NEWSPAPER COVERAGE OF WOMEN`S PARTICIPATION IN ENTREPRENEURSHIP: ANALYSIS OF DAILY TRUST AND GUARDIAN NEWSPAPERS

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Abstract
Women's participation in entrepreneurship and business activities in Nigeria significantly contributes to the nation's economic, agricultural, and food production growth. However, their efforts remain underrepresented in the media compared to their male counterparts. Media coverage tends to highlight women entrepreneurs only when they are prominent public figures, while the majority of women making substantial contributions to national development receive little attention. This study examines the coverage of women's participation in entrepreneurship in Daily Trust and The Guardian newspapers. Anchored on the agenda-setting theory, the study adopts content analysis to assess the frequency, prominence, and framing of reports related to women entrepreneurs in the selected newspapers. Findings reveal that women's participation in entrepreneurship is largely underreported and accorded minimal prominence compared to other business-related issues. The study recommends that media organizations should enhance the visibility and representation of women entrepreneurs by giving adequate publicity, priority, and prominence to their stories. Such efforts can encourage greater women participation in entrepreneurship and attract support from both governmental and non-governmental bodies

***Key words:** Media, Newspaper Coverage, Women, Entrepreneurship, Participation*

Introduction

Over the years, mass media has been setting agenda on various issues of human endeavor such as politics, education, sports, religion, arts, culture, entertainment, health and economy. This influences the people not only on what to think but how ruminate on what they see and listening to on the issues around them. This implies that the media is a very powerful force that can influence public views about issues (Ugwu, 2018). Media has the power to shape the direction of public discourse and highlight issues that should be considered as most important. The major media function; education and information role in the society, earned it the position of being referred to as the "fourth estate of the realm" this simply implies that media after the executive, legislature and

the judiciary it's another source that help move the activities of information between the government and the people in any given society. The media role is enshrined in, section 22 of the 1999 Constitution of the Federal Republic Nigeria as amended. In that section, the media are mandated to hold the government accountable to the people. One of the areas which the media have a role to play is in the area of the economy. The mass media come in as the bridge in not only ensuring that discrimination against women are reduced, if not totally stopped, but in playing the inevitable role of portraying women as being capable of discharging any responsibility thrown at them (Guanah Dalung & Anho 2018). The mass media are agents of change, and they are very effective in setting agenda for the people in every work of life.

This is the reason many scholars cited in Nadin, Smith & Jones (2020) explain that **t**he media, especially newsprint; newspaper, plays a critical role in the civilizing and societal construction of meaning (Adamson, 2017), determining prospect and providing frameworks for interpretation. It is both sense-making and sense-giving, influencing what people expect of themselves and others (Mavin, Elliott & Stead**,** 2016). In respect of women entrepreneurs specifically, it influences the strength and direction of their own entrepreneurial aspirations in terms of what is desirable and attainable (Eikhof, Summers & Carter, 2013). Media representations also influence the perceptions and expectations of others with whom they are likely to interact, whose actions and decisions directly affect the business success of women (Eikhof, Summers & Carter, 2013). This also indicates that the economy of every nation is an important consideration that determines the quality of life of the citizenry. For example, economic indices determine critical issues like health and life expectancy, security, and education, among others. The economy of every nation is essential in determining the security of lives and property (Gever, 2014, as cited in Guanah Dalung & Anho (2018).

