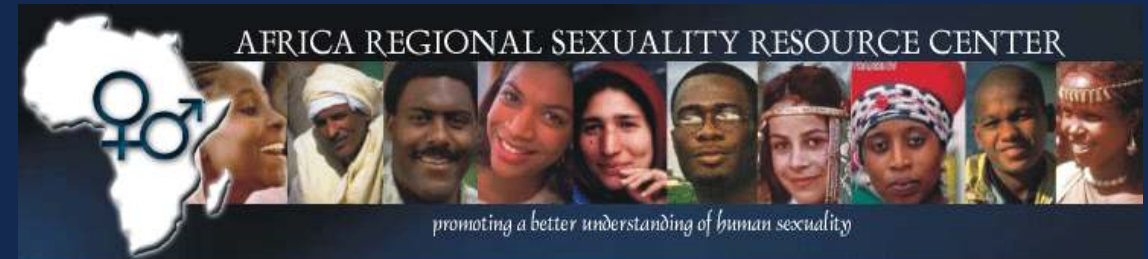


Sexuality In the Media: Emerging Issues In Africa

Research on Africa's Print Media



SEXUALITY IN THE MEDIA

Emerging Issues In Africa

2005 Edition



Sexuality
in
the Media:
Emerging Issues in Africa

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FOREWORD

As a mass media educator, researcher and practitioner for over a decade, I have had the privilege and opportunity to produce many journalists, health communicators, media researchers, community health communicators, educators and researchers.

In teaching Communication and Public Health, Message Design and Behaviour Change course, to the MPH students of our College of Medicine over the years, I have also experienced the power of mass media in attitude formation, and behaviour change and/or modification.

Furthermore, I have also found out that many of the health problems including HIV/AIDS, and other sexually transmitted infections which we experience daily in Africa are mainly due to ignorance. This is a result of lack of relevant and proper information on the prevention of these diseases by the Mass Media. The Mass Media also fails to provide early warning signals.

As the axiom says, “Information is power to any meaningful health system” in fact it is according to Akinfeleye, (2003) the engine oil that lubricates the heart of the people in attitude formation, which must precede Behavioural Change.

Generally people agree that the health of a nation is the wealth of that nation, but I hasten to add that the ill-health of a nation is the death of that nation.

Sexuality is a muffed concept to define from the African viewpoint. In general, the more you try to define sexuality from any perspective the more you get confused, the more you move from the level of understanding to the level of confusion.

But the more you try to “explain” sexuality (see Appendix A) the more you may tend to appreciate the value of this book titled Sexuality in the Print Media: Emerging Issues in Africa which is being put out by the Africa Regional Sexuality Resource Centre in Lagos, Nigeria under the leadership of Dr. Richmond Tiemoko.

The book is divided into four (4) sections which covers the print media reportage of sexuality issues in four (4) African countries: Nigeria (in West Africa), Egypt (North Africa), Kenya (East Africa) and South Africa (in Southern Africa).

It is perhaps the first and only baseline research study in the genre in Africa. Content analysis and in-depth interviews were used for the baseline studies. Selected major newspapers and soft sell magazines were content-analyzed to know the frequency, intensity, direction and flow of sexuality issues in these four African countries.

The findings, conclusions and recommendations are similar. The print media all record low coverage, shallow analysis of sexuality issues and sometimes misinformation and disinformation. They recommend among other things, a re-orientation and re-engineering of media coverage of sexuality issues to enable understanding and appreciation of the complexities of sexuality issues in the media.

It is therefore a source of joy for me to be associated with this pioneer effort of the Africa Regional Sexuality Resource Centre. I salute their courage and wisdom in making this contribution to alleviate the dearth of this type of books in the genre written by Africans in Africa for Africans and others too.

As you read this volume, I am told that the Africa Regional Sexuality Resource Centre is already preparing to go to press with the second edition of the book. But I wish to suggest that they should focus this second edition on Sexuality Issues in Africa as covered by the Radio and Television.

It is my hope that readers would find this book very useful. I, therefore, recommend it to all lovers of health communication for behavioural change, particularly medical and mass media institutions, NGOs, educators, researchers and international agencies.

Happy reading.

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Lagos, Nigeria
July 2005



In the last two decades the media has gained much significance in Africa. As literacy levels improve and the quest for information and knowledge grows, so will the significance of the media.

The media is significant largely because of its recognized and powerful role in the dissemination of information to large populations; as well as its prominent role in the moulding of public opinion and as a socialization agent. The media, undisputedly, has a powerful influence on society and conversely, social groups also have the opportunity to influence what is reported in the media.

The media is a powerful tool and as such must be aided to present and disseminate factual and balanced information that will engender behaviour change. This is especially crucial for the largely misunderstood and emerging fields of sexuality, sexual health and sexual rights.

There are raging controversies surrounding the way sexuality is portrayed in the media. This is especially true with regards to the way the media tends to reinforce stereotypes. Indeed, there has been growing interest in and concern about the media coverage of sexuality issues.

In response to these felt needs, the Africa Regional Sexuality Resource Centre is hereby launching a project on sexuality in the media. Under this project, the ARSRC will regularly produce a serial publication known as a *Sexuality in the Media*, which in general examines how sexuality, sexual health and sexual rights issues are being treated in the mass media in Africa. The series of publications will answer these questions - what in essence is the media in Africa saying about sexuality issues? How is the media in Africa portraying sexuality issues?

The publication will analyse and disseminate the findings of research and evaluation of media coverage of sexuality issues in targeted key media in African countries.

This first edition of *Sexuality in the Media* includes reports of the evaluation research conducted in the ARSRC's focal countries: Egypt, Kenya, Nigeria and South Africa. It is hoped that the reports will serve as baseline materials mirroring how people engage with issues of sexuality in the selected countries. Secondly, it is also hoped that these reports will serve as a reference for those implementing media projects in the four focus countries, and in Africa in general.

The Media project

The media monitoring project examines the content of stories, editorials, opinion and other articles published in the print and electronic media with a focus on sexuality, sexual health and sexual rights.

Scope

The inaugural edition focuses on the print media in the ARSRC's focus countries. Researchers examine five of what is considered the most widely circulating dailies in these countries and some of the publications categorized as "soft sells". The "soft sells" are usually written in the leisure-read magazine format and are becoming quite popular on the continent; attracting large readership.

Methodology

Each research team sampled at least five of the most widely-circulating newspapers and monitored their coverage of sexuality issues in the first half of the year 2004. The media monitoring covered the following areas:

1. Content analysis of media reporting on sexuality, sexual health and sexual rights (S/SH/SR) to determine the quantity and quality of focus.
2. Determination of the incidence and extent to which the media contributes to misinformation and negative treatment of issues of S/SH/SR. That is, how does the media use pictures, cartoons, language and positioning of stories and, editorials, etc to promote or devalue issues regarding S/SH/SR?
3. An examination of the factors influencing the publishing (or absence) of articles on S/SH/SR in the media. (These may include lack of knowledge, writers' or publishers' biases etc.)

Research Questions

The research questions included:

- How frequently are sexuality/sexual health and sexual rights issues featured in the press?
- What aspects of sexuality are presented?
- How much sexuality information is provided?
- Where and when is sexuality featured in the press?
- What is the ideological background of the media presenting the sexuality information? What are the editorial guidelines of the relevant media? Are they different from other media?
- Who is the author/commissioner of the article/programme?
- From what perspective (conservative, progressive, liberal) are they written?
- Who are the target audiences?
- How balanced are the views/discussions provided?
- How does the media coverage of sexuality, sexual health and sexual rights fit in/challenge/contradict the social, economic and legal contexts?
- How does media coverage of S/SH/SR impact on policy issues?
- How are sexuality issues linked with broader health issues?

Overview

The findings indicate that during the period under study, January-June 2004, the print media in the four countries covered various aspects of sexuality; though coverage focused largely on HIV and AIDS. The studies revealed very limited coverage of issues of sexual rights, reproductive rights and sexual identities. Little difference emerged among the countries, reflecting to some extent the impact of the context on sexuality and media reporting. That is, media coverage is likely to reflect issues of interest and priority in each region. Similarly the more open about, and indeed the more comfortable a society and the reporters are about (their) sexualities, the more varied and in-depth the media coverage one would expect.

Sexuality is about life and human well-being. Hence the current scanty coverage of sexuality issues in the African media does not accord the subject the position it deserves in the public mind. This situation calls for improved interactions and communication between professionals working in the field of human sexuality and the media professionals.

Appendix A

Working Definitions: Sexuality, Sexual Health and Sexual Rights

These working definitions were elaborated as a result of a WHO-convened international technical consultation on sexual health in January 2002, and subsequently revised by a group of experts from different parts of the world. They are presented here as a contribution to on-going discussions about sexual health, but **do not represent an official WHO position, and should not be used or quoted as WHO definitions.**

Sex

Sex refers to the biological characteristics that define humans as female or male. While these sets of biological characteristics are not mutually exclusive, as there are individuals who possess both, they tend to differentiate humans as males and females. In general use in many languages, the term sex is often used to mean “sexual activity”, but for technical purposes in the context of sexuality and sexual health discussions, the above definition is preferred.

Sexuality

Sexuality is a central aspect of being human throughout life and encompasses sex, gender identities and roles, sexual orientation, eroticism, pleasure, intimacy and reproduction. Sexuality is experienced and expressed in thoughts, fantasies, desires, beliefs, attitudes, values, behaviours, practices, roles and relationships. While sexuality can include all of these dimensions, not all of them are always experienced or expressed. Sexuality is influenced by the interaction of biological, psychological, social, economic, political, cultural, ethical, legal, historical, religious and spiritual factors.

Sexual health

Sexual health is a state of physical, emotional, mental and social well-being in relation to sexuality; it is not merely the absence of disease, dysfunction or infirmity. Sexual health requires a positive and respectful approach to sexuality and sexual relationships, as well as the possibility of having pleasurable and safe sexual experiences, free of coercion, discrimination and violence. For sexual health to be attained and maintained, the sexual rights of all persons must be respected, protected and fulfilled.

Sexual rights

Sexual rights embrace human rights that are already recognized in national laws, international human rights documents and other consensus statements. They include the right of all persons, free of coercion, discrimination and violence, to:

- the highest attainable standard of sexual health, including access to sexual and reproductive health care services;
- seek, receive and impart information related to sexuality;
- sexuality education;
- respect for bodily integrity;
- choose their partner;
- decide to be sexually active or not;
- consensual sexual relations;
- consensual marriage;
- decide whether or not, and when, to have children; and
- pursue a satisfying, safe and pleasurable sexual life.

The responsible exercise of human rights requires that all persons respect the rights of others.

These definitions do not represent an official WHO position, and should not be used or quoted as WHO definitions.

http://www.who.int/reproductive-health/gender/sexual_health.html



Introduction

Writing as guest editor for the local feminist journal *Agenda*, gender activist and senior lecturer Vasu Reddy recently asked: “How does one begin to conceptualize sexualities in Africa in the current context? What narratives constitute sexuality in Africa? How are these narratives shaped, constructed, resisted and possibly reconfigured? Is there a coherent and homogenous narrative to what constitutes sexuality in Africa? How are sex and sexuality played out, performed, constituted, interrogated and configured?” (Reddy 2004). These are the pertinent questions that need to be asked if we are to achieve a proper understanding of how Africans are grappling with issues of sexuality, sexual health and sexual rights on a rapidly modernising continent.

“There is now acknowledgment that more often than not the media have perpetuated rather than tried to challenge the gender stereotypes that render women as bodies without minds and voices”.

T. Mtintso and C. Lowe-Morna, 2004

This report is intended to provide some baseline documentation for further study of media representation of sexuality issues in the context of Africa. It represents but a limited view of how sexuality issues have been covered and reported to the public by one source of communication (print media), during one short time-span (January to June 2004), in one African state (South Africa). In that particular country the demise of apartheid and the dawn of democracy in 1994, along with the growth of the HIV/AIDS epidemic throughout the 90's, has resulted in the thrusting of sexuality into public prominence in ways, which would have been unimaginable just a decade ago. When other parts of the world were sites of increasing liberal and often experimental sexual practices, as was the case in Europe and the United States during the 'sexual revolution' of the 1960's and 70's, the apartheid regime in South Africa subjected sex and sexuality to heavy censorship and repressive policing. Obsessive in its determination to prohibit sex across racial boundaries, and, as Posel (2004) contends 'driven by

typically colonial anxieties about rapacious African sexuality', the apartheid state accumulated an extensive armory of regulations and prohibitions to control the practice and transaction of sex, its public representations and performance.

Apartheid legislation apropos sexual matters was grounded in the idea of a rigid separation between public and private spheres (Ross 1993). Sexual violence was typically not a site of political concern, unless the perpetrator was black and the victim white, in which case the public outrage was virulent. Sex across the black-white racial divide was forbidden, and miscegenation intensely stigmatized. Reinforced by laws, which criminalized homosexuality, a deep-seated and widespread homophobia deterred the open expression or assertion of any sexualities deemed transgressive. Legislation prohibited the media from explicit depictions of sex or avowedly sexual conversation. Pornography was wholly banned; the public display of eroticised nude bodies (particularly male) was unthinkable (Posel 2004).

