

Awareness and knowledge of ‘*Men’s Room*’ health issues among listeners of a radio station in Port Harcourt, Nigeria

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Abstract

Health issues such as erectile dysfunction, sterility and testicular cancer together with other issues relating to family, finance, and mental health have surfaced in recent times as issues confronting men, but which the media gives little or no attention. With the recent introduction of radio programmes such as *Men’s Room*, however, male listeners cannot but look forward to a whole new experience. This study therefore investigated the awareness and knowledge among listeners of *Men’s Room* health issues aired on Nigeria Info 92.3fm radio station based in Port Harcourt, Rivers State. This is a Phone-in programme that holds from 10pm to 5am every Thursday designed specifically for addressing various issues that are peculiar to men. The study employed the survey research method using structured questionnaire as instrument for data collection. Four hundred copies of the questionnaire were distributed across three Local Government Areas namely Degema, Port Harcourt and Eleme. Findings revealed that members of the audience perceive the programme as a positive development that brings to the fore issues about men. The audience indicated that the programme has served as a rallying point for male listeners in the state who see it as a platform to discuss peculiar issues about men. The study concluded that the producer and presenters need to be more creative in bringing up issues that attract more listeners so that more men can further be enlightened and that other radio stations can create similar programmes so that more men can be enlightened and encouraged to participate.

Key Words: Audience Awareness, Erectile Dysfunction, Men’s Health Issues, Nigeria Info 92.3 FM, Radio Programming

Introduction

The last decade has seen popularity in gender issues with the mass media as the fulcrum for its ascendancy. Whereas the media have focused on divergent women issues across various platforms, issues of men’s struggles and travails have continued to be relegated to the background and most often extinct from radio programming list. According to Jakes (2004): “Men are seldom the focus of talk shows or self-help books, instead, mass media put all its energies into targeting the female consumer, who has everything marketed to her from help with menopause to relationship advice. This lack of media attention is partially responsible for the escalating despair we see in men (p. 20).”

Although scholars have decried this media disposition which has created an unbalanced picture of reality to the detriment of men needs to be taken with caution. According to Mahamane

(2014), there is the need to worry why the media are still awash with portrayal of women as victims of men’s acts of violence whereas several men are preyed upon by women with no media attention. Even in studying a traditional Hindu society known for male domination, Swain (2009) cautions that it would be too risky to orchestrate male domination of female without a deeper understanding of the internal dynamics of the society and the inherent powers that women hold in such a society. Perhaps, it is general pre-conceived stereotype of women as weaker gender and men as protectors which is frequently seen in literature, movies, and television that is responsible for the huge media imbalance to the exclusion of men.

In matters relating to health, just as there are a number of issues peculiar to women so there are those that are peculiar to men. The media more often than not appear to pay attention to women’s

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health issues more than those of men. Female health issues such as maternal mortality, breast, cervical and ovarian cancers, menopause, infertility and their likes have continued to dominate public health discourses both in the media and in governmental and non-governmental fora. However, in reality, men suffer from an uncountable number of health related issues that are seldom talked about. Perhaps because of the burden of the strong personality the society placed on men, they go about suffering in silence with almost no one to pay attention to their needs.

The issue of erectile dysfunction for instance is a problematic health issue for men. Traditional herbal dealers have for long produced and sold herbal mixtures which they claim can cure numerous diseases including erectile dysfunction. The fact that their businesses are still thriving implies that they get ample patronage from men who suffer from erectile dysfunction, otherwise they would have closed shop. Today, one hears loud and bold publicities along many streets of the cities of Nigeria through public address systems advertising and hawking all sorts of remedies for erectile dysfunction. This is an indication of a thriving business for a problematic situation. Some who may shun these hawkers may resort to various kinds of orthodox medicines both prescribed and self-administered in their effort to find quick solution to this problem. There is no doubt that the prevalence of erectile dysfunction among men of all ages deserves media attention so as to provide them with adequate information and education about the disease and how it could be avoided or adequately managed.