The media are essential drivers of economic development. One aspect of the economy which the media can contribute in developing is the informal economy, which virtually involves large number of women in Nigeria. But over the years, media seems to give more preference and prominence to male business in their daily coverage, especially those who have come to the top in business sector such as Abdul Samad Isyaku Rabiu BUA, Aliko Dangote, Femi Otedola, Jim Ovia, Mike Adenuga, Tony Elumelu, Oriji Uzor Kalu, Cletus Ibeto, late Herbert Wigwe, Oba Otudeko, Sam Okola, Lateef Olasunkami Fagbemi, Adebayo Adeyeye and many others. Media only gave less coverage or reports on few women in entrepreneur or business activities in Nigeria among those listed as follow: Folorunsho Alakija, Ibukun Awosika, Mosumola Abudu, Bola Shagaya, Tara Fela-Durotoye, Funmilayo Bakare-Okeowo, Ife Durosimi-Etti, Oduayo Eweniyi, Ngozi Okonjo Iweala, Ada Njoku, Bisi Adeyemi, Ifeoma Uddoh, Reni Folawiyo, Adenike Ogunlesi and many others. No wonder, Nwabueze and Guanah (2018) cited in Guanah, Dalung & Anho (2018) argued that Women's delayed

representation and participation in economic development, partisan, entrepreneur, politics and in government structure is one of the realities of Nigeria`s democracy, this trend needs to change (p .3). Folorunso Alakija, one of the richest entrepreneur women in Africa is reported by Ekwujuru (2017, p. 1) to have said that there is compelling evidence that women can be agents of economic change. According to her, "the world economy is now in such a way that the men cannot do it on their own, The former First Lady of the United States, Michelle Obama, adds that, "No country can ever truly flourish if it stifles the potential of its women and deprives itself of the contributions of half of its citizens" (Adedeji, 2017, p. 2). The economic disparity between men and women the world over is so wide that United Nations Deputy Secretary-General, Ms Amina Mohammed, says that gender economic equality will take 170 years to achieve (The Sun, 2017). All these scholars and notable entrepreneur voices indicate that there is need for media to close the gap that exist between female and male entrepreneurs in their reportage. Although, in recent years studies have shown that, there is an increased of media coverage on women's participation in entrepreneurship and the challenges they face in Nigeria economy.

The number of women pursuing their businesses is increasing (Martinez & Marlow, 2017; Zahra & Wright, 2016). These businesses enhance quality of life (Guanah, Dalung & Anho, 2018; McMullan & Warnice, 2016), foster economic growth, and create jobs (Global Entrepreneurship Monitor Report, 2017). Small business venture creation and management by women entrepreneurs is successful (Stevenson & St-Onge, 2011). Meanwhile, there is still a lack of coherence in the research regarding women's entrepreneurship and institutions (Giménez & Calabrò, 2018; Guanah, Dalung & Anho, 2018; Jennings & Brush, 2013). Therefore, it is necessary to carry out this study because a society is seen from what is reported by the media, and it is observed that the media in general have not been giving adequate coverage to the activities of women who are contributing to the economic development of Nigeria (Guanah, Dalung & Anho 2018). On this note, this study analyses the newspaper coverage of women's participation in entrepreneurship through the publications of Daily Trust and Guardian Newspaper.

Statement of the problem

It is no longer news that Nigeria economy is not doing well and need a serious turn around; quick revamping, as such reliance on government or white-collar job are longer feasible as it used to be in the past, as a result, self reliance and empowerment became necessary. The idea of being self empowered became the order of the day, as many people are encouraged to venture into skill acquisition, trade, artisanship and other means of legitimate earnings. The calls ignite many Nigerians to venture into series of entrepreneur skills, artisanship skills and trading. This spurs many Nigerians, especially, women to take up different skills, business, trade and lawful means of

survival to change the narrative of economic downturn in the country. However, women who have a lot to contribute to reviving the economy are being discriminated against. About more than seventy percent (70%) of agricultural labour and ninety percent (90%) of produce are carried out by women in Africa while small and medium enterprises which are the drive of the Nigerian economy are mainly run by women (Guanah Dalung & Anho, 2018). But many of the giant strides of women in entrepreneurship are yet to be given adequate coverage by the media. Women contributions to economic development through various entrepreneur activities were not given preference and prominence, rather men like Dangote, BUA, Adenuga and Otedola take the centre stage of Nigeria media coverage. Media under reporting women contribution to entrepreneur and economic growth Nigeria make it seems women are not active participant.