With democratic elections in 1994 hailing the emergence of a 'new' South Africa, there has been a veritable explosion of sexual imagery, display and debate. Yet, these changes are not uncontested, and contradictions that appear in the media are often glaring. While issues of sexuality seem to have achieved an extraordinary prominence, this does not mean that there is widespread comfort or acceptance of their profile or substance. Indeed, Posel (2004) makes the point that the anxieties, denials and stigmas which persist in the midst of the new declarations of sexuality contribute directly to new sites and intensities of the politicisation of sexuality. It may be the case that government reluctance to take a clear and consistent leadership role in addressing exceedingly high rates of sexual violence/rape and HIV/AIDS in South Africa may be linked to historical discomforts with apartheid's stringent policing of sex and colonialism's obsession with a brutish African sexuality.

Currently there is an abundant circulation of movies, magazines, and pornography, previously considered taboo. As is the case in many other liberal democracies, sex scenes in films and television are not at all uncommon, sex-shops, massage parlours, escort agencies and strip clubs abound in most urban areas, and the pornography industry is amongst the fastest growing of industries. These trends have been accompanied by ongoing and highly visible AIDS awareness campaigns aimed specifically at 'getting people to talk about sex'.

South Africa is in the process of trying to juggle its newfound openness about sex with the need to create an environment that is less conducive to the rapid spread of HIV and the perpetuation of sexual violence.

Letters to the editor in the newspapers not uncommonly take the form of long harangues about the sexual liberties of modern life being responsible for a host of social ills, from rising divorce rates, teen pregnancies, rape, and of course, the AIDS epidemic. Contradictions in media messaging abound. For example, a newspaper may carry a scholarly article promoting women's rights that is positioned opposite a scantily clad woman in a provocative pose advertising sports cars. If sex sells, one needs to ask how does the media manage to balance the messages they convey? Is it a concern of media at all? What effect do the mixed messages have on readers? What kind of advertising does the print media allow or advocate? Do journalists, editors or readers recognise contradictions? Are they seen as a problem? If so, by whom?

The public face of sexuality in South Africa seems large and looming with the realities of sex displayed in media and public discourses almost constantly. As discussed in this paper, the proliferation of sexual imagery on the broader South African landscape is not necessarily reflected in the ordinary South Africa print media, especially in regard to daily newspapers. In general serious newspapers are conservative in their approach to sexuality, leaving it to the 'soft' publications/ leisure-read magazines to explore and analyse the more contentious and sensitive topics.

There is a wide choice of such magazines, mostly targeting women, that range from those promoting motherhood and homemaking (i.e. *Your Family, Motherhood, Sarie*) to those advocating singledom, career and consumerism (i.e. *Cosmopolitan, Femina, Glamour*). In recent years several local editions of large American and European magazines have been launched in South Africa. These have included: *Oprah Magazine, Ebony, GQ, Elle, Marie Claire, and Vanity Fair*, amongst others.

Carrying a mix of local and overseas stories and features, these magazines are ensuring that South Africans are increasingly exposed to (and influenced by) global trends, issues, opinions, ways of life and ways of thinking about sex and sexuality.

Methodology

Research was conducted within the auspices of the Anthropology Department of the University of KwaZulu-Natal in Durban. A post-graduate student was tasked with compiling a dossier of relevant articles from the selected media according to the terms of reference. Use was made of a local newspaper clipping service and additional research was conducted by a research assistant who advises and edits post-graduate work. An initial content analysis of the articles was undertaken, and in-depth interviews by the head researcher was conducted with two of South Africa's leading journalists on sexuality issues. These were Charlene Smith, based in Johannesburg, and Kerry Cullinan, based in KwaZulu-Natal. Charlene Smith has achieved notoriety as a fearless reporter on sexual violence and rape, as well as for being a renown activist and advocate of anti-retroviral treatment for survivors of rape. Kerry Cullinan was the 2004 winner of the prestigious Bessie Head Award for her in-depth reportage on matters of health and HIV/AIDS. At all times the research assistants were under the guidance and supervision of the head researcher. After the initial analysis and categorisation of articles, the team met to discuss patterns, common themes, biases and perspectives emerging from the articles under study.

South Africa's immediate past state structured and managed in accordance with racial group affiliation has had implications for the development of the print media industry. Most newspapers were started to specifically cater for a particular language or racial grouping. The result is that newspapers and magazines today are still largely identified with certain ethnic or racial groups. Such is the case of the Zulu-language newspapers *Ilanga, Isoleswa*, and *UmAfrika* in KwaZulu-Natal, where readership is almost totally African, if not entirely Zulu.

Similar small, community newspapers are to be found in other provinces, printed in local languages. A more comprehensive study would be needed to assess and compare the nature of sexuality issues presented in the various language/ethnic newspapers. It is likely that some significant and striking differences in the reportage of sexuality issues exists. As a result it may be the case that distinctions between the type of sexuality issues and the manner of

reportage may be clearly discernable between South Africa's various racial/language/class groupings.

Nonetheless there are several large, widely circulated and widely read English language newspapers that seek to be broadly relevant and reflective of a general South African readership. This report is based on an analysis of several of those newspapers, plus one popular 'soft' publication, a magazine with national circulation. Because of South Africa's large and diverse print media industry, selecting specific newspapers and magazines was difficult. For example, we deliberated over including *True Love* magazine, a black equivalent of *Fair Lady*. Our selection of *Fair Lady* was made because we believe it to have a more diverse racial readership than is the case with *True Love*. Another concern was that we felt we needed to incorporate more of an educational-level bias in our selection. This would mean focusing more on the smaller, indigenous language newspapers that target people with lower levels of education than would be the case of readers of the urban-based *Sowetan* or the somewhat academic *Sunday Independent*. We acknowledge a major short-coming of the study to be the very limited range of newspapers reviewed. No doubt a more comprehensive study of a larger number and more diverse set of newspapers as well as magazines would provide a more comprehensive view of the media's coverage of sexuality issues during the selected time period. Nonetheless, there were some clear patterns discernable in the small sample of media reviewed for this report, and thus we, the researchers, believe that the report reflects an accurate 'snap-shot' of the nature of sexuality reportage that occurred in the South African mainstream media between January and June 2004.

The terms of reference required that five newspapers and one soft publication be reviewed and analysed. The newspapers and the soft publication in the form of a popular woman's monthly magazine selected for purposes of this study included the following:

The Star, a Johannesburg based daily, with a broad, multiracial readership.

The Mercury, KwaZulu-Natal's main daily newspaper, also with a fairly broad readership, though perhaps mainly white.

The Sunday Independent, a national, weekly newspaper which specializes in feature articles, in-depth analysis of current events, and is perceived to provide more independent and less biased views than other large weekend papers.

The Sowetan, a daily newspaper widely circulated in Gauteng province but available nationally. This paper is a long-established newspaper aimed at a primarily literate, urban African readership.

The Citizen, the country's foremost Afrikaans-language daily.

Fair Lady, one of South Africa's first women's magazines aimed primarily at a white, English speaking audience. This glossy magazine carries stories on a range of contemporary topics, and appeals to a relatively cosmopolitan, literate and inquisitive readership.

Newspapers were selected on the basis that they were read by as wide a range of South African newspaper readers. An effort was made to incorporate regional differences as well as racial differences in readership as far as possible. *The Star* was selected on the basis that it represented a popular Gauteng province daily; *The Mercury*, a popular KwaZulu-Natal daily; *The Sunday Independent*, a national weekend paper, *The Sowetan*, a popular national black newspaper, *The Citizen*, the largest national daily targeting an Afrikaans-language readership, and *Fair Lady* representing a well-established and widely read woman's monthly magazine.

Statistical And Layout Analysis

The total number of articles on sexuality reported in our sample of media between January and June 2004 was twenty. None of these articles were front-page stories. Rather, they were to be found in the middle pages, with some of the issues being featured in the newspaper's editorial for that day. In general, coverage of issues related to sex and sexuality occur within the context of reportage on HIV/AIDS. The main issues featured in this reportage of sexuality are gender and sexual rights. Considered as a whole, the major focus of media vis-à-vis sexuality during that time period revolved around sexual rights within the context of the ongoing HIV/AIDS epidemic and current legislative

environments.

Our analysis yielded a notable lack of reportage on issues of sexuality by the country's leading Afrikaans newspaper, *The Citizen*. During that particular time period, *The Citizen* carried only a few short, technical articles reporting on specific rape cases. It was decided not to include these in the report, but to note nonetheless that the country's leading Afrikaans daily reflected a very low level of coverage on sexuality issues during the first half of 2004.

While it was relatively easy to categorise some articles in terms of a specific topic, (i.e. sexuality education or sexual orientation or HIV/AIDS), several articles contained cross-cutting/overlapping issues and therefore could not be readily categorised as an article that focused on one particular aspect of sexuality. HIV/AIDS, sexual rights, and existing sexuality-related legislation were topics not uncommonly featured together in a single article. Table 1 reflects the number of times a specific sexuality issue featured as the main topic of an article.

Sexuality and Sexuality Education	6
HIV/AIDS	7
Sexual Rights/Legislative Environment	5
Sexual Violence	2

Sexuality Issues Reported: Newspaper Analysis

Sexuality and Sexuality Education

Six articles focused on this broad topic. The first (*The Star*, March 18, 2004) was an article emanating from the South African Press Association (SAPA) exploring the issue of sexuality in South Africa's prisons and arguing that it was unrealistic to assume or expect that prisoners should lead celibate, monastic lives. Outlawing sex in prisons was regarded by the author as unfair and unrealistic. Rather, it was argued that safe sex and condom usage should be encouraged. Even if cell-mates were forced to engage in homosexual sex, whether they were that way inclined or not, this article argued that prisoners should have free access to condoms under all circumstances.

The second article (*The Mercury*, April 8, 2004) provided details and accessible facts and statistics about AIDS amongst youth in South Africa. However the

author's main point was that women bear the brunt of the epidemic because of the coercive sex they are forced into. She thus correlates cultural norms and gender inequalities with the negligence of sexual rights and hence sexual health problems. A highlighted box with brief sentences is used to make the most pertinent statistics catching to the eye. For example: "Of the 10% of South African youth who are HIV positive, 77 % are women" and "One in four women between the ages of 20 and 24 are testing positive as compared to one in 14 for men" and "94% of youth said they knew how to prevent HIV infection but there was no corresponding change in their sexual behaviour". This article was a cross-cutting theme article about youth sexuality, HIV/AIDS and sexual rights.

"The prostitution of Lara Croft" (*Sunday Independent*, April 18, 2004), written by Johnnie Davis of the Foreign Service, was a feature article exploring the reality of modern marketing of computer games. According to the author, the creator of the original Lara Croft story, Toby Gard, had his initial creation (a fiercely independent, feminist woman), totally changed by the company he worked for, in order to make his character more marketable. The author describes how and why such things occur in the interests of (patriarchal) capitalism. The article explores pop culture, gender oppression and the oversexualisation of women characters in computer games.

A similar theme was taken up in an article entitled "Leather strapped side-chicks" (*Sunday Independent*, May 2, 2004), written by foreign correspondent, John Jurgenson. This article explored the whole question of modern popular culture, with a focus on comics rather than computer games. The author highlights that the majority of comic stories that feature women characters revert to stereotypical and patriarchal representations of women. Comic female characters' role is to expose themselves and titillate male audiences. Sexuality is portrayed as men's right to be satisfied by such seemingly semi-pornographic images.

The fifth and sixth articles that considered sexuality more broadly were two articles from *Fair Lady* magazine (January and April 2004). The January story on sexuality during that time period entitled "Sex and the Students" was written by Anso Thom and Kerry Cullinan of Health-e News (an on-line news service) and the article was taken from the Health-e news website. Health e- News provides extensive coverage of HIV/AIDS and sexuality/sexual health/rights in

South African. This informative article assessed the state of sexuality/sexual rights and health on South Africa's university campuses. The question of whether or not sex should be allowed on campus was explored by asking students what they themselves thought. University authorities were questioned about their approaches to dealing with the HIV/AIDS' epidemic on campus. "Estimates are that one in four of South Africa's university undergraduate students is HIV-positive. "What are tertiary institutions doing about it?" the authors ask. Most institutions had not conducted prevalence studies and some were not willing to divulge information fearing the stigma attached.

Stellenbosch, KwaZulu-Natal and Cape Town universities respectively, showed some promising signs. KwaZulu-Natal University was particularly progressive with its recent HIV/AIDS prevention, treatment and care policy that commits the university to providing HIV positive students with specialised treatment whilst they are registered. The University of Cape Town "has set the pace" with curriculum intervention, "where HIV/AIDS is woven into undergraduates course work in a way that is relevant for them". The University also encourages outreach work where students present workshops and conduct research in resource poor settings and get involved in interventions to mediate the negative impact of AIDS on communities.

The April article of *Fair Lady* detailed alarmingly high incidents of sexual activity amongst South African teenagers. Careless sexual practice, multiple partners and the prevalence of drug and alcohol abuse are all revealed. As with many of the other articles in this survey, the authors emphasise the greater risk for female teenagers even more so. The question of the use of oral and anal sex to prevent pregnancy- is discussed and shown to be immaterial in the spread of sexual disease and HIV. Cervical cancer is discussed as a great risk for sexually active teenage girls. Gender disparities are emphasised vis a vis the question of teenage girls feeling inclined to please boys (via oral sex). Stereotypical norms of sexuality included a) males must get pleasure, and b) women must give it. The authors reveal how women's sexual rights are dismissed in the interests of male rights, while they point out that it is women's sexual health that suffers more too. Sex education in tandem with open, loving communication between parents and their children, is viewed as pivotal to establishing a healthy teenage sexuality. The article ends with practical advice for parents to promote healthy sexuality. Tips include monitoring alcohol intake, encouraging emotional

intelligence, giving privacy when asked for, being consistent, leaving relevant literature around the house, and encouraging self-respect and responsibility.