In the last three years, Nigeria Info 92.3fm radio station in Port Harcourt, Rivers State has aired a programme tagged “*Men’s Room*” which discusses various men related issues including erectile dysfunction with the aim of educating men about their issues and providing a platform for their voices to be heard on issues peculiar to them. Nigeria Info 92.3 is a radio station based in Port Harcourt, Rivers State. It is one of the three radio stations owned by Amin Moussalli, a Lebanese businessman. The radio station has an impressive achievement since its inception in Rivers State. The station broadcasts local and international news with a blend of talk and sports shows while addressing current affairs and topical issues in Nigeria. The station satisfies its listening audience with varieties of programmes spread across human endeavours. One of such is *Men’s Issues*, a weekly phone-in programme which holds from 10pm to 5am every Thursday.

According to one of the presenters of the programme (Ifiemi Andrew, Personal Interview, 2020), this programme which keeps attracting large listenership is aimed at addressing and finding solutions to divergent challenges confronting men, and it has been doing so with remarkable success. It features experts across different fields including testimonies from those who have benefited from it. The guests invited to the programme make useful contributions to various aspects of men’s issues ranging from finance, prostate cancer, mental health, joblessness; divorce issues/broken homes, suicide case among young adult men, among others. Manson Robinson (2020) a regular listener to the programme, confirms that “the introduction of the program since 2016 has provided men with an avenue to discuss all their issues”. Both Steve Ochia (Personal Interview, 2021)) and Bull Sogules (Personal Interview, 2021) confirm as regular listeners to the programme that men’s Room has served as a veritable platform for men to vent their anger and frustration since their female counterparts have numerous programmes put in place by the media to express their concerns. They however confirm that the most significant contribution of the programme is its ability to address with solutions several problems that are peculiar to men. This paper therefore aims at evaluating the contribution which the programme has made in creating awareness among the listeners regarding men’s health issues.

Statement of the Problem

Erectile Dysfunction is a major health issue that has troubled men of different ages across the years. It is one of the numerous health challenges peculiar to men and is said to be the most common sex problem that men report to their doctors. It affects as many as 30 million men of varied ages (*The Nation*, 2016). Erectile dysfunction is defined as trouble getting or keeping an erection that is firm enough for sex. By a general understanding and assumption, the media have a key role to play in helping to articulate and sensitize the populace about diseases of this nature and their consequences. Yet the media are not paying enough attention to it so as to provide men with adequate information and education on how it can be avoided, treated or managed as the case may be. Recently, *Nigeria Info 92.3fm* introduced a programme tagged ‘*Men’s Room*’ where issues peculiar to men such as erectile dysfunction among others are discussed. It is against this backdrop that this study has set out to evaluate the awareness and knowledge level of the listeners

regarding "Men's Room health issues, as aired on Nigeria Info 92.3fm radio station in Port Harcourt, Rivers State, Nigeria. The study was guided by two research questions namely:

RQ1:How much awareness does the target audience have about *Men's Room* radio programme on *Nigeria Info 92.3 fm*?

RQ2:To what extent has *Men's Room* radio programme on *Nigeria Info 92.3 fm* enhanced the knowledge of its target audience on men's health issues?

Theoretical Framework

This study is guided by the perception theory which refers to how the individual makes sense of his or her world by exposure to certain media. Folarin (2005) identifies and explains the process of selective perception which hinges on selective exposure, selective attention, selective retention and selective perception. Selective exposure is predicated on the tendency for people to expose themselves to those communication messages that are in agreement with their existing attitudes, beliefs and needs. The implication is that individuals have different reasons or goals for seeking information and each individual deliberately chooses what medium or message to use.

Regarding selective attention, because the eye processes information much faster than the brain can interpret, the human brain has to select which information to pay attention to at any given time. In other words, when audiences are exposed to men's issues by the media there is a high probability that they will pay attention to it since it meets their needs. The principle of selective retention emphasizes that there are myriads of messages from the media. Only those messages which are favourable to the self-image of the individual would affect his or her retention ability of the message.