The inequitable representation of women entrepreneurs in mainstream newspaper coverage may perpetuate gender biases and limit the visibility of women's contributions to entrepreneurship. Women's motivation, confidence, and aspirations in pursuing entrepreneurship may be influenced by the prevalence inadequate media coverage. To this end, this study examines the newspaper coverage of women's participation in entrepreneurship with view to ascertain the level or frequency, prominence and preference of coverage given to women participation in Daily Trust and Guardian Newspaper publications.

Objectives

1. To determine the frequency of coverage of women's participation in entrepreneurship on Daily-Trust and The Guardian Newspaper.
2. To ascertain the preference given to the coverage of women's participation in entrepreneurship on Daily-Trust and the Guardian Newspaper.
3. To identify the level of prominence given to the coverage of women's participation in entrepreneurship on Daily-Trust and The Guardian Newspaper.

Literature Review

Mass Media is referred to as the channels of information used for dissemination information simultaneously to a large, heterogeneous, anonymous and scattered audience. They primarily include newspapers, magazines books (print media) radio, television, the internet (electronic media), bill boards and posters (outdoor media) (Nwabueze & Ebeze, 2013). Mass media landscape in Nigeria shows tremendous improvement from the emergence of Reverend Henry Townsend's "Iwe Irohin" in 1859, through the independence era till date. With the emergence of media outfits virtually by the day in Nigeria what the nation boasts of today are mass media of high reckoning, both government and privately owned outfits. Such television stations as the Nigerian Television Authority (NTA), African Independent Television (AIT) and

Channels Television among others, are beginning to have a truly global audience, having embarked on satellite broadcast operations. Radio stations such as Radio Nigeria, Ray Power FM, and the numerous state and privately owned outfits provide interesting news and current affairs programmes that impact on the society in one way or the other. Numerous dailies such as *The Guardian*, *Punch*, *Daily Sun*, *Thisday*, *Vanguard*, *The Nation*, *Daily Trust*, *Daily Independent*, and *Blue Print* among others, have become dominant communication channels in Nigeria, providing diverse hard and soft news that keep the society informed (Nwabueze & Ebeze, 2013). The Nigerian press no doubt, has contributed immensely in making the nation what it is today, from the pre-independence era, through to the independence era, through the time of weathering the storm of military dictatorships to present democracy she is experiencing. In the words of Omu (1978) cited in Nwabueze & Ebeze, (2013) the Nigeria newspapers have played an active role in the society, relaying news of politics and political strife and stimulating discussion and thinking on a variety of matters of public interest and importance. Though, the press in Nigeria has been faced with challenges. These challenges have not prevented them from impacting on the nation in diverse ways (Nwabueze & Ebeze, 2013).

"In recent years, there has been a steady increase in the participation of women in managing their own businesses. The Global Entrepreneurship Monitor (GEM) in its 2016/17 Women's Report stated that the entrepreneurial activity of women went up by ten per cent globally (George-Epebifie, 2020, p. 13). Despite efforts made by corporations to fulfill their Diversity and Inclusion targets in the area of gender balance; in order to have more women as leaders of corporate organisations, the rate of women leaving paid employment to establish own businesses keep going up. Mary Mattis in her findings reported that among new business start-ups, the fastest growing are women owned businesses (Mattis, 2004, as cited in George-Epebifie, 2020, p. 13). Nevertheless, there is still a wide disparity between men and women entrepreneurs. The Women's Entrepreneurship report of GEM states that about Two Hundred and Fifty-Two Million women around the world are entrepreneurs, and One Hundred and Fifty-Three Million more, are in charge of established businesses (Elam, et al., 2019, as cited in George-Epebifie, 2020, p.13).