HIV/AIDS

As discussed and as supported by the above articles, most reportage on sexuality issues in South Africa during the first half of 2004 was tied to discussions about HIV/AIDS. Seven articles comprised this category. These included the following:

In January, an article entitled "U-turn on AIDS rape drugs" (*The Star*, January 30, 2004), provided information regarding a new South African law that allows rape survivors access to anti-retrovirals within 72 hours of the attack. The issue of free access to these drugs by rape survivors has been a controversial one in recent years. The activist Charlene Smith has been at the forefront of efforts to broaden access to these life-saving drugs. The author makes the point that these drugs will not be readily available everywhere, but only at clinics that are already dispensing anti-retrovirals. This article cross-cuts with issues of sexuality legislation and sexual violence.

"Aids risk high among South African women- UN" (February 8th 2004), written by Caroline Hooper-Box, a *Sunday Independent* correspondent, provided factual information as gathered from UNAIDS at the London launch of the Global Coalition on Women and AIDS. The article emphasized that women's lack of social and economic power fueled the epidemic and that "most sexually transmitted HIV infections in females occur in relationships the women believe to be monogamous". The need for HIV prevention programmes to include men, and not simply women, was stressed. The question of microbicide research was also discussed. This article crosscuts the issue of sexual health.

A third article (*The Mercury*, February 23, 2004), written by a young African reporter, Philani Makhanya, was a factual piece about the after-effects of soldiers' residency in the town of Richmond in KwaZulu-Natal during the political violence between IFP and ANC in the 1980's. The author describes how there is a high-drop out rate of HIV positive orphans from schools, and argues that most of these orphans were conceived as the result of illicit affairs between the soldiers and young women from Richmond town during those

troubled years. The author argues that these orphans should have a right to access maintenance monies from their fathers or the state. This article cross-cuts with issues of legislation and rights. The matter of South African soldiers harbouring exceptionally high rates of HIV infection and having been a major vector for the spread of the disease in South Africa, is a very contentious and politically sensitive issue. There tends to be silence around this issue, and articles such as this one are, for the most part, extremely rare.

In May (*The Star*, May 13, 2004) Janine Moolman, a feminist, wrote a piece about HIV/AIDS and women's health with emphasis on socio-economic factors that feed the epidemic. She explored the issue of stigma as well as women's increased vulnerability to the disease. Cultural and economic factors were cited as pivotal for understanding women's increased vulnerability to HIV infection. The article concludes with information about the female microbicide, which is currently being researched and tested on a trial basis using women in South Africa. The author argues that it could save the lives of millions of women in a country where condom usage is not easily negotiated.

Another article from the same newspaper (*The Star*, June 27, 2004), was written by an AIDS researcher, Kashiefa Ajam. She argues that “there is a tendency in the media and some research circles to use exotic and sensationalist reasons such as dry sex to explain the spread of HIV and AIDS”. The author states that, based on her research, very few South African women actually engage in this practice. The author calls for a clear focus on wider factors, such as socioeconomic conditions and gender inequalities, as opposed to dry sex practices, that contribute to the high rate of infection in South Africa. This article raises the issue about media representation or sexuality, claiming that preconceived stereotypes about African sexuality tend to be used by the media in a false portrayal of the epidemic.

In June (*The Mercury*, June 13, 2004) an article described how the Zulu King Goodwill Zwelithini claims to use the traditional reed dance ceremony to promote moral regeneration and abstinence from pre-marital sex as means to prevent HIV infection. The story highlights how traditional customs and modernity can be combined so as to address current social problems such as the AIDS epidemic. Both King Zwelithini and Chief Gatsha Buthelezi, a respected Zulu politician and long-time head of the (mostly Zulu) Inkatha Freedom Party,

have taken the lead as national political figures who have openly spoken about HIV/AIDS. The article quotes Chief Buthelezi praising virgin maidens who “had been able to preserve their purity despite the intense pressures and demands of modern lifestyles”. It should be noted that these conservative leaders advocate the practice of virginity testing, which many local feminists and human rights activists see as a violation of a girls' rights and an attempt to reassert patriarchal control over women's bodies (Leclerc-Madlala, 2001). The practice of testing girls to determine their sexual status has been growing, especially in KwaZulu-Natal province, concurrently with the growth of the HIV/AIDS pandemic.

The only sexuality issue discussed in *The Sowetan*, the leading English-language daily newspaper targeting an African readership, during the stated time period was a factual article on AIDS. It was surprising to the research team how little coverage sexuality issues received by this foremost black newspaper. The article was a South African Press Association (SAPA) article, entitled “Super-infection is on the rise”. This was a short article summarizing a paper delivered on behalf of the Institute of Molecular Medicine and Infectious Diseases given at the South African HIV/AIDS conference held in Durban. This informative piece basically explained that an HIV+ person becomes re-infected every time he/she has sex with another HIV+ person, and each time they are possibly re-infected with a new strain of HIV. The article emphasized that even HIV positive people need to protect themselves from further infection, and that multiple strains of the virus was hampering the development of an effective vaccine. This article was educational in its slant, but very technical/scientific in its tone.

Sexual Rights/ Legislative Environment

Early in the year *The Star* (January 28, 2004) carried a story on sexual health-sexual rights in Ghana through a feature on female genital mutilation. The story was by SAPA, and recounted how a Ghanaian woman was jailed for continuing the practice. The article highlighted the fact that it was often women themselves who are involved in replicating the cultural practices, which affect their health and contribute to their oppression. The story praises Ghana's modern and liberal constitution, and acknowledges the inherent conflicts between modernity (in the form of a democratic constitution) and tradition (in the form of customary practices).

Another story that appeared in May in the same newspaper, *The Star* (May 20, 2004) focused on one dimension of sexuality/sexual rights in the United States, that is pornography. It detailed the author's perceptions of the negative impact of pornography on readers in America. Viewing pornography was compared to heroin addiction and said to lead to "sexual callousness, the erosion of family values and diminished sexual satisfaction". The reader was left to ponder whether open access to pornography was a type of sexual right or a sexual and/or social health hazard.

Abuja, Nigeria was the focus of a third article by SAPA (*The Mercury*, 15th April, 2004). This article provided an informative but very brief account of the imposition of Sharia law at a teachers' training college in northern Nigeria's Kaduna state. Hugging, kissing, smoking or wearing anything considered to be provocative clothing were banned.

Thenjiwe Mtintso, and Colleen Lowe-Morna, both South African women rights activists, wrote a feature article about the disparity between constitutional rights afforded women in South Africa and the actual reality on the ground (*Sunday Independent*, April 25, 2004). As they state: "One of the greatest challenges facing our nation is closing the gap between the rhetoric of gender equality and the reality of it". Surveying the gender-justice landscape ten years after the country's transition to democracy, they cited positive developments such as the 30% representation of women in politics and a number of key gender-sensitive laws. This article attempted to provide a balanced view, and therefore highlighted persistent problems such as the fact that only 7 percent of reported rape cases result in conviction, and that every six days a woman is killed by her intimate partner. They also commented on the role of the South African media in reproducing gender stereotypes rather than challenging them, as would be expected from a progressive media industry that took gender issues seriously.

The need for legislation on child trafficking was the topic of an article by South African writer, Caroline Hooper-Box (*Sunday Independent*, May 9, 2004). This medium-length and informative piece provided facts and statistics about the reality of global trafficking of women and children for the international sex industry and organised crime networks. The author states, "Every year, 800,000 to 900,000 children are trafficked across international borders worldwide". As

yet, South Africa has no law against trafficking of people. The article states that the South African law reform commission is currently drafting proposals for law reform to deal with this apparently growing crime.

Sexual Violence

Janine Moolman, former editor of *Agenda* feminist journal, wrote another piece during this time period deliberating on a high-profile rape case (*The Mercury*, February 13, 2004). Entitled "Regulating our behaviour for others," Moolman explored the Judge Desai/Salome Isaacs story (Isaacs accused Desai of rape while they were both in attendance at an overseas conference in India). The woman allegedly went to his hotel room at 3.00a.m, where she claimed Judge Desai raped her. Moolman used the media's reportage on rape in general, and this story in particular, to argue that the media colludes in women's oppression by assuming a host of assumptions about women's sexuality and gender rights. The author ends the article by stating; "as conscientious citizens and a conscientious media it is important that our own preconceived notions of what appropriate behaviour is, be understood and challenged."

Focusing on the predilection of famous sportsmen accused of criminal behaviour involving sexual violence, (*Sunday Independent*, March 14, 2004), an article by Kathy Marks and David Randall (foreign service/Reuters) explored the international phenomenon of star sportsmen who have acquired track records for sexual assault. Covering Australia, America, Canada and Britain the writers ascertain that these men who are widely adulated and adored by women seem to believe they can flout sexual norms, and assume sexual prowess over whomsoever they please. The article seems to beg the question....what about our African players....is it not a problem in African countries, or other Southern countries of Asia or South America? Silence still surrounds the sexual behaviour of popular local sportsmen, despite calls by AIDS activists that such people, speaking openly about sexuality and HIV/AIDS, could help the AIDS effort tremendously.

Summary And Conclusion

The most significant finding to emerge from the researchers' analysis of print media coverage of sexuality issues is the paucity of newspaper coverage of sexuality issues. As discussed in the introduction to this report, there has been a virtual explosion of sexual imagery, display and debate in South Africa in recent years. One might expect that explosion to be reflected in the stories and features of daily newspapers. However, our review of mainstream media presentation of matters of sexuality during the first half of 2004 would suggest that daily newspapers were generally conservative and did not wholly reflect the markedly increased national engagement with sexuality.

It would appear that most of the print media coverage of sexuality issues during that time period focused on the country's grappling with two important agendas. Firstly, the need to develop legislation and build legal frameworks in which to consider matters of sexuality from the perspective of a democratic constitution and respect for human (including women's) rights. As previously discussed, with the demise of apartheid and the 'opening up' of South Africa, sexuality as an issue has come to the fore as never before. This has brought with it many changes including easier access to materials and services such as pornography, abortions and contraceptives, as well as rising rates of child abuse, sexual assault and rape. In addition homosexuality has become more visible. Homosexuals are also demanding not to be discriminated against by the existing laws of the land. The implication is that the South African legal community is kept busy deliberating on new legislation and the drafting of new laws. Perhaps the peculiar interest of daily newspapers in carrying reports on sexuality from other countries (6 articles of the 20 were foreign-based stories), may reflect a national interest in keeping abreast with latest trends in sexuality legislation around the world. However, it could also be argued that focusing on these potentially contentious issues in a context foreign to South Africa, may reflect the newspapers' reluctance to delve or explore too deeply local phenomenon that may be anathema to the powers-that-be, and may also possibly tarnish South Africa's international reputation as a 'modern' state worthy of foreign investment and tourism.

Stories about sexual health, sexual rights and legislation, and sexual violence were most often written with reference to the currently high rates of HIV infection. The linkages between these various dimensions of sexuality are

clearly drawn in many of the articles. Magazines are more inclined to explore sexuality as a topic, including the more sensitive and controversial issues around actual sexual behaviour. This is certainly the case when it comes to reportage on sexual orientation or homosexuality. Interestingly, there was not a single newspaper article on sexual orientation that could be found in the surveyed media during that six-month period. The only mention of homosexuality occurred in an article advocating condom distribution amongst prisoners.

Perhaps the most 'risk' reportage of sexuality is to be found on the back pages of the *Sunday Times*, the country's leading English-language weekend newspaper. Featured as 'The Back Page', readers can count on finding salacious stories about the rich and famous from around the world. The sexual romping of rock stars; fashion models and Hollywood stars are described in detail in a number of short and medium-sized articles. These stories usually contain vivid descriptions of the sexual prowess and quality of orgasms reported by the men or women supposedly interviewed for the tattle-tale exposes. Along with spicy gossip, the 'Back Page' is always replete with a full-length color picture of an especially busty woman with a seductive smile in the mandatory bikini-clad pose on the beach. It is notable that the *Sunday Times* 'Back Page' has been a major feature in the South African media well before the dawn of democracy in 1994. It is interesting that such a blatant display and reproduction of media's debasement of women has been allowed to make such a smooth transition into the democratic era. One has to ask whether the continuation of women's oppression and patriarchal privilege is or is not part of the agenda of the 'new' South Africa.

While individual journalists and writers do clearly challenge gender and sexuality stereotyping, the same cannot be said for the South African media industry as a whole. In this regard, the words of Mtintso and Lowe-Morna at the top of this report need to be heeded; 'that more often than not the media has perpetuated rather than tried to challenge the gender stereotypes that render women as bodies without minds and voices (*The Sunday Independent*, April 25, 2004).

Although journals are not mentioned in the terms of reference, it is worth noting that the feminist publication, *Agenda* - which publishes a quarterly magazine

catering for a largely academic audience and was referred to several times in this report, published a special issue at the end of 2004 (No.62) entitled 'Sexuality in Africa'. The issue contained a compilation of articles on topics ranging from sexuality in Uganda, the liberalisation of homosexual rights, changing public discourses on sexuality in South Africa, and the globalisation of sexuality and sexual imagery. This journal has recently expanded its scope to include a radio outreach programme targeted at thousands of ordinary, poorly educated women and transmitted in a number of African languages. No doubt such initiatives by a well known and well respected organisation supporting gender justice will help to make South African media more progressive in its handling and representation of sexuality issues.