On selective perception, Folarin (2005) explains how the individual processes media messages subsequent to attention and exposure. It is the state of cognitive organization of information, cognitive interpretation, comprehension and assignment of meaning. The individual here, sorts the barrage of messages to select, what to assign importance to, and adduce relevant meaning to amongst the explosion of information attended to perception mechanism also preclude interpretation of information from the media to fit one's predisposition. Thus, information from the media is interpreted

differently along individual's experience and personality. The principle of selective retention emphasized that whereas there are myriads of messages from the media, only those messages which are favourable to the self-image of the individual would affect the retention of the message.

The perception theory is considered relevant to this study based on the understanding that individuals have different ways of viewing messages on the media based on their predispositions. This is true because individual's perceptions are affected by their personal experience, social relationships among other factors. With the media's ability to expose their audience to issues of men's health, there is a high probability that the audience would be will influenced to begin to have knowledge of what is happening in their society, pay attention to such issues, interpret the issues based on what they perceived and recall what they think is important. It is noteworthy that, the media plays a vital role in influencing their audience perception based on the issues they are exposed to.

Review of Literature

Given the growing public discourse about men, health and the media in our society, emerging messages suggest men are up against a huge set of crisis on the global scale. From a hegemonic viewpoint, men are uncaring, indifferent to their health-care needs and generally risk bearers. According to *Men's Health Network* (2018), one reason men disregard their own health is that they are too busy taking care of everyone else. What they do not realize, however, is that if they die early, they will be hurting the very people they have worked so hard to protect. The Australian Men's Health Network, defines such health challenges as the conditions or diseases that are unique to men, that are more prevalent in men and that are more serious among men, for which risk factors are different for men or for which different interventions are required for men. In the same vein, *Men's Health Forum* (2015) explains that male health issues arise from psychological, social or environmental factors which have a specific impact on boys or men and or where particular interventions are required for boys or men in order to achieve improvements in health and well-being at either the individual or the population level.

Men's Health Week (2017) observed that there is an increasing and mostly silent crisis in health and wellbeing of men and boys. Due to lack of awareness, poor health education, and culturally conditioned behavioural patterns in their work and

personal lives, the health and wellbeing of men and boys has become an area of concern. This is what Servaes and Lie (2003) refer to as mass media cultural mixing. By this they mean that the narrative discourse the media adopts in matters of men's health issues and other peculiar challenges reflects the popular traditional myth of men as super persons. This collective cultural identity which the media presents greatly affects the way media audiences including men learn to recognize their health challenges.

Focus on men's health and media is important because until recently public discourse and academic engagement tend to focus on women's health thereby silently implying that men's health is not significant. According to Morrell (2001) the situation tends to present a false assumption that masculinities are not to be problematized. The few efforts that have been made in recent times to address the imbalance also take a narrow perspective. According to Khunou (2013), modern research has shown that in the process of sampling relevant articles from various news powers carrying headlines that spoke about men and health, most of those articles on men and health focused on men and HIV. However, beside the issue of HIV/AIDS of which case is not exclusive to men alone, there are other health challenges such as prostate or testicular cancer, infertility issues and erectile dysfunction which men have struggled with over the years without solution. The research reveals that a study on three reasons why over 10 million Nigerian men cannot last up to 20 minutes during

According to *Vanguard* (2018), one out of every four Nigerian men from age 35 – 45 is likely to be suffering from one sexual performance issue or another. As a result of the nature of this problem and how it affects men's self-esteem and feeling of potency and manliness, even one's best friend, brother, cousin, uncle could be silently suffering from these problems and one would never know because they will never admit it. These sexual issues have numerous causes like injury or surgery that affect manhood. Sometimes, it may be due to one's lifestyle, including stress at home, at work or in one's relationship. Habits like drinking, smoking, pornography and frequent masturbation may be the main cause.