In the study carried out by Simba, Kalu, Onodugo, Okoyeuzu, & Ogundana (2022) study take a look at Women Entrepreneurs in Nigeria, they assert that women entrepreneurship is increasingly gaining traction in entrepreneurship research. Thus, and in considering this intensive focus on women entrepreneurship within the field of entrepreneurship, it is the right time to take stock and understand how it has evolved in the developing world. But and as opposed to undertaking a canvassing approach to studying this entrepreneurship phenomenon, the study pays attention on its trajectory

in Nigeria a Western African country in the sub-Saharan African region. In their analysis they categorized into three distinct phases, namely, pre-colonial, colonial and post-colonial eras. Such an approach is intended to generate deep insights into how women entrepreneurship has progressed over the years in Western African country.

Similarly, Nadin, Smith, & Jones (2020) on a analysis of contemporary media representations of female entrepreneurs in the daily UK broadsheet 'The Times'. While existing research shows how the media ignores or trivialises the entrepreneurship of women, our focus is on the emergence of the successful female entrepreneur, an increasingly prominent, heroic media genre. Adopting a critical perspective on postfeminism to reveal the values and ideals associated with this privileged form. They argue that the version of entrepreneurial femininity is the female equivalent of the mythologised male hero, accomplished, hard-working, and successful at work and home. Implications are explored in terms of the expectations associated with entrepreneurship done by women, and the extent to which these challenge gendered norms; whom this 'privileges'; who this excludes; and the negative impact such hegemonic femininities have on recognising and supporting 'alternative'/heterogeneous forms of entrepreneurship done by both women and men.

Meanwhile, Guanah, Dalung, & Ahno (2018) in their study explore the disparity in the coverage of newspapers on economic contributions of women. They argued that women are naturally endowed with management abilities and skills that propel society's economic growth, and are mostly involved in small and medium enterprises; they are underreported by the media. They find out the level to which women are underreported by carrying out a content analysis of the Vanguard, Punch and Guardian newspapers in areas of frequency, reportage of women as sources of news, and prominence. Findings revealed that women are grossly underrepresented in economic reports or news. The paper concludes that economic growth and development cannot be achieved anywhere without the inclusion of women who constitute 50% or more of the world`s population.

Also, Adedeji, Ige, & Ekanem (2016) in a study on Women Entrepreneurs in Nigeria: Where is the Mass Media? Concluded that for ages, the African culture has limited the activities of women and conditioned, to a large extent, the mentality of most African countries about the place and positioning of women in the society. The mass media have been used as a tool in this. Promoting the abilities and achievements of women in the society is one of the important roles of the media in reducing the rate of gender discrimination. These achievements are becoming noticeable in politics and entrepreneurship; thus, setting a standard for other women in the society to build on. Based on the assertion they explore the role of the media in promoting the woman entrepreneur in Nigeria. Findings showed that women have equal opportunity to grow their businesses but the growth is slow as there are no significant differences between

respondents who agree or disagree with the availability of enabling environment for women to grow their business as compared to their male counterpart. The study recommends that the mass media need to give more voice to their businesses and activities to pave way and encourage the younger women in the society.

Theoretical Framework

This study is hinged on the Agenda setting Theory. The theory was propounded by McCombs and Shaw in 1972. It explains the fact that media provide information about public affairs to the public, pointing out that the more the media emphasise a topic, the more importance the public attach to that topic. McCombs and Valenzuel (2007) discuss how the reality issues on the immediate environment, with second hand reality created by journalists and media organizations. Time and space constraints force the mass media to focus on a few topics deemed newsworthy and necessary. The news worthy items consistently given preference and prominence in the news media, the news itemise given prominence and preference critical in public opinion. Deciding on issues, persons and topics perceived as important and worth focusing on by the media is known as the agenda setting role of the media. The agenda setting influence of the news media is not limited to this initial step of focusing on public agenda on a particular topic. The media influence the next step in the communication process, the understanding and perception of the topic in the news. The media set the public agenda when the public perceive the news stories as relevant. The media may not be able to influence our perception of a topic but they certainly make the people aware of the issue and make them ponder about it in their minds as they emphasise the issues or topics. Since women participation entrepreneurship and economic development of Nigeria have been under reported by the media given more preference and prominence to story on their male counterparts in entrepreneurship.