Agenda's work dovetails in some ways with the well-financed media supplements that appear from time-to-time and are aimed at making young people aware of the dangers of HIV/AIDS. Sponsored by large national health/AIDS communication and social marketing initiatives such as Love Life and Soul City, these glossy newspaper supplements assist young people in making sense of their HIV/AIDS-affected world as well as making sense of all the 'in your face' sexual imagery around them. These newspaper supplements commonly provide advice and information on all manner of issues related to sexuality. With names such as *thetaJunction* and *Y-magazine* these occasional supplements aim to help South African youth make sound sexual health decisions.

As previously discussed a more comprehensive perusal of some smaller, indigenous language newspapers would be of great value to any future research agenda. Included in this should be a few of the specifically black popular magazines that have long been serving African readers from the first half of the 20th century. In this category would be magazines such as *Drum*, *Bona*, and *Pace*. In general these magazines tend to present issues of sexuality more often in the cultural idiom, as is not the case with the larger more 'multicultural' and therefore more 'generic' magazines. For example, tales of unseen spirits or angry ancestors not uncommonly feature in stories about child molestation or homosexuality. An anthropological analysis and comparison of selected ethnic or language-based media would no doubt yield some significant and valuable findings.

In conclusion, I would suggest that while the newspaper coverage of sexuality issues in South Africa during the first six months of 2004 was not especially wide, it did, with some marked exceptions, cover a range of themes. Sexual health in the context of HIV/AIDS, sexual legalities in the form of current legislation both here and abroad, and sexual violence were all explored. Perhaps not dissimilar to coverage of other issues, print media themes, including the theme of sexuality, are often knee-jerk reactions to particular local or international events. That is, should a particularly heinous rape be reported in the media one day, there will follow a week or so of stories related to rape. Again, if it is World AIDS Day (December 1), or if the United Nations declares 16 Days of Activism Against Women and Children Abuse, the media can be expected to carry a wave of stories and feature articles related to these forms of abuse. While this is to be expected, it may have the negative effect of ensuring that the issue of sexuality is not a regular everyday theme of the newspapers.

In a country where much still remains to be done to move the agenda for sexual justice and sexual rights forward, there is a need for sexuality issues to be more closely woven into the day-to-day fabric of the print media, rather than be relegated to special sexuality supplements or featured as a 'specialty' issue on particular days.

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Appendix 1

List Of Articles Reviewed

The Star:

28 January 2004, *Elderly woman jailed for sexual mutilation*. By S.A. Press Assoc.

30 January 2004, *U-turn on AIDS rape drug*. By Jeremy Michaels.

18 March 2004, *Urban sex in prisons, Jali told*. By S.A. Press Assoc.

13 March 2004, *Subject of AIDS must be engaged at every level*. By Janine Moolman.

20 November 2004, *Obsession with porn ruining lives*. By Connie Cass.

27 June 2004, *Dry sex not popular*. By Kashiefa Ajam.

The Mercury:

3 February 2004, *Regulating our behaviour for others*. By Janine Moolman.

23 February 2004, *Security forces in Richmond left AIDS time-bomb*. By Philani Makhanya

15 April 2004, *Ban on "provocative clothes"*. By S.A. Press Assoc.

13 June 2004, *King urges HIV tests for brides*. By Philani Makhanya.

8 April 2004, *Unwanted sex, unwanted infection*. By Kanya Ndakia.

The Sunday Independent:

8 February, 2004 *AIDS risk high among SA women UN*. By Carolie Hooper-Box.

14 March 2004, *Idolised athletes who believe they qualify for a license to rape*. By Kathy Marks and David Randall.

15 April 2004, *The prostitution of Lara Croft*. By Johnnie Davis.

25 April 2004, *Paper parity for women must become real rights*. By Thenjiwe Mtintso and Colleen Lowe-Morna.

2 May 2004, *Leather-strapped sidechick*. By John Jurgensen.

9 May 2004, *SA women become sex slaves in Macau*. By Caroline Hooper-Box.

The Sowetan:

6 June 2004, *Super-infection on the rise*. By S.A. Press Assoc.

Fair Lady:

January 2004, *Sex and the students*. By Anso Thom and Kerry Cullinan.

April 2004, *From the mouths of babes*. By Barbara Michel.s



Introduction

Kenya like many other developing countries in Africa has been undergoing substantial transformations in the socio-economic, political and cultural realms. These changes have been influenced by several factors both internal and external, including western education and its attendant values, individual freedoms, human rights and women empowerment among others. These have seen the gradual breakup of the traditional values and cultural prohibitions. As a result, the role of elders and significant others in guidance and counseling of the young have been replaced by other institutions including the school, media, religion and the peer group. These formal institutions unlike the traditional set-up lack adequate capacity to enforce societal values that were religiously cherished and observed in the past.

In particular, the foregoing has had the effect of informally liberalizing individuals behavior and beliefs so that the role of the society as the mirror of individual conduct is no longer binding. Rather, individuals have gained social freedoms and rights that they had hitherto been denied by the society; including the choice of marriage partner, when and with who to have sexual intercourse, family size, mode of dressing, who to socialize with and in what ways. Generally, issues of sexuality in terms of sexual rights including access to and utilization of reproductive health services among others have evolved such that what used to be taboo is no longer so most especially for the educated youth and young adults in urban and peri-urban areas.

In all these transformations, the media, both electronic and the print can play a significant role particularly in demystifying sexuality and sex, and therefore opening up debate on the same. At the same time, it has been drawing the attention of the public to the need to discard cultural values that *criminalized* discussions on sexuality and related issues including abortion, teenage dating

and homosexuality. The media has a powerful influence on all aspects of society. With this power comes a major responsibility to present the complexities of human sexuality at all stages of the life cycle in a way that is accurate, sensitive to diversity, and free of exploitation, sexual/gender-based violence, and dehumanizing sexual portrayals.

The media can and has with some degree of success helped break down the cultural taboos associated with sensitive sexual topics and bridged some gaps in our sexual knowledge. For example, daytime radio and TV talk shows, movies, and newspaper commentaries reveal a wide range of human sexual expressions on broad topics such as rape, incest and abortion.

The mass media is becoming an extremely pervasive and omnipresent institution in African society. It is no longer possible, considering the enormous degree of media-saturation in our culture, for the media to have *zero* effect on any aspect of human life, including human sexuality. Sex in the mass media, especially on television, is becoming increasingly frequent and explicit; as many advertisers have come to the realization that *sex sells*. Viewers can observe depictions of intimacy and affection, marriage and family life, and gender roles, as well as suggestive and erotic behavior, right in their living rooms. On the one hand, the pervasive, accessible, and popular nature of television makes it an excellent instructor, offering an opportune way to learn about sex and sexuality without embarrassment.

However, the images on TV can be harmfully limited, stereotypical and one-dimensional, depicting sex as an activity that is only acceptable for the young, single and beautiful. In addition, sex encounters may be continuously and erroneously presented as spontaneous, romantic, and risk-free, which is largely not the case. Many people are being exposed to massive and explicit sexual messages every day of their lives, probably beginning before they have the knowledge or sophistication to accurately deal with such complicated content. In this paper, we analyze the way the print media in Kenya covered sexuality and related issues during the first six months of 2004.

Objectives of the Study

The aim of this study was to undertake content (discourse) analysis of print media (specifically 4 daily newspapers and 2 magazines) to determine how

sexuality, sexual health and sexual rights are reported and treated in the print media in Kenya. Specifically the study set out to:

1. Establish the incidence and extent to which the print media promotes or devalues issues regarding sexuality, sexual health and sexual rights.
2. Determine the quality and the quantity of print media focus regarding sexuality, sexual health and sex rights.
3. Determine the factors influencing the publication of articles on sexuality, sexual health and sex rights in the print media.

Methodology and Scope of the Study

Based on the objectives of the study, the research team employed the documentary research method. Specifically, content analysis was employed in carrying out an in-depth analysis of the print media reporting of sexuality issues in Kenya during the first half of year 2004 (1st January to 31st June). This analysis was limited to four selected daily newspapers. These are; *The Daily Nation*, *The East African Standard*, *The Kenya Times*, and *The People*. The study also included two magazines, the Parents magazine, which is one of the oldest national magazines and *The Insyder*, which is a relatively young magazine targeting teenagers. The four daily newspapers were specifically selected for their wider coverage of issues and wider readership while the magazines were selected for their coverage of family and sexuality issues as well as wide readership.

The sexuality issues analyzed include Sexuality and Sex Education, HIV/AIDS, Reproductive Health, Sexual Orientation and Identity, Sexual/Gender-based Violence and Child Marriage.

The study was limited to coverage of sexuality issues in the print media only. The study also limited itself to document analysis only and thus did not interview the public or people in media houses to establish their opinions about the print media coverage of sexuality issues and editorial policies among other relevant issues. Consequently, what we present in this paper is purely the issues as they were reported in the print media over the six months.

Data Presentation and Analysis

This section presents data on the way sexuality issues were covered by the print media in Kenya during the selected study period. The section begins with a brief background of each of the newspapers and magazines. The data in this section has been organized and analyzed by thematic issues and newspaper/magazines.

The East African Standard newspaper.

The East African Standard, the oldest newspaper in Kenya is published daily by the Standard Group. It was established in 1902 by the British colonial settlers and has wide circulation and readership in Kenya and the East African region. Later the British multi-national company, Lonhro, bought it before it changed hands in the 1990s to to become the property of wealthy Kenya businessmen. It is available online at www.eastandard.net.

The Daily/Sunday Nation newspaper

The Daily Nation was established in 1960 by the Ismaili religious leader, His Highness the Aga Khan and is published daily by the Nation Media Group. Like *the East African Standard*, it has a wide circulation and readership in Kenya, the East African region and beyond. Although the Aga Khan sold some of the shares to the public in the 1990s, he remains the principal shareholder in the publication. It has a Swahili edition, the Taifa Leo/Jumapili and the English edition is available online at www.nationmedia.com.

The People Daily/People on Sunday newspaper

The People Daily is a publication established in the 1990s and owned and published by Kamlaka Limited, a locally owned business entity. Although it has wide readership and circulation in the country, it is not as wide as that of *the East African Standard* or *the Daily Nation* and not available online.

The Kenya/Sunday Times newspaper

The Kenya Times newspaper was established in the mid 1980s and published daily by the Kenya Times Media Trust and substantially owned by the current Kenya's official parliamentary opposition party, the Kenya African National Union (KANU). It has wide readership and circulation in the country, although not as much as is the case with *the East African Standard* and *the Daily Nation*. Like the two, *Kenya Times* is available online at www.kenyatimes.com.

The Parents Magazine

The Parents magazine is a locally owned monthly publication largely dwelling on family and sexuality issues with a religious touch.

The Insyder Magazine

The Insyder magazine is a bi-monthly and locally owned publication that largely targets the youth, teenagers and parents of youthful and teenage children.

Coverage of Sexuality Issues in Selected Newspapers / Magazines

This section looks at how sexuality issues were covered in the four selected newspapers and two magazines.

Sexuality and Sexuality Education

Sexuality is a central aspect of being human throughout life and encompasses sex, gender identities and roles, sexual orientation, eroticism, pleasure, intimacy and reproduction. It is experienced and expressed in thoughts, fantasies, desires, beliefs, attitudes, values, behaviors, practices, roles and relationships (WHO working definitions - http://www.who.int/reproductive-health/gender/sexual_health.html). As a composite term referring to the totality of being a person, sexuality suggests our human character, not simply our genital acts, and has implications regarding the total meaning of being a man or woman. It is concerned with the biological, psychological, sociological and spiritual variables of life that affect personality development and interpersonal relations. It includes one's self-perception, self-esteem, personal history, personality, concept of love and intimacy, and body image among others.

Sexuality education, on the other hand, is “a process of education that fosters the acquisition of factual information, the formation of positive attitudes, beliefs and values, as well as the development of skills to cope with the biological, psychological, socio-cultural and spiritual aspects of human sexuality” (AHI, 2003). Sexuality education is important for enhancing personal and interpersonal relationships and is a strong foundation for sexual health.

Overall, there were 412 articles on sexuality and sexuality education during the entire study period. Out of these about 79% (325) were found in *The Daily Nation*. This was followed by *The Standard* with 47 articles, *Kenya Times* 19

articles, *Parents* magazine 12, *the Insyder* 7 and *The People* had just 2 articles on sexuality and sexuality education as shown in the table below.

Table 1: Coverage of Sexuality and Sexual Education in Selected Print Media

Newspaper/Magazine	Monthly articles							
	Jan.	Feb.	March	April	May	June	Total	%
The East African Standard	8	7	13	15	0	4	47	11
The Daily Nation	82	90	137	9	0	7	325	79
The People	0	1	0	0	0	1	2	0.4
The Kenya Times	0	4	2	3	7	3	19	4.6
The Parents Magazine	3	2	2	4	1		12	3
The Insyder Magazine	5		-		2		7	2
Total	98	104	154	31	10	15	412	100

The Daily Nation had most articles on sexuality and sexual education between January and March. Notable is the fact that during this period two important events that are closely linked to sexuality are celebrated, Valentines Day and Mothers Day. Therefore, being the most widely read newspaper in the country, it is possible that many companies, organizations and people will send articles to the *Daily Nation* media house for coverage. This was closely followed by *The Standard*, which is also the second most widely read newspaper. This trend is also explained by the fact that in the month of February and March, there were 104, and 154 articles on sexuality and sexuality education respectively.