Although not overtly on sexual performance, Adebayo's (2014), contribution is indeed a giant stride in changing the narrative on gender discourse in Nigeria. The study which examined how battered husbands in Nigeria cut across all ages, educational levels, and socio-economic classes sheds more light on the fact that men are

not after all the macho super hero the media often presents them to be. Males victims of domestic violence deserve the same recognition, sympathy, support and services as do female victims. Male victims also must be prepared to speak out their situations. Because men are traditionally thought to be physically stronger than women, they might be less likely to talk about or report incidents of domestic violence in their heterosexual relationships due to embarrassment or fear of ridicule. Based on the findings, the study recommends that effective legislations men must be put in place and enforced to protect men against husband battering and other forms of domestic violence.

A research on 'Sexism Project' conducted by *Realsexism.com* (2017), notes that in the Western World today, almost all legal and lethal sexual discriminations are against men. Men are 97 percent combat fatalities, men make up 81 percent of all war deaths, men lose custody in 84 percent of divorces cases, 77 percent of homicide victims are men, 60-80 percent of the homeless are men. One third of all fathers in the United States have lost custody of children, most are expected to pay for this. The research also added that, worldwide there are 107 men born for every 100 women by age 65, there are 78 men for every 100 women. Despite all the pressures and risks facing men today, support services for men are almost nonexistent compared to service for women. There are departments for women's issues in the white House and the UN, but non for men. The UN promotes genital mutilation of male children but condemns female genital mutilation. In light of the foregoing, it is obvious that men have several challenges confronting them in our society that are being neglected by the media.

The Journal of Counseling (2016), study on key statistics about men and mental health examined how mental health problems can affect anyone regardless of age, gender, race or social background. Despite this, however, studies have shown that certain mental illness affect men and women differently. This study is related to the research on men's issues because it suggests that men are suffering with mental distress, but may not be receiving or indeed asking for the help they need. This is believed to be especially true when it comes to men's mental health. According to the men's health forum, 73 percent of adults who are going missing are men and 87 percent of those sleeping rough are men, men make up 72 percent of male prisoners suffering from two or more mental disorders. The structure of analysis is based on survey. However, in terms of substance abuse

men are more likely to develop a problem. Men's health forum found that men are almost three times more likely than women to become dependent to alcohol. This equates to 8.7 percent of men compared to 3.3 percent of women. Men are also three times as likely to report frequent drug use than women.

Akande (2018) is of the view that there is a culture of silence around the mental health of young Nigerian men. His study shows that Nigeria is a very patriarchal society in which the man is seen as an infallible bastion of strength, a macho figure who is always up for the challenge, regardless of whatever he has to deal with. This therefore has led to a culture of silence where in a bid not to appear weak, Nigerian men put up an appearance which is far from the reality from marital troubles to mental health. More so, if a Nigerian man has a problem, he deals with it because he does not want to become a cry-baby. For men who suffer these issues are unable to talk about them, the implications can be disastrous; some fight it until nothing makes any sense and they take their own lives. Others live in a perceptual state of irritability that affects their daily lives and relationship. The solution to this problem is to help men talk their issues and visit a therapist.

Baxter (2017), in his research work observes that men's health is partly a product of biology, social expectations and systemic discrimination variable of access and quality of care as well as a consequence of masculinity. To improve men's health it is beneficial to raise men's health awareness by enabling men to define what health means to them and to improve access to healthcare resources. The findings show that each year about 1.2 Million men in New Zealand have contact with at least one healthcare professional for issues unrelated to chronic diseases.

A study by Moon (2018) explains that men although men seem to enjoy more opportunities, privileges, and power than women but they have a lower life expectancy than women throughout the world. Men's lower life expectancy may be explained by biological, ethnic and sociocultural factors. The study also reveals that poor health profile for men than for women have been reported

in the annual vital statistics of the World Health Organization (WHO) and the United Nations, with discrepancies found in metrics including life expectancy at birth and mortality rates. In the 2016, World Health Statistics, men had a shorter life expectancy than women in all countries. Men from higher income countries lived longer than those from lower countries. The main causes of death for men in developed countries are non-communicable diseases, in contrast to communicable disease in developing countries. The study concludes that men's health is now a global public issue that should be recognized and emphasized.