The media, through their agenda-setting role, can start drawing the attention of the public to women entrepreneurship by emphasising their talents, skills and abilities to society. Reporting about entrepreneurship development and economic growths in Nigeria, media need to beam their light on women and the contributions they have made, in order to encourage women who are despondent to participate in economic development of Nigeria; to make women visible in order to attract and receive empowerment from government and international organisations, as well as closing the long gap through public aware of capabilities of women, to ensure they are not despised and marginalised. The agenda setting theory is relevant to the study because it will help to explain and reinforce the power of media in shaping the perception of the public on the women in entrepreneurship and the reason the media need to give maximum importance to stories of Nigeria women in entrepreneurship business.

Methodology

The research method used for this study is Content Analysis because it is a suitable method for analysing detailed data, particularly in media and communications research (Joffe & Yardley, 2004). Daily-Trust and Guardian Newspapers were purposively selected to be content analysed because of their national coverage, popularity among Nigerians, their accessibility to readers. Since examining the evident content of media coverage is the goal of a study, content analysis was taken into consideration as the most suitable design. Thus, the content categories were determined by the extent of coverage and the significance of stories about women in entrepreneur, with news, features, editorials, and investigative reports serving as the unit of measurement. The Daily Trust and The Guardian newspaper editions for a year-month period from July 2024 to June 2025 serve as the study's space. Therefore, the content that appeared in the chosen newspapers for 365 days (July 2024 to June 2025) constitutes the study's timeline.

The space of the study is the 730 editions of the two newspapers. Therefore, the sample was determined by selecting 72.8 editions of each newspaper for the period of July 2024 to June 2025. As a result, the sample size is 145.6 approximately 146 editions of the both newspapers. Nwana (1981) suggested that a sample size of 20% is necessary if a population is in the hundreds, is brought up to strengthen the aforementioned made up several thousand, a sample size of 5 percent or less than is need. Therefore, by following the population of this study which is hundred (365 editions of each newspaper). The researcher used 20 percent as the study`s sample size. The following formula can be used to solve for the sample size of 145.6 for the population of 730 (as in this study): n = N/100 x 20 Where n is sample size and N is total population for clarity, n= 730/100 x 20 equal to n = 146. Thus, the sampling strategy developed by Ken and Black (2004) is used in this work to obtain the interval that illustrates the selection process for certain editions. That is K = N/n, in the formula, sample size is indicated by the letter "n," the population by the letter "N," and interval value by the letter "K." Therefore, n = 730/145.6, K is equal to 5. The interval is 5.

The formula for Reliability = $2m$ /$N1$+$N2$, Where m = number of coding decision the code agree. N1 + N2 = total number of coding decision by the first and second respectively. Therefore: 2(7)/12+12= 14/24= 0.77 this shows that each coder identified and agreed on 9 themes out of the 12 themes aligned for the study. The outcome (0.75) is acceptable; (substantial agreement), therefore the coding sheet can be used for the content analysis because it can be adjudged reliable. To validate the instrument of data collection, which is the coding sheet, it was given to four (4) senior lecturers and doctorate degree holders in the Department of Mass Communication, Ibrahim Badamasi Babangida University, Lapai, Niger State, Nigeria, to determine if the coding sheet could be used for this study to achieve its objectives. They recommend that code

numbers should be allotted to the selected newspapers, year, month, days and the content categories on the coding sheet. These observations were effected and the coding sheet was modified.

Data Presentation and Analysis

Table 1: The frequency of coverage of women's participation in entrepreneurship

Frequency	Daily Trust	Guardian	Total	Percentage (%)
Females	74 (13.1%)	117 (20.7%)	191	33.8%
Others	173(30.6%)	201 (35.6%)	374	66.2%
Total	**247(43.7%)**	**318 (56.3%)**	**565**	**100**

Source: Content Analysis, 2018.