HIV/AIDS

Since its emergence in the early 1980s, HIV/AIDS has spread at an alarming rate worldwide with the number of new infections rising each year. Africa continues to bear the brunt of the scourge. According to estimates from the UNAIDS/WHO AIDS Epidemic Update (December 2004), 37.2 million adults and 2.2 million children were living with HIV at the end of 2004. This is more than 50% higher than the figures projected by WHO in 1991 on the basis of the data then available. Women accounted for 47% of all people living with HIV worldwide, and for 57% in sub-Saharan Africa. During 2004, some 4.9 million people became infected with HIV. In the same year about 3.1 million people died from AIDS despite antiretroviral (ARV) therapy, which reduced AIDS-

related deaths in the richer countries.

Sub-Saharan Africa is by far the worst-affected in the world by the AIDS epidemic. The region has just over 10% of the world's population, but is home to over 60% of all people living with HIV. An estimated 3.1 million adults and children became infected with HIV during the year 2004. This brought the total number of people living with HIV/AIDS in the region to 25.4 million by the end of the year ((UNAIDS/WHO 2004).

HIV infection rates in Kenya were low in the 1980s. However, by the end of 1998, almost 14% of Kenya's adult population was living with HIV, or about 2.1 million people (WHO/UNAIDS, 2002). However, according to the Kenya Economic Survey for 2003 (GoK, 2003). HIV prevalence rates declined from about 13% in 2000 to 10.2% in 2002. This is a tremendous decline, which is attributed to vigorous advocacy campaigns against the disease by the government and other organizations. In the recent past, Kenya has made great efforts in educating people on HIV/AIDS especially since it was declared a national disaster in 1999. The media fraternity has also played a significant role in HIV/AIDS campaigns both through featuring articles and other information related to HIV/AIDS and also supporting government and communities financially and materially as part of their corporate social responsibility.

Table 2: Coverage of HIV in Selected Print Media

Newspaper/Magazine	Monthly articles							
	Jan.	Feb.	March	April	May	June	Total	%
The East African Standard	17	13	29	30	10	13	112	23
The Daily Nation	26	44	57	12	26	31	196	40
The People	9	11	17	8	24	19	88	18
The Kenya Times	15	19	11	15	19	9	79	16
The Parents Magazine	1	2	1	1	1		6	1
The Insyder Magazine	3		-		7		10	2
Total	71	89	115	66	78	72	491	100

Issues covered by the selected newspapers and magazines totaled 491 during the entire study period. As is the case with coverage of sexuality and sexuality education issues, the *Daily Nation* had the highest number of articles on HIV/AIDS (196), followed by *The Standard* (112), *The People* (88), *Kenya Times*, (79) *The Insyder* (10) and *Parents Magazine* (12). Generally, it seems that during the first half of 2004, HIV/AIDS was given the highest coverage by all the media. Out of 110 articles on HIV/AIDS carried by *The East African Standard* newspaper, 19 (17%) were related to the fight against the scourge while HIV testing and ARVs had 7 (6.3%) articles each. Other aspects included AIDS education, magnitude of problem and AIDS organizations, each with six articles.

In *The People Daily*, 26 (29.5%) of the articles were on the strategy to fight the scourge while 21 (23.8%) others were on its prevalence. HIV/AIDS education had 15 (17.0%) articles, AIDS organization 8 (9.1%), church and AIDS 7 (7.9%), AIDS orphans and Anti-Retroviral 5 (ARVs) (5.6%), AIDS discrimination 3 (3.4%) and Voluntary Counseling and Testing (VCT) had 2 (2.2%) with the rest accounting for 1.5%.

Unlike sexuality and sexuality education coverage, there seems to have been a fairer distribution of HIV related issues in all months since all print media selected covered at least some aspect of HIV/AIDS in a month. *The People* and *Kenya Times*, which had very few articles on sexuality education seemed to have given a lot of prominence to coverage of HIV. *The People* had 88 articles on AIDS, which accounts for 50% of all sexuality and related issues reported during the period under investigation.

The Insyder magazine had more HIV/AIDS articles than sexuality education.

This is probably because it targets the youth, and teenagers who are more vulnerable to HIV/AIDS and teenage pregnancy. This is due to their apparent risky sexual behaviour.

The findings show that HIV/AIDS received the highest coverage and this goes to show the commitment of media houses in the fight against the scourge. Other than social responsibility, many civil society organizations pay for coverage of HIV/AIDS and related news as part of their public education strategy in order to reach the wide readership of these newspapers and magazines. It is important to

note that the media is a powerful tool for shaping opinion and altering behavior. In this case, the decline in HIV/AIDS prevalence in Kenya in the recent times could partly be attributed to this coverage and campaigns on practicing safer sex.

Reproductive Health and Rights

WHO defines reproductive health as a state of complete physical, mental and social well-being in all matters relating to the reproductive system and to its functions and processes. Reproductive health/right therefore implies that people are able to have a satisfying and safe sex life and that they have the capability to reproduce and the freedom to decide if, when and how often to do so. Implicit in this last condition are the right of men and women to be informed of, and to have access to safe, effective, affordable and acceptable methods of family planning.

In total, there were 359 articles on reproductive health and rights. Out of these, about two thirds (66%) were found in *The Daily Nation*. *The East African* only covered about 16% of the total articles while *The People*, *Kenya Times*, *Parents* and *Insyder* had 8%, 5%, 3% and 0.5% in that order. The table below summarizes coverage of reproductive health and rights issues in the selected media. In *The standard*, abortion got the highest coverage with 23 (39%) out of 59 articles during the six-month period.

Table 3: Coverage of Reproductive Health and Rights in Selected Print Media

Newspaper/Magazine	Monthly articles							Total	%
	Jan.	Feb.	March	April	May	June			
The East African Standard	14	20	5	2	11	7	59	16	
The Daily Nation	26	78	55	21	16	40	236	66	
The People	2	1	4	2	11	10	30	8	
The Kenya Times	3	2	3	1	4	6	1	95	
The Parents Magazine	1	3	5	3	1		1	34	
The Insyder Magazine	0		-		2		2	1	
Total	46	104	72	29	45	63	359	100	

In *The People Daily* and its sister paper *The People on Sunday*, of the 30 articles published on reproductive health and rights, 16 (53%) were on abortion while Female Genital Mutilation (FGM) had only three (3%) articles.

As in all the above sexuality issues covered, *The Nation* seems to be way above the rest in coverage. The highest number of articles in this paper appeared in the months of February and March during which with Valentines Day is celebrated and this may have led to more articles and material related to reproductive health being written in the paper. Similarly, *The Standard* had more reproductive health issues in the months of January and February and the same reason may apply.

The Insyder Magazine, which is targeted at adolescents and teenagers only covered 2 articles on reproductive health and rights and this calls for much more to be done especially because adolescent reproductive health is a major focus for the World Health Organization and other bodies in dealing with reproductive health. The youth are faced with numerous reproductive health problems such as abortions, early or unwanted pregnancies, they engage in highly risky sexual behaviors among others. Thus, a magazine that purports to target the youth should play a key role in educating them on reproductive health.

Sexual Orientation and Identity

Sexual orientation also referred to as sexual preference or sexual inclination describes the focus of a person's amorous or erotic desires, fantasies, and feelings. A person's sexual orientation is most often classified by the gender(s) one is attracted towards: *heterosexual*, if the focus is primarily a person of the opposite sex; *homosexual*, if the focus is primarily a person of the same sex; *bisexual*, if it may be a person of either sex; and *asexual*, if there is no sexual attraction to anyone (Wikipedia,2002). Thus, it is the sex to which a person is physically and emotionally attracted or a sexual preference or choice that determines whether one chooses a member of the same or the opposite sex, or both, for sexual satisfaction

Reporting on sexual orientation issues during the study period was relatively low compared with Sexuality education, HIV/AIDS, Reproductive health and rights. There were a total of 103 items on this issue. *The Daily Nation* had the most (49) followed by *The Standard* (26), *People* (19) and *Kenya Times* (8). *The*

Table 4: Coverage of Sexual Orientation and Identity

Newspaper/Magazine	Monthly articles							
	Jan.	Feb.	March	April	May	June	Total	%
The East African Standard	14	0	3	3	5	1	26	25
The Daily Nation	2	13	8	18	3	5	4	9
The People	0	4	7	0	4	4	19	18
The Kenya Times	4	0	0	0	3	1	8	8
The Parents Magazine	0	0	0	0	0	-	0	0
The Insyder Magazine	1				0		1	1
Total	28	17	18	21	15	11	103	100

Insyder magazine had only 1 article while *The Parents* magazine had no article on this issue.

Of the 19 articles covered by *The People*, gay marriage had the highest number of articles at 7 (36.8%).

The minimal coverage of sexual orientation and identity issues is largely attributed to the fact that this is a highly taboo topic. Kenya only recognizes heterosexuality and thus people who have a different orientation are highly criminalized and stigmatized. This has, therefore, led to a culture of silence with regard to declaring one's sexual orientation. Whereas, it is an open secret that there are homosexuals, they would not dare talk about it publicly. Even where the media has interviewed homosexuals, their faces are covered so that the public does not recognize them. Kenya being a highly religious and conservative nation, discussion on sexual orientation is taboo and unreligious. Consequently, therefore, the media, who are supposed to be gate-keepers, educators and a mirror through which the public can see themselves, is highly particular about issues to cover with regard to sexual orientation. It is for this reason that *The Parents* magazine which is about family values and gives real stories on how people can stay happily married forever did not report anything on sexual orientation and identity. Similarly, *The Insyder* magazine for the youth only covered one article focusing on the fear of exposing teenagers to sexual behaviours that do not conform to societal expectations.

Table 5: Coverage of Sexual Violence in Selected Print Media

Newspaper/Magazine	Monthly articles							
	Jan.	Feb.	March	April	May	June	Total	%
The East African Standard	12	7	18	14	12	6	69	22
The Daily Nation	19	36	51	17	11	21	155	50
The People	6	3	11	1	10	4	35	11
The Kenya Times	10	11	7	9	8	4	49	16
The Parents Magazine	1	0	2	0	0		3	3
The Insyder Magazine	0				0		0	0
Total	48	57	89	41	41	35	311	

Sexual Violence

Sexual violence is a physical act of aggression, force or threat and broadly includes sexual harassment, assault, rape, defilement, incest, child sexual abuse, sexual exploitation, and other forms of violence that cause mental harm or suffering. Sexually violent behavior can be physical, emotional, verbal, or a combination of these.

Sexual violence was fourth in terms of number of articles in the news pages after HIV/AIDS, sexuality education, and reproductive health and rights. In total, there were 311 articles on sexual violence issues. *The Daily Nation* had the most (155) number of articles which constitutes about half (50%) of all sexual violence articles in the selected print media. The others followed in this order; *The East African Standard* 69 (22%), *Kenya Times* 49 (16%) *The People* 35 (11%), *Parents Magazine* 3 (1%) and *The Insyder* did not report anything on sexual violence during the study period. The table above shows coverage of sexual violence in the selected newspapers and magazines.

In *The Standard*, of the 69 articles on sexual/gender-based violence, 25 (36.2%) and 20 (29%) were on rape and defilement respectively while one (1.4%) was on rape-related murder. In *The People* newspaper, the most outstanding content was rape, defilement and rape/murder. In this case, 11 (31.4%) of the articles were on rape, 10 (28.5%) on defilement, 9 (25.7%) on murder/rape while the rest took 14.4%.

It is worth noting that sexual violence has escalated in recent times in Kenya and, therefore, this reporting is not far-fetched. There are numerous cases of rape and defilement of young girls and more people are now opening up to the public to report such concerns so that the perpetrator faces the law. One particular women's hospital is doing a tremendous job in taking care of sexual violence victims. The hospital has opened up to journalists to interview such victims. This has contributed to an increase in reporting of such matters in the press. In the past, sexual violence was hardly reported for fear of stigma for the victims and also to save the image of the family because most of the perpetrators are close family members of the victim. Today, more people are open to report even their own husbands if they suspect that they are defiling their daughters.

Nevertheless, even with this new development, the media needs to be more vigilant in reporting this vice.

Child Marriage

Child marriage is a practice in which the parents of a small child arrange a future marriage with another child's parents. The children are betrothed or promised to each other. Often the two children never even meet each other until the wedding ceremony, when they are both of an acceptable marriageable age. For the purpose of this paper, we draw the definition of a child from the United Nations Convention on the Rights of the Child (UNCRC) and Kenya's Children's Act 2003. According to the Act and the Convention, any person below the age of 18 years is defined as a child. Marriage to a person of that age is referred to as child marriage and is legally prohibited and, therefore, punishable in Kenya.