Another research by Iowa Clinic (2017) reveals that one in seven men will be diagnosed with prostate cancer other than skin cancer. One in 39 men will die from prostate cancer in the United States. It further revealed that in 2013, almost 26 percent of male deaths in the United States were due to heart diseases. The findings also reveal that, nearly 33 percent of men 20 years and older have hypertension while close to 36 percent of men 20 years and older are obese. The study therefore concludes by advocating intensified effort by the media to enlighten men on these issues with the available facts and statistics.

Method of Study

This study adopted the descriptive survey research method, using questionnaire as the instrument for collecting data. The population of the study is 507,089 male in three local government areas of Rivers State. The population figure is based on the *National Bureau of Statistics*, 2019 Document of 2006 Population Census. The three local government areas that were selected for this study using the ballot method are Degema, Eleme and Port Harcourt representing Rivers West, Rivers South-East and Rivers East senatorial districts respectively. By adopting the Taro Yamane formular (1970), a sample size of 400 respondents was drawn from the total population these were served with the copies of the questionnaire. On retrieval of the questionnaire, a total of 356 copies were found valid out of the 400 copies of the questionnaires administered.

Analysis and Discussion

RQ1: How much awareness does the target audience have about *Men's Room* radio programme on *Nigeria Info 92.3 fm*?

Table 1: How much awareness the target audience has about *Men's Room* radio programme

Items	SA 5 Freq. (%)	A 4 Freq. (%)	SD 3 Freq. (%)	D 2 Freq. (%)	U 1 Freq. (%)
I am aware that <i>Men's Room</i> radio programme on discuss issues relating to mental health	36 (10.2)	293 (82.3)	16 (4.4)	11 (3.1)	-
I am aware that <i>Men's Room</i> radio programme discuss issues relating to domestic violence	53 (14.9)	301 (84.5)	-	2 (0.6)	-
I am aware that <i>Men's Room</i> radio programme provides entertainment for listeners	51 (14.3)	302 (84.8)	-	3 (0.9)	-
I am aware that <i>Men's Room</i> radio programme discuss issues on divorce	65 (18.3)	271 (76.1)	-	-	20 (5.6)
I am aware that <i>Men's Room</i> radio programme discuss issues on men's literacy	72 (20.2)	282 (79.2)	2 (0.6)	-	-
I am aware that <i>Men's Room</i> radio programme discuss issues on men's sexual health	66 (18.4)	287 (80.5)	4 (1.1)	-	-
I am aware that <i>Men's Room</i> radio programme provides information relating to erectile dysfunction	59 (16.5)	277 (77.9)	-	7 (1.9)	13 (3.7)

SA= Strongly Agree, A= Agree, D= Disagree, SD= Strongly Disagree, U= Undecided.

Data that provide answers to RQ1 are depicted in Table 1 which shows that majority of the respondents (n=239, 92.5%) are aware of the existence of a programme tagged "*Men's Room*" broadcast on *Nigeria Info 92.3fm*. This awareness is demonstrated in the response gathered from respondents' answers to specific questions. For instance, 99.4% of respondents were aware that *Men's Room* radio programme discusses on issues relating to men's mental health, while 99.1% among respondents agreed that they were aware that the programme provides entertainment for listeners. This high level awareness is seen across all other responses recorded; those who are aware that the programme discusses issues on divorce were also high accounts for 94.4% of respondents, those that registered awareness that the programme discuss issues on men's literacy account for 99.4% of respondents. Another 98.9% were aware that sexual health related issues are frequently treated on *Men's Room* radio programme.

