture of gender inequality and inequity. The paper recommends that the government in collaboration with NGOs as well as private bodies work to undertake the improvement and development of media infrastructure to make it both effective and efficient in information dissemination process.