Of all sexuality issues under study, child marriage was given the least coverage in all the newspapers and magazines. There were a total of 59 articles with *The Daily Nation* reporting about 55% (33 articles) of all articles. *The East African* followed this with 21 articles (36%), *Kenya Times* 3 (5%) and *The People* 2 (3%) of all articles on child marriage. Noteworthy here is the fact that none of

Table 6: Coverage of Child Marriage in Selected Print Media

Newspaper/Magazine	Monthly articles							
	Jan.	Feb.	March	April	May	June	Total	%
The East African Standard	10	1	2	6	0	2	21	36
The Daily Nation	2	16	10	2	1	2	33	55
The People	0	1	1	0	0	0	2	3
The Kenya Times								

Table 6: Coverage of Child Marriage in Selected Print Media

Newspaper/Magazine	Monthly articles							
	Jan.	Feb.	March	April	May	June	Total	%
The Kenya Times	1	1	0	1	0	0	3	5
The Parents Magazine	0	-	0	0	0		0	0
The Insyder Magazine	0		-		0		0	0
Total	13	19	13	9	1	4	59	100

the magazines reported any child marriage issues during the study period as shown in the following table.

Of the 21 articles carried by *The East African Standard* over 50% were related to child rescue and prosecution incidents, while others either concerned teens who had been expelled from school due to pregnancy and motherhood.

Child marriage received minimal attention possibly because it is not as rampant as HIV/AIDS or reproductive health issues. On the other hand, there is a lot of secrecy surrounding it. This is more so because in Kenya child marriage is criminalized by the enactment of the Children's Act 2002 (GoK, 2003). This is reinforced by the fact that it mainly takes place among pastoralist communities of Kenya including the Maasai, Samburu, Pokot, Marakwet and the Turkana, who largely inhabit remote rural areas away from the eyes of the media, thus the little coverage.

Table 7: Summary of print media coverage of sexuality issues January - June 2004

Sexuality issues	Selected print media January - June 2004							
	Nation	East African Standard	Kenya Times	People Daily	Parents	Insyder	Total	%
Sexuality and sexual education	325	47	19	2	12	7	412	24
HIV/AIDS	196	110	79	88	6	10	489	28
Reproductive health and rights	236	59	19	30	13	2	103	21
Sex/gender violence	155	69	49	35	3	0	311	18
Sexual orientation and identity	49	26	8	19	0	1	103	6
Child marriage	33	21	3	2	0	0	59	3
Total	994	324	177	176	34	20	1725	100

In concluding this section, we summarize coverage of sexuality issues by newspaper/magazine during the first six months of 2004.

Overall, there were 1725 articles carried by the selected newspapers and magazines out of which 489 (28%) were on HIV/AIDS, 412 (24%) on sexuality and sexuality education, 359 (21%) on reproductive health and rights, sexual violence 311 (18%), sexual orientation and identity 103 (6%) while child marriage constituted 59 (3%) articles.

Table 7 shows that generally, during the period under study HIV/AIDS was given the highest coverage with 489 (28%) articles, which translates to around 81 articles every month or 3 articles every day. On the other hand, child marriage trailed the rest of sexuality issues with 59 (3%) articles. *The Daily/Sunday Nation* led with a record 994 articles on sexuality over the six-month period. *The East African Standard* with 324, and *Kenya Times* and *The People Daily* almost tallying at 177 and 176 respectively.

All except *The Daily Nation* seemed to have given more prominence to HIV/AIDS than other sexuality issues although *The Daily Nation* led in terms of number of articles placed in the newspapers pages over the study period. *The Daily Nation* reported more on sexuality education issues than other sexuality issues under investigation.

From the foregoing, we observe that the media in Kenya is playing a key role in the campaign against HIV/AIDS. This is a step in the right direction given the toll the scourge is taking on the people of Kenya in particular and world in general. This is likely to pay dividends by way of highlighting the gravity of the scourge and leading to behavior change particularly among the most vulnerable groups including the poor and the youth. Current statistics indicate that HIV/AIDS prevalence had decreased from 13% in 1998 to around 6% in 2003 (GoK, 2003). We cannot, therefore, underemphasize the role played by the media in bringing down the prevalence rates.

Positioning of Sexuality Issues in Newspapers/ Magazines

The position of any article in newspaper pages is a critical factor in determining the importance of the article to the owners of the media in terms of the readership targeted. That is, the number of readers it will attract and

consequently the amount of revenue it will attract. Over and above, it is important to note that media houses are about news and money (business). Therefore, positioning and space allocated for any articles is seen as a function of the value of the story.

Articles placed as news or features in the front pages of the papers implies that the issue is of some value to the media house and will receive wide readership rather than short articles that are placed in the middle pages amidst a number of other articles. This makes it difficult to even find them and implies that they are not topmost on the agenda of the media.

This section presents findings on the positioning of articles in the print media. Similar data for the Nation newspapers is not available.

The East African Standard

The East African Standard seemed to have treated a majority of the sexuality issues as news 153 (47%) articles and features 224 (69%) of all the 324 articles covered during the study period. HIV/AIDS received widest coverage with about 19% of all articles in the main news pages. Nonetheless, there were a few other articles in the letters and commentary sections as shown in the table below.

Table 8: Positioning of sexuality issues in the East African Standard, February-June 2004*

Sexuality issues	News	Feature	Letter	Advertisement	Commentary
Sexuality and sexual education	10	25	8	0	0
HIV/AIDS	63	14	6	2	2
Reproductive health and rights	14	6	4	0	4
Sexual orientation and identity	4	9	1	0	0
Sexual violence	51	9	3	0	0
Child marriage	11	8	0	0	0
Total	153	224	22	2	6

*January data not available

This implies that only a few people were responding to sexuality issues in form of letters and commentaries.

The People Daily Newspaper

The newspaper largely treated sexuality as news rather than features, commentaries or letters to the editor. Sexuality issues reported as news by *The People* newspapers during the month of March-June 2004 accounted for 69%, with features, commentaries and letters to the editor sharing the remaining 31% as shown in Table 9.

Table 9: Positioning of sexuality issues in the People Newspaper March-June 2004*

Sexuality issues	News	Feature	Letter	Advertisement	Commentary
Sexuality and sexual education	2	0	0	0	0
HIV/AIDS	53	22	2	0	1
Reproductive health and rights	23	3	5	0	1
Sexual orientation and identity	16	8	0	0	0
Sexual violence	27	2	0	0	0
Child marriage	0	1	0	0	0
Total	121	36	7	0	2

*January - February data not available

The People newspaper had eight of the articles in the front page; nine on page two and 4 others were published on page 3. Though the newspaper did not cover many sexuality issues as did *The Daily Nation* or *Standard*, it nevertheless, placed majority of the articles covered as news and features and by implication attracting more readership.

The Kenya Times

In *The Kenya Times* newspaper, sexuality issues as main news articles accounted for 48% (85 articles of the total 177 articles on sexuality reported by the newspaper). Sexual violence had the most (38) articles followed by HIV/AIDS with 32 articles in the main news pages as shown in Table 10.

Table 10: Reporting of Sexuality in the Kenya Times - February, March, May and June 2004*

Sexuality issues	News	Feature	Letter	Advertisement	Commentary
Sexuality and sexual education	1	14	0	0	1
HIV/AIDS	35	12	1	0	6
Reproductive health and rights	9	7	1	0	1
Sexual orientation and identity	4	2	0	0	11
Sexual violence	38	1	0	0	2
Child marriage	1	0	0	0	1
Total	85	34	2	0	22

*January and February data not available

The Kenya Times newspaper had two articles on the front page, 5 on page two, five on page three and 25 others on page four. Similar to the other newspapers selected, *The Kenya Times* also had most of the articles in the news and features categories. This would suggest that more readers of the newspaper at least read the articles since readers are more interested in news and feature stories which are the main reasons why people buy newspapers.

The Parents Magazine

Sexuality issues in the Parents magazine were also largely carried as news and features. There was only one letter and no advertisement or commentary. In particular, news articles accounts for 50% while features accounted for over 44% of the total articles reported by the magazine on sexuality.

Table 11: Reporting of Sexuality in the Parents Magazine, March-May 2004*

Sexuality issues	News	Feature	Letter	Advertisement	Commentary
Sexuality And Sexual Education	0	11	1	0	0
HIV/AIDS	6	0	0	0	0
Reproductive Health And Rights	11	1	0	0	0
Sexual Orientation And Identity	0	0	0	0	0
Sexual Violence	0	3	0	0	0
Child Marriage	0	0	0	0	0
Total	17	15	1	0	0

*Jan, Feb and June data not available

During the month of March, sexuality issues published as features by the Parents magazine accounted for 90%.

The Insider Magazine

Sexuality issues in *The Insider* magazine were reported either as features (12), letters to the editor (8) or commentaries (8). In the features category sexuality education and HIV/AIDS received the highest number of articles as shown in the table below.

Table 12: Positioning of sexuality issues in the Insider Magazine (Jan-Feb and May-June 2004* Issues)

Sexuality issues	News	Feature	Letter	Advertisement	Commentary
Sexuality And Sexual Education	0	5	6	5	0
HIV/AIDS	0	6	1	2	0
Reproductive Health And Rights	0	0	1	1	0
Sexual Orientation And Identity	0	1	0	0	0
Sexual Violence	0	0	0	0	0
Child Marriage	0	0	0	0	0
Total	0	12	8	8	0

*March-April magazine data not available.

The reason why there were no news articles is because this is a teen bi-monthly magazine and thus most of the articles are features rather than news.

The Daily Nation

Daily/Sunday Nation published 17 articles on the front pages, another 20 were in the second pages while 23 others were published on page three. During the same period, the newspaper had 11 articles on sexuality published at the back page.

Summary and Conclusions

- This study finds that HIV/AIDS, sexuality and sexuality education, reproductive health and rights and sexual violence received the highest press coverage during the six-month period. On the other hand, sexual orientation and identity and child marriage by far received the least press coverage. For example, *The Parents* magazine did not have any articles on sexual orientation and child marriage, while *The Insider* had only one article on

sexual orientation and identity and none on child marriage. However, despite this, coverage of sexuality issues in the print was very limited compared to other issues that were given prominence in the newspapers.

- Most of the feature articles on sexuality issues were placed in the pull out magazines in the newspapers where they are placed together with articles that report on fashions trends, fiction and laughter. Although these magazines are widely read, there is need to give sexuality concerns more serious coverage.
- There was very little opinion and advocacy articles on sexuality issues.
- Most of the sexuality issues were covered only when they qualified as news (tragedies or scandals) and thus took position in the main pages of the press.

In conclusion, therefore, while looking at sexuality in the media, it is important to understand the environment in which the media operates. Kenya is a very conservative country where discussion of sexuality is taboo. This in effect impacts the editorial policies of many media houses making them also conservative and moralistic to conform to societal expectations. In such context, media would be reluctant to report on sexuality issues fearing that the audience may not like what they report or for fear of litigation.

It is also important to remember that the existence of a media house is dependent on the revenue generated. In this regard, majority of what is covered/reported should be able to attract revenue in various ways including advertisement.

Recommendations

In light of the findings, the following recommendations are made.

- There is need to increase levels of knowledge on the importance of sexuality issues and sexuality education so that they are covered, not just when they qualify as scandals and tragedies, but also for purposes of educating the public. This calls for increased engagement between the media fraternity and key actors in the field of sexuality.
- Training of those responsible for policy making is important in order to educate them on the importance of sexuality. This training should include those responsible for editorial policies in media houses in order to increase coverage and promote sexuality education through the media.
- Sexuality issues should be linked to major issues in the society, for example poverty, gender empowerment, and legislation among others since these affect sexuality in various ways. In this way, coverage of sexuality concerns would be more acceptable even to those with a moralistic background.
- There is need for a study on the knowledge and attitudes towards sexuality among people in the media. This is because coverage of sexuality is determined by their knowledge about sexuality issues.

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Newspapers and Magazines

All Nation Newspapers 1st January-30th June 2004

All East African Standard Newspapers 1st January-30th June 2004

All Kenya Times Newspapers 1st January-30th June 2004

All People Newspapers 1st January-30th June 2004

Parents Magazine publications -March, April and May

The Insyder Magazine Publications -January, February, May and June



Introduction

Exposure to the Media in Egypt

In addition to the classic function of informing the general population, in many countries the media play a vital role in drawing the attention of programme managers and policy makers to the strengths and weaknesses of the programmes by publishing critical reviews on program performance, identifying potential problems, and highlighting successes (Hegazi and Khalifa, 2000). Several studies in Egypt show that literate men and women have the habit of reading newspapers and magazines (Hegazi and Khalifa, 2000).

The 2003 EDHS collected information on the exposure of women to various mass media including television, radio, and print media (i.e. magazines and newspapers). These data are important for designing media interventions.

Table (1) Percentage Distribution of the Participants by their Exposure to the Media

Type of Media	Percent of those who are exposed
Watch T.V. Weekly	92.9
Listen to the Radio Weekly	63.5
Read Newspapers/Magazines	20.9
All three Media	16.2
No Media Exposure	4.8

Source: Adapted from EDHS (2003) table 1.11 page 14

Table (1) Shows that print materials are the least of the three major media sources. Among those who are exposed to the print media, it seems that residence, education and work status are major determining factors (see Table 2).

Table (2) Percent distribution of the participants who are exposed to the print media by their background characteristics.