This result is an indication of the high level of awareness about this programme among respondents. It can be inferred from this result that majority of the male population in Rivers state are beneficiaries of the knowledge shared on *Men's Room* radio programme since the programme is broadcast statewide. Also, specific issues relating

to some of the challenges that men faced do not receive prominence in public discourses are given prominence in the programme. This is an

indication that the programme designers had in mind to give men a voice through the platform of the programme and by so doing bridge the gap that exists between the highlight of women related issues, which is always given prominence and that of men that rarely receive space in the society. The result further revealed the kind of feeling they have developed over time since their first contact with the radio programme. They indicated that they were happy to realize that someone somewhere is thinking about the welfare of men, to the point that such forum can be created to engage the public on issues relating to men. Before now, it has always been the women who get all the attention both in the media and in other socio-political gatherings. However, respondents indicated that becoming aware of this programme drew their attention closer to the broadcasts of *Nigeria Info 92.3 fm* and the fact that they like listening to the programme means they always listen to the broadcasts of the radio station. This high level of awareness about *Men's Room* radio programme is a positive development both for the programme and its planners.

Another reason for this high level of awareness could be because the programme is usually aired on radio, which research has shown has the capacity to reach a large heterogeneous audience simultaneously. Although the respondents here are predominantly male, there is no doubt that some women in the areas where the programme is broadcast also benefit from the ideas shared thereof. This means that sharing information on radio both in urban and rural areas has a high advantage of reaching the target audience easier as against using other platforms which might require extra time and effort from the respondents.

This finding is also supported by earlier works done by Udejah (2004) and Ariyo (2013) who are all in agreement that radio programmes are usually timely and capable of extending messages to the audience no matter where they may be as long as they have a receiver with adequate supply of

power, and that the absence of such facilities as road, light and water are no hindrance to radio. Similarly, such obstacles like difficult topography, distance, time and socio-political exigencies do not hinder the performance of radio. Non-literacy also is no barrier to radio messages since such messages can be passed in the audience's owned language. Furthermore, radio programmes can be done almost anywhere through the use of a tape recorder. Radio lends itself just as well to rapid interventions as to the broadcasting of in-depth reports and is just suitable for the dissemination of information as it is for entertainment and for educational purposes (Ariyo, 2013).

RQ2: To what extent has *Men's Room* radio programme on *Nigeria Info 92.3 fm* enhanced the knowledge of its target audience on men's health issues?

Table 2: Extent to which Men' Room radio programmes enhanced the knowledge of audience on men's health issues

Items	SA 5 Freq. (%)	A 4 Freq. (%)	SD 3 Freq. (%)	D 2 Freq. (%)	U 1 Freq. (%)
<i>Men's Room</i> radio programme provides therapies for men suffering from mental health problems	36 (10.1)	255 (71.7)	15 (4.3)	29 (8.1)	21 (5.8)
<i>Men's Room</i> radio programme discusses increase in male victims of domestic violence and sexual abuse.	57 (16.1)	271 (76.1)	5 (1.5)	15 (4.1)	8 (2.2)
<i>Men's Room</i> radio programme showcases men's lagging attainment in academic pursuits.	37 (10.3)	295 (82.9)	5 (1.5)	10 (2.8)	9 (2.5)
<i>Men's Room</i> radio programme bothers on the rise of depression in men	97 (27.5)	251 (70.3)	-	-	8 (2.2)
<i>Men's Room</i> radio programme on <i>Nigeria Info 92.3fm</i> showcases men's sexual challenges	99 (27.8)	255 (71.6)	-	-	2 (0.6)
<i>Men's Room</i> radio programmes broadcasts men's health conditions and care for the body	50 (14.0)	302 (84.8)	-	-	4 (1.2)
<i>Men's Room</i> radio programme provides information on remedies to men's sexual health challenges	58 (16.2)	295 (82.8)	-	3 (0.8)	-

SA= Strongly Agree, A= Agree, D= Disagree, SD= Strongly Disagree, U= Undecided.