Table 1 above shows that 565 items that has to do with entrepreneur stories were published by the selected newspapers. From these reports Daily-Trust Newspaper reported that only 74 (13.1%) entrepreneurship stories were on women as against 173 (30.6%) for others while Guardian Newspaper reported a total of 117 (20.7%) entrepreneurship stories on women as against 201 (35.6%) entrepreneurship stories on others. This indicates that on women participation were given less preference compared to the number of the stories published on others.

Table 2: The preference given to the coverage of women's participation in entrepreneurship

Frequency	Daily Trust	Guardian	Total	Percentage (%)
Front Page	11 (5.8%)	31 (16.2%)	42	22 %
Inside Page	63 (33%)	86 (45%)	149	78 %
Back Page	0(0%)	0(0%)	0(0%)	0(0%)
Total	**74 (38.8%)**	**117 (61.2%)**	**191**	**100**

Source: Content Analysis, 2025

Table 2 shows 191 items that has to do with the preference given to the coverage of women's participation in entrepreneurship in the selected newspapers, from these reports Daily-Trust Newspaper reported only 11(14.9%) in front page while 63(85.1%) in Inside Page and Guardian Newspaper reported only 31(26.5%) in front page while 86(73.5%) in Inside Page, as the back page had no single story 0(0%) of women's participation in entrepreneurship in the selected newspapers. This implies that not much preference was given to the women's participation in entrepreneurship by the selected newspapers as the stories were concentrated inside page, compared to others feature more on the front page.

Table 3: The level of prominence given to the coverage of women's participation in entrepreneurship

Sizes of Stories	Daily rust	Guardian	Total	Percentage
Full page stories	13 (6.7%)	17 (8.9%)	30	15.7%
Half page stories	21 (11%)	53 (27.8%)	74	38.7%
Quarter page stories	40 (21%)	41 (21.5%)	81	42.4%
Less than quarter stories	0 (0%)	6 (3.1%)	6	3.2%
Total	**74 (38.7%)**	**117 (61.3%)**	**191**	**100%**

Source: Content Analysis, 2025

Table 3 shows 191 items has to do with the level of prominence given to the coverage of women's participation in entrepreneurship in the selected newspapers, from these reports Daily-Trust newspaper only reports 13(46.73%) on full page, 21(46.73%) on half page, 40 (46.73%) on Quarter page and no story on less than quarter page reported on Daily-Trust. Meanwhile, Guardian newspaper only reports 17(14.5%) on full page, 53 (45.3%) on half page, 41 (35.0%) Quarter page and 6 (5.2%) reported on less than quarter page. This indicates that the two selected newspaper gave less prominence to the coverage of the participation of women in their publications.

Discussion of Findings

Based on data analyses from the content of Daily Trust and the Guardian newspapers, it evident that there is large disparity in the number of stories reported on women's participation in entrepreneurship activities in Nigeria compared to others stories on business and leadership. Although, Guardian newspaper on appear to pay more attention to issues of women's participation in entrepreneurship than Daily-Trust as evident in the 117 (20.7%) stories reported by Guardian newspaper compared to 74 (13.1%) reported by Daily-Trust newspaper. This is below the standard envisaged by Rogers, Kenix and Thorson (2007; cited in Alkazemi, 2012) presuppose that media texts can play a role in the creation and circulation of ideological meanings, through the subtlety of information presentation to audiences. If media had published a good number of story about women's participation in entrepreneurship, there would have been a good motivation for government's support, for more participation of women in entrepreneur business same way it accord to men in same business. This is the reason Guanah, Dalung, and Anho, (2018) in their study "coverage of the contributions of women to Nigerian economy" said women's delayed representation and participation in economic development, partisan politics, and in government structure is one of the realities of Nigeria`s democracy, this trend needs to change (Nwabueze & Guanah, 2018, as cited in Dalung, & Anho, 2018). They said media effectively serve as mass mobilisation tools that can help to bring the achievements of women, even at the rural areas, to limelight. World Bank (2001) acclaim that it is the duty of the media to let the world know that societies that discriminate by gender tend to experience less rapid

economic growth and poverty reduction than societies that treat males and females more equally, and that social gender disparities produce economically inefficient outcomes as cited in (World Bank, 2001, as cited in Guanah, Dalung, & Anho, 2018).