Background characteristics	Percent of those who are exposed to written media
Age:	
15-19	10.0
20-24	17.0
25-29	20.6
30-34	25.5
35-39	23.4
40-44	23.8
45-49	16.8
Residence:	
Urban	35.0
Rural	10.4
Education:	
No Education	0.8
Some Primary	4.2
Primary complete/some secondary	20.2
Secondary Complete/higher	48.3
Work Status:	
Working for Cash	48.8
Not Working for Cash	15.6

Source: Adapted from EDHS (2003) table 1.11 page 14

However, exposure to the media does not mean that it is the preferred source of information for a health issue. For instance, though the percentage of those who are exposed to the print media is high (about 21%), it is not considered as a main source of information for reproductive health and family planning issues. The EDHS (2003) listed the sources from which women last saw/heard about HIV/AIDS as follows:

- 95.5% from T.V.
- 0.7% from other media sources including newspapers
- 0.7% from a health provider.

Regarding the safe injection practice:

- 56.7% from T.V.
- 1.7% from other media sources including newspapers

- 27.0% from a health provider.

Regarding communication about female circumcision:

- 70.7% from T.V.
- 0.2% from Radio
- 0.3% from newspapers/magazines

Regarding safe motherhood:

- 72.7% from T.V.
- 36.8% from Radio
- 20.4% from newspapers/magazines.

Regarding family Planning:

- 87.6% from T.V.
- 0.2% from Radio
- 0.1 from newspapers/magazines (EDHS, 2003).

The Coverage of Sexuality in the Print Media

The coverage of reproductive health and sexuality in the print media has improved tremendously since 1998. In March, 1998 the Population Council in Cairo organized a roundtable discussion to present key findings of completed research to selected journalists associated with widely read Arabic newspapers and magazines. Topics covered in this session included male involvement, post abortion care, female genital cutting (FGC/FGM), and adolescents. Two outcomes resulted from this roundtable. First, participants wrote several articles and in-depth news reports about the issues presented. Secondly, this session led to an ongoing dialogue with members of the group of journalists (Hegazi and Khalifa, 2000). Following this success, the POLICY and FRONTIERS Projects in Egypt jointly organized a session on maternal health services in collaboration with the Population and Family Planning Sector of the Ministry of Health and Population. The session resulted in the production of several press articles and lengthy news reports (Hegazi and Khalifa, 2000). Based on these experiments and in order to widen media coverage of critical reproductive health issues in a more systematic manner, an intervention based project was designed and was based on three elements:

First:

- An assessment of the coverage of reproductive health in the Egyptian Press was undertaken for 10 months, from May 1999 to March 2000.
- A sample of Arabic-Language newspapers and magazines from different publishing houses in Egypt was selected.
- Daily screening of the press was conducted.

Second:

A network was formed of about 20 journalists from newspapers and magazines of different publishing houses.

Third:

Four roundtable discussions were organized on critical reproductive health issues: marriage patterns in Egypt, youth and reproductive health, women and menopause, and contraceptive technology.

The results of the evaluation sheets from the roundtable discussions showed a general increase in the journalists' knowledge about reproductive health issues. When assessing the content of newspapers and magazines articles published by network members, it was noted that many of them heavily quoted the fact sheets and press releases included in the press files for each roundtable discussion (Hegazi and Khalifa, 2000).

Methodology

From January to June 2004, project staff reviewed a sample of selected Arabic-language newspapers of different publishing houses in Egypt, including governmental and party papers (**Appendix 1**). Two part-time project staff conducted the screening of the samples of the Egyptian press. All reproductive/sexual health/sexuality articles were clipped and logged using a special sheet. Information gathered on each clipped article were included in the sheet as follows:

- Date of Publication
- Name of the Publication
- Size of the article
- Type of the article (Feature, column, news, letter to the editor);
- Reproductive/sexual health/sexuality issue covered in the article.

It should be noted here that the circulation numbers do not reflect the reality, as one newspaper could be shared by many readers, especially in work places, public libraries and rural areas. Following this step, sorting out of the articles way carried out regardless of the date of publication and the publishing house, into the following topics:

- Sexual Health/ Sex Education/Sexual Rights
- Reproductive health and rights
- Adolescent and Youth
- HIV/AIDS
- Family Planning
- Violence and Abuse/Female Genital Cutting
- Miscellaneous: Infertility, Maternal Health, Abortion and other related topics

Statistical and Layout Analysis

A content analysis was conducted on the newspapers, 369 articles with news/information about sexuality issues were analysed. More than one quarter of the articles were about family planning, this was followed by reproductive health and rights (18.4%). Violence against women constituted 13.0%, sexual health and education constituted 7.6%, adolescents and youth reproductive

Table (3) Frequency Distribution of the Sexuality/Reproductive Health Articles.

The Issue	Number of Articles	Percent
Sexual Health/Education	28	7.6
Adolescent and Youth RH246.5	24	6.5
HIV/AIDS	25	6.8
Family planning	110	29.8
Reproductive Health And Rights	68	18.4
Violence Against women including Female Circumcision	48	13.0
Child marriage	0	0.0
Unclassified	66	17.9
Total	369	100

health 6.5%, and, HIV/AIDS constituted 6.8% (Table 3).

Sexuality Issues Reported: An In-depth Analysis

Sexual Dysfunctions and Impotence

In this regard, the articles, although few concentrated mainly on issues related to sexual dysfunctions and impotence. For instance in one newspaper, two articles were published on how to improve sexuality of men either through new drugs or herbs (*Al-Ahrar*, 19-5-2004). Another article affirmed that “Viagra cost the world 2 billion dollars, last year and a new drug, stronger than Viagra called 'C Allis' will be available and it will cost the world about 3 billion US\$ next year” (*EL-Wafd*, 6-2-2004). A warning that fertility of men is in danger was published quoting from NBC website and suggested that during the period between 1998-2002, the sperm count was reduced by 29% (*Al-Gomhorrea*, 14-2-2004). In the same issue, the newspaper gave an attractive title :”Return of fertility to men is possible”. However, the content of the article was about the result of a study on the return of fertility after surgical voluntary sterilization (*Al-Gomhorrea*, 14-2-2004). The article was quoting an European expert in the field who suggests a success rate of 95% if the surgery was done after 3 years of the sterilization operation.

Smoking and sexuality was addressed several times in the newspapers. For instance, an article quoting an English study suggests that “120,000 British citizens aged between 30 and 50 have sexual problems because of smoking” (*Al-Wafd*, 13-2-2004). It is noticed, as in this article, that in many instances, no full reference is given. However, *Al-Ahrar*, on 10-5-2004, quoted a study from a university in Canada suggesting that “sport can improve the immune system, and reduce the cholesterol level in blood and improve sexual performance”. However, the title was “Sport is better than Viagra for old people”.

It seems that impotence and ways to improve sexual performance of men were attractive topics for newspapers. Drugs invented after Viagra and their effectiveness were reported in an article quoting an Egyptian expert in *Al-Ahrar* 24-3-2004. In this article two drugs were mentioned with their effectiveness. The same page (Page 4), features a quote from experts at a California University, in the USA and a comment from an Egyptian Expert suggesting that, “lack of love and affection between spouses damages the

immune system”. On the other hand, the same newspaper on 19-5-2004 published an article titled “Immune system is affected by exaggeration of sexual activities”. However, the component about sex constitutes just a fraction of the body of the article. The main interest of the article was the factors that influence functioning of immune system and how to improve it.

Al-Ahrar 23-3-2004, indicated that Police found aphrodisiac drugs without a known origin. They arrested five.

Al-Akhbar, 29-3-2004 quoted American news agents, the title was “American Viagra for women also”. This drug, as the newspaper suggested, overcome the problems associated with the hormonal replacement therapy.

Al-Ahram, 1-3-2004, quoted the company that produced Viagra, affirming that their experiments on Viagra for 8 year concluded that it does not increase sexual excitation of women. Another Article on 30-3-2004 suggested that the Media exaggerates the benefits of Viagra, and quoted a study from England on 40 men who suffer from impotence. For some of them, the drug was safe and effective, and for some it was not effective and this resulted in depression because they had put a lot of hopes on the impact of Viagra and it was not successful. It is important to note that the title of the Article was: “Viagra causes depression among many of the users” (*El-Messaa*, 30-3-2004).

News about the Arab Conference on Sexual Health was disseminated on 25-2-2004. The themes of the conference as the newspaper pointed out were: What is new in diagnosis and treatment of impotence? Ethical issues in the management of impotence, and protection of patients rights.

The Arab Conference on Sexual Health was covered heavily by the newspapers. *Al-Ahrar* on 3-3-2004, page 4 gave highlights from the conference and the recommendations. It affirmed that the treatment for impotence is available and safe. Oral treatment is effective in more than 80% of the cases, the remaining 20% have different modalities. The article quoted the conference as saying that regular sexual intercourse improves general health. Avoiding bad habits like smoking and alcohol and high fat foods improve sexual health. The article indicated that 152 million men are suffering from impotence, however, only 10% of them consult to health providers. The participants at the conference rejected the attempts to eradicate male circumcision on the basis that it is mutilation of the children. The conference

condemned the attempts to promote promiscuity, prostitution and homosexuality on human rights basis. The conference also condemned the prevention of men from marrying more than one wife, because this is against Islamic regulations. *El Wafd*, 1-3-2004 gave a summary of the recommendations: “regular sexual relations is important for general health including psychological health”... “impotence has an impact on the economic development as it affects self esteem and causes depression and the end result is to have non-productive and non-creative individuals”. The article quoted an expert opinion that male circumcision prevents cancer of penis and cancer of the cervix of females. The article ended by suggesting that Islam gave a better way for solving the problem of sexual tension by allowing the marrying of more than one wife. Other newspapers quoted some of these issues but to a less degree (*El-Wafd*, 29-2-2004)

El-Akhbar, 7-5-2004 featured an article about the “availability of Viagra for old people”. This article indicated that a man 99 years old in Singapore is using Viagra and he is in good health.

El-Akhbar, 2-4-2004, also featured an article which suggests that “Viagra is dangerous for adolescents and youth”. *El-Messaa* on 29-2-2004 quoted a cohort study suggesting that Viagra is not effective for women.

Sexual Rights

An article on 30-3-2004 in *El-Messaa* covered the Arab Conference on Sexual Health, especially the session on “Sexual Rights”. The title was the “Intimate relations between spouses (sexual intercourse) prolongs life”. The subtitle was “rejection of promiscuity and adherence to religious values”. In their introduction the writers of the article stressed on the following points:

- The percentage of women who reach the age of marriage and are not married approaches 35% in the Arab Countries, except in Palestine where it is only 1%.
- The suitable age at marriage for a girl is between 20 and 25.
- Sexual rights is a part of Human Rights.
- Rejection of the Copenhagen Group concerning sexual rights. This includes the rejection of the attempts to prevent male circumcision on the basis that it is a mutilation of children. In this regard, they indicated that statistics suggest that 46% and 20% of the children who are born in USA

- and Europe respectively, are circumcised for health reasons to prevent cancer of the penis.
- Rejection of promotion of promiscuity and homosexuality on the basis of human rights.
- There is no objection to marrying more than one wife, provided that justice is assured concerning them.

Sexual and Reproductive Health Education

Al-Ahram, 17-4-2004 gave an overview of a programme carried out by The National Council for Motherhood and Child Hood aimed at health education of female adolescents. The programme was set up to clarify the issues and fight misconceptions and rumors. The programme is being implemented in 10 governorates. On 2-4-2004, *Al-Ahram*, published an article titled “Women's health is the main indicator of the health of the community”. The subtitle was “Reproductive health education for university female students”. The article was about a programme on RH education for female students in one of the most prestigious Universities, Ain Shams University, in Cairo. This particular article was informative, as it explains in detail the medical, social and legal dimensions of reproductive health. It, clearly mentioned the need for sexual health education for adolescents. Another programme was mentioned in an article in *Al-Ahram* 3-5-2004. This programme was targeted at women in one of the Upper Egyptian Governorates, near Cairo, called Geiza. The programme involved 23 Health Units and 23 NGOs and targets women and girls. The main focus was on family planning.

In fact, most of the articles about sexual and reproductive health education were news about programmes in the field. *Al-Akhbar* on 18-5-2004 reported on a programme to educate young people and women in rural areas.

Family planning constitutes the major component of the media coverage. There are many reasons for that, among them, the statements made by President Mubarek about the population problem. President Mubarek, in many instances, mentioned the population problem as the top priority issue. In *El-Akhbar*, 3-1-2004 “Population Bomb is on the top of the world's problem in year 2004”). The previous day, the same newspaper published an article suggesting that “Development of women helps in solving the population problem” (*El-Ahbar*, 2-1-2004)

In a daily column “A Perspective” (*Al-Ahram*, 19-5-2004), the writer suggests that “the population of Egypt will be around 100 million on 2020, he explored this reality with regard to Egyptian lives and called for reviewing the situation” : The same idea was mentioned in another column “Hot issues” in *EL-Akhbar* on 17-5-2004. In fact, most of the writings on family planning concentrate on its impact on the economy of the country, few concentrate on the health aspects of the issue. News and stories articulate the efforts of the First Lady in this regard as well as, the statements made by the President and the religious opinions that allow family planning. *El Akhbar*, On 10-2-2004, indicated that “the population bomb is on the President's Desk”.