Knowledge enhancement does not always follow awareness in all situations. This implies that a high level of awareness about a particular phenomenon may not necessarily translate to a good knowledge about such phenomenon. This reflects the view of Abrams and Maibach (2008) who opine that media awareness creation draws the attention of audience to specific issues, but that only those who are directly impacted by such issues tend to seek further information. It is the process of seeking further information that leads to enhancement in knowledge. Overall findings show

that *Men's Room* radio programme enhanced the knowledge of listeners in different ways. Majority (71.7%) indicated that the programme provides information on therapies for men suffering from mental health complications, while 92.2% agreed that the programme provides information on the rise of male victims of sexual abuse and other forms of domestic violence. Also, 97.8%, and another 99.4% agreed that *Men's Room* radio programme showcases some of the sexual challenges that men go through; probably as a result of stress, depression, ill-health various forms of domestic.

As indicated, these results show that a wide variety of issues relating to men are discussed on *Men's Room* radio programme. This indication helps support the notion that men are getting the attention they rightly deserve from the media since many men have suffered as a result of this negligence for a long time. Before now, most of the things men go through are not always being talked about and that resulted in many men suffering in silence thinking that no one cares about their welfare. Many a time, to go to a doctor with health challenges has always been difficult especially among men who like playing strong. So they keep such issues to themselves and keep suffering in silence to the detriment of themselves, their spouses and other members of their families.

However, with the introduction of the programme, some of the issues that hitherto appeared to lack solution finally are being talked about and remedies are provided, sometimes by professionals who are constantly being invited to the programme to discuss these issues and by so doing provide some succor to the victims. More listeners are likely to be attracted to the programme due to contact with previous listeners. The fact that it is a phone-in programme can also create the opportunity for listeners to call in and make inquiries on behalf of their friends and relatives who may be victims of issues being treated but may not be listening at that time. On the overall, there is a high indication that the programme provides enlightenment about a wide array of men related issues and that the knowledge of listeners has been greatly enhanced about those issues as a result of listening to the programme.

This result is supported by findings of Loken and Hornik (2010) that are of the view that well planned media messages have the capacity to enhance audience awareness and knowledge about varied subjects. Still in line with this thought is the place of framing theory in the planning and execution of media messages. McCombs and Shaw (1995), contend that the ability to affect public perception and knowledge among individuals is one of the most important aspects of the power of the mass media, which is intensified by the process of news framing. If messages are properly framed and well disseminated to a target audience, chances are high that the effect in terms of knowledge enhancement will be seen on the target audience.

Conclusion

It is evident that majority of the respondents in this study were listeners of *Men's Room* radio programme on *Nigeria Info 92.3 fm*, Port Harcourt

in which men-related issues are highlighted and discussed on weekly basis. Overall findings reveal that majority of the respondents were aware of the programme and its role in contributing to the enhancement of knowledge on key men's issues, providing entertainment as well as a platform for men to vent their feeling and thoughts about myriad of issues bothering them. This is in line with the perception theory used in the study which sought to explain the role of the media in shaping the perception of the audience. Furthermore, it was clearly established through the findings that audience' attention could be drawn to issues previously unnoticed. This is seen in the level of awareness (96.4%) that *Men's Room* radio programme has created for itself. Also, the programme enhanced the knowledge level of respondents about various men-related issues (94.8%) and also served as platform for men to air their views on issues of concern to them.

Based on these findings, the study concludes that discussions and presentations on *Men's Room* radio programme on *Nigeria Info 92.3 fm* have had a strong impact on listeners since it began airing. This impact is felt among respondents from their response to key inquiries posed to them during the course of this research. Existing literature further affirms this finding; Udejah (2004) and Ariyo (2013) who are all in agreement that radio programmes are usually timely and capable of extending messages to the audience no matter where they may be as long as they have a receiver with adequate supply of power, and that the absence of such facilities as road, light and water are no hindrance to radio. Radio lends itself just as well to rapid interventions as to the broadcasting of in-depth reports and is just suitable for the dissemination of information as it is for entertainment and for educational purposes (Ariyo, 2013). This implies that the continuation of this programme will keep attracting listeners and as they listen, awareness, enhancement of knowledge and the positive influence on character and behaviours will continually be experienced by the listeners.

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