The two selected newspaper also gave less preference to women's participation in entrepreneurship and most of the stories reported are most inside page, as view of the news story appear on the front page. Most of the Daily-Trust newspaper inside page stories reported is on page twenty-nine (29) and popularly titled "Women in Business" they are feature stories of Nigeria women in business. While, the Guardian newspaper also have several articles and feature stories reported inside page of the daily editions, also special corners call "Guardian Women" features stories are on women in business activities all of the world not only Nigeria, few of them are on women's participation in entrepreneurship. The prominence given to the stories reported on women's participation in entrepreneurship, was so few in Daily-Trust and the Guardian newspaper, as many of it were articles and feature stories that covers half and quarter page, as well as Less than quarter, while few are reported on full page. This indicated that both newspaper publishers sees issue of women's participation in entrepreneurship as a less important, except it is based on the notable and well known entrepreneurs, like Ngozi Okonjo: Director General of the World Trade Organisation (WTO) and Folorunsho Alakija: a renowned Fashion Designer (House of Sharon) makes most headline in the two news paper because of their popularities, other notable business women in Africa were also given preference and prominence over Nigerian women doing well in entrepreneurship. This may predicate on factors raging societal constructs and more attention on patriarch influence. This the reason the United Nations Deputy Secretary-General, Ms Amina Mohammed said the economic disparity between men and women all over the world is so wide. She argued that gender economic equality will take 170 years to achieve (The Sun, 2017).

Socioeconomic as well as cultural and societal perceptions and stereotypes are some of the factors that hinder women from fully participating in the economic issues of nations even though they possess what it takes to manage an economy, no matter the size (Guanah, Dalung, & Anho, 2018). The two newspaper priorities, political, sports, party politics, personality profile, advertising and other stories to the stories on women participation in entrepreneurship on their dailies revealed that women are grossly underreported in economic reports/news(Guanah, Dalung, & Anho, 2018). The media needs to give more attention to women's participation in entrepreneurship business in Nigeria, Agenda setting theory propounded by McCombs and Shaw (197) presupposes that the more the media emphasise a topic, the more importance the public attach to that topic, therefore if the media give importance or priority to the topics on women business and contribution to development of entrepreneurship in Nigeria.

Conclusion and Recommendations

From the study finding it is obvious that the media need to give more attention to the stories of women's participation in entrepreneurship and business activities boosting Nigeria women economic and placing it among notable countries whose women are well known for their contributions to the national Gross Domestic Product (GDP) and National Per-capital Income growth. The media need to do more, using their agenda setting role to draw the attention of the public to women's participation in entrepreneurship and business activities by emphasising their talents, skills and abilities to society. In the case of economic contributions in Nigeria, media should focus on women and their contributions made to entrepreneurship development, in order to encourage women who are downhearted to participate in economic development of Nigeria. The media need to also ensure that women in entrepreneurship are made visible in order to attract interventions from organisations and government to them through public aware of their capabilities and contributions in entrepreneurship.

Given the foregoing, the following recommendations were made:

1. Media should give more coverage to stories on women's participation in entrepreneurship to encourage more women involvement in meaningful business activities and contribution to the Nigerian economy.
2. The media through its publicity medium should give high precedence and preference to stories on women's participation in entrepreneurship in order to increase their visibility and confidence.
3. The media should give prominence to encourage of women's participation in entrepreneurship, in order to help other women see the need to engage in entrepreneurship and business activities that improve their livelihood.

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