The Minister of Health on 24-5-2004 indicated that “It is not true that we are proposing laws to enforce birth limitation, what we call for is the birth spacing which is not contradictory to the religion” (*Al-Ahram*). Religious acceptance of family planning was mentioned repeatedly in all the newspapers: *Al-Akhbar*, 9-1-2004; *El-Messaa*, 22-4-2004. On 10-3-2004, a joint statement of the Coptic Orthodox Pope and the Grand Sheikh of Al-Azhar indicated that they reject any law to enforce family planning and this should be left to the couples. This statement was published in almost all the newspapers. The Minister of Education, on 14-4-2004, in the People's Assembly announced that “Family planning is necessary for our existence and religious and political duty”. He added “The power of a nation is measured by the scientific level not by the number of population”. This was published in most of the newspapers. Statements like these have a very positive impact on the efforts to promote family planning education in the schools. However, this particular Minister who said this was replaced recently.

Decrease in fertility rate was mentioned by some articles. For instance, *El Ahram* and *El Messaa* on 9-2-2004.

News about training courses on advocacy, were many. For instance, *El-Ahram* 26-1-2004, *Al-Ahram*, 26-5-2004, *El-Messaa*, mentioned these courses and the fact that some of the training courses take place in Mosques (on 16-2-2004).

Very few articles addressed family planning methods. One interesting article, in *El Gomohorrea*, on 8-5-2004 dealt with a new method “A Chewing gum

with Mint Flavor to Prevent Pregnancy in USA”.

Different approaches to family planning were attempted by some newspapers. For instance *Al-Akhbar*, 6-4-2004 indicated that: “Frequent pregnancies is dangerous to the health of the mother and child”. In *El-Akhbar*, 14-2-2004 an article was published indicating that the “Oral Contraceptive Pill is not a cause of the increase of weight”. Also, *EL-Wafd*, 24-2-2004 indicated that “There is a new born in Egypt every 23 seconds”. *Al-Ahram* on 6-2- 2004 indicated in an article that “Birth spacing ensures a better health for the mother and the child”. In addition, *Al-Ahram*, on 8-3-2004 published an article that suggesting that “the best age for pregnancy is between 20 and 35”. Another story was published by *Al-Ahram* on 28-4-2004 which indicates that frequent deliveries is dangerous for women's health.

HIV/AIDS

An article by *El-Gomhorrea* on 27-2-2004, quotes from a research at Baltimore University (without a date) which suggests that “Male Circumcision protects against HIV/AIDS”. News about 39 countries, including Egypt to be supported by the WHO in the treatment of HIV/AIDS was published in *Al-Akhbar* on 17-2-3004. The same news was published in *EL-Wafd* on 28-2-2004. In this article they quoted the Minister of Health. The article suggests that women living with HIV/AIDS should not stop breastfeeding. *Al-Ahram* also, on 14-3-2004 published a news story about a new drug for HIV/AIDS which was developed in UK. News about a vaccine against HIV/AIDS developed in Germany was published in *Al-Ahram* on 22-2-2004. News about the number of HIV/AIDS patients was published in *Al-Ahram* on 31-3-2004. This was revealed in a meeting attended by representatives of NGOs and other civil society groups. The notion that HIV/AIDS comes from abroad was clear. The participants suggested that mobile clinics for testing should be made available in the areas visited frequently by tourists. However, earlier in *Al-Ahram*, on 24-3-2004 published news about the same conference but focused on the attendance of several famous actors and actresses who have been named as ambassadors for the UN. While *El-Messaa* on 25-3-2004 also published an article, on the same meeting, quoting the Governor of one of the most attractive tourist sites in Egypt, Aswan, who claimed that his governorate is free from HIV/AIDS.

The connection between violence by men and the increase in HIV infection in women was highlighted in an article published by *Al-Ahram* on 12-5-2004. The article highlighted the results of a study that was carried out in South Africa. The same newspaper, on the same day, published an article that suggests the prevalence of HIV/AIDS was reduced in Uganda due to the efforts of the Government of Uganda in fighting the syndrome. *Al-Ahram*, also, published an article on the link between HIV/AIDS and dementia, on 21-2-2004. The article, which quotes American scientists suggests that a special protein is the cause of the death of brain cells and causes the dementia.

Al-Ahram published an article on the economic impact of HIV/AIDS on 26-1-2004. They quoted the World Bank report which suggests that HIV/AIDS in North Africa and Middle East, costs about 35% of the countries income.

A long article was published by *Al-Ahram* on 14-3-2004 which indicates that half a million HIV/AIDS patients are found in the Arab countries and Egypt is the lowest. The article affirmed that the HIV/AIDS drugs will be available for free. In addition, the article affirmed that the prevalence rate in Sudan is the highest among the Arab countries.

The role of media and art in fighting HIV/AIDS was the issue that was addressed by news published in *Al-Ahram* on 13-3-2004. The article was about a workshop that was held in one of the Upper Egypt governorates.

Reproductive Health

The vast majority of the articles were news about training courses, /conferences/seminars, and programmes and new service delivery points. On 19-1-2004, *Al-Ahram* and *EL Wafd* published news/ stories about a new project to support girls in 10 governorates to be aware about reproductive health. The project was designed and implemented by the Motherhood and Childhood Council. *Al-Akhbar*, *EL-Wafd* and *Al-Ahram* on 17-4-2004 and *El-Messaa*, 20-4-2004, published news about a training course for female teachers implemented by the Motherhood and Childhood Council for the same project. *Al-Akhbar* published this on 12-5-2004. 26 female teachers in 10 schools, one in each governorate were trained to raise awareness of their female students about reproductive health.

Al-Akhbar on 24-2-2004 published news about two conferences one to raise the awareness of girls on reproductive health, and the other to discuss women's reproductive health. While *Al-Akhbar* on 17-3-2004 published news about a conference that addressed the need to provides citizens of squatter and deprived areas with reproductive health services. In fact, this was not a conference, it was a dissemination seminar for a research that addressed "Poverty and Its Impact on Reproductive Health". *EL-Wafd* on 14-4-2004 published news about a regional conference supported by the USAID that addressed the issue of sustainability after the cessation of the funding from the donors. *Al-Ahram* on 5-5-2004 published a news story about a conference addressing reproductive health in the context of the new millennium. *Al-Ahram* on 7-5-2004 quoted the Minister of Health who said there is a strategy aimed at increasing the service delivery points from 4600 to 6000. *El-Gomohrrea* published an article about the improvement of the quality of care in RH services in collaboration with 18 faculties of medicine and nursing. The importance of pre-marital counseling was mentioned as an item among many others in some articles. However, *EL-Wafd* on 29-3-2004 highlighted it as a result of a conference organised by a department of skin and venereal diseases in one of the universities. *Al-Ahram*, on 14-3-2004, published an informative article on premarital counseling and examination. In this article, there was a call for a law that enforces premarital examinations. It is worth mentioning that the services for premarital examinations do not exist except in few specialized centers in Egypt. There are many advertisements about it, but the researchers in a recent study (Serour, et, al,2004), indicate that the services are unavailable in spite of the demand created by television

Adolescent reproductive health was discussed in several articles: In *Al-Ahram* on 30-3-2004, two articles were published, one suggested that "Early diagnosis of endocrine disorders protects girls from cystic ovaries". The second was about "A national campaign to protect adolescents from addiction". *Al-Ahram* and *Al-Ahram* on 2-3-2004, also published an article about a conference: "Together to Support Adolescents and Youth". The conference dealt with: The Role of family in supporting adolescents; role of civil society in guarding against early marriage, addiction, violence, secret marriage and AIDS and the role of the Mass Media. *Al-Ahram* on 28-2-2004, published news about training courses for psychologists on how to deal with

the adolescents' problems. On the same day, *Al-Ahram*, also, published in another page a long informative article on the personal health of adolescents. However, the article dealt with every aspect of the health of adolescents except the reproductive and sexual health. This article was earlier published in *Al-Ahram* on 21-1-2004.

-*Al-Ahram* on 6-3-2004 in an article advised adolescents to sleep 8 hours daily. The article quoted a recent American study and suggests that lack of sleep might be the cause of depression in adolescents.

Al-Akhbar on 9-1-2004, reported on an awareness campaign on reproductive health organised by the National Motherhood and Childhood Council targeting adolescents. On the same theme, *Al-Ahram*, on 8-3-2004, reported on other efforts of the council in El-Gieza governorate, where 17 sessions were held to raise the awareness of adolescents. A national committee for adolescent reproductive health was formed under the umbrella of the National Council of Motherhood and Childhood. The committee is working in three areas: National Policies, services, and health education for adolescents (*Al-Ahram* and *Al-Ahram*, 9-1-2004). *Al-Ahram* on 10-5-2004, published articles suggesting that "Adolescents need their parents in this period more than any other time". In this article, there is a call on mothers to be available at the time when adolescents return home from school. To do this, the article called on mothers to quit work or to work part time!! *Al-Ahram* on 26-4-2004, published an article suggesting that "girls are ignorant about reproductive health". The article reported on an awareness session among university graduates girls. Based on the questions they raised, it seems that there is severe lack of information regarding reproductive health issues.

Sexual Violence

Al-Akhbar on 12-3-2004 carried a news article on the campaign "Stop Violence Against Women". The article gave examples from Africa about sexual abuse and female circumcision, rape, kidnapping beating and forced sterilization. On 29-2-2004, *Al-Ahram* pointed out "A new era of struggle against discrimination against women". Rose El-youssef on 21-2-2004, published an article on a conference that address violence against women. This particular conference dealt with the legal aspects of violence against women. *Al-Akhbar*, on 26-3-2004, published an article on the causes of violence among adolescents. The main reason that perpetuates the violence is the Video Games,

the article asserted. The rights of women to a safe life was the focus of an article that addressed news about a series of awareness sessions that dealt with: early age at marriage, consanguinity, violence against women and discrimination against women (*Al-Akhbar*, 21-4-2004). *Al-Ahram*, on 24-4-2004, published news about a seminar on "Violence against women and its psychological implications". Types of violence against women were discussed in another article at the end of May. These included: Female circumcision, young age at marriage, and domestic violence.

Female Circumcision as a form of violence against women was the focus of several articles. The articles were mainly news / stories about activities in the field. Training courses in Upper Egypt (*Al-Ahram* on 14-1-2004, *EL-Wafd* and *El-Gomhorea* on 6-3-2004, *Al-Ahram*, 10-3-2004, *El-Gomhorea*, 14-3-2004, *El-Messaa* and *Al-Ahram*, 6-4-2004). A surprising article was published by *El-Gomhorrea* on 26-4-2004. The title was "Towards a safe circumcision for girls". This article quotes a specialist in gynecology who indicated that she searched the internet and found that circumcision, if done in the correct way is very beneficial. She said that "In this time, while President Bush is calling for the purity of American girls, some Muslim countries prevent circumcision in spite of the call by the theologians to perform it". She continued: "All the Islamic Schools call for female circumcision but differ in the way it is performed". She ended her statement by a call "to allow female circumcision to be carried out in hospitals by health providers for free". This call, if implemented will affect, definitely, the efforts to eradicate female circumcision.

An educational/informative article about female circumcision and its impact on the health of girls was published by *Al-Ahram*, 27-1-2004. However, the article used the "harmful traditional approach", which is criticized by many activists in the field. It, also, generalizes the complications arising from the severe type to all other types. This would lead to the mistrust on the part of the readers who do not experience such complications. Most of the circumcisions which are carried out in Egypt are the milder types. It was surprising to have the same article in the same newspaper on 28-2-2004 exactly one month after the first article was published.

A letter to the editor from a professor of History and Egyptology affirmed that

“Pharaohs are not guilty of initiating female circumcision”. The sender affirmed that it is African tradition that came to Egypt from Africa (*Al-Akhbar*, 10-2-2004). However, there are several articles that deny the religious justification of the practice, among them one published by *Al-Akhbar* 4-1-2004. In this article, it was affirmed that “this tradition came from Ancient Egypt and Africa and it predated Islam and Christianity”. News about a seminar on “Religious and Legal aspects of Female Circumcision” was published in *Al-Akhbar*, *EL-Wafd* and *Al-Ahram* on 10-1-2004.

Al-Ahram, *El-Messae* on 24-5-2004, published news about a law in the U.K to make female circumcision a crime. This crime is punishable by 6-12 years in prison.

Al-Akhbar on 26-2-2004 quoted the Minister of Health and Population saying that “Decrees/laws criminalizing young age at marriage, female circumcision and enforce premarital examination will be issued soon”!

On 8-3-2004, news about a regional meeting on female circumcision was published by *Al-Akhbar* and *Al-Ahram*. The meeting was coordinated by the Motherhood and the Childhood Council in collaboration with UNICEF and RAINBOW and attended by participants from 11 countries (*El-Wafd*, 9-3-2004). Details about the outcome of the meeting was published in *Al-Ahram* on 24-3-2004. The article quoted the head of the council who indicated that the concerned countries met and discussed tools such as community mobilization, coordination of efforts, collaboration/coordination by the donors, exchange of experiences and the best practices.

Al-Wafd, on 16-5-2004 published a news story titled “The traditional circumciser / barber is much better”. In this article, there is a story about the amputation of the penis of a child during male circumcision.

Child marriage

Very few articles dealt with child marriage. Among them, *Al-Akhbar* on 18-4-2004 published an article titled “A warning for medical doctors”, in one of lower Egypt governorates, not to give declaration of age certificate in order to allow marriage of girls below the legal age of 16 years. This warning came from the governor. However, the problem of early marriage is more common in Upper Egypt.

Miscellaneous

Maternal health, infertility, breastfeeding, and breast cancer were discussed in several articles:

a. Maternal Health: This topic was covered by answering some questions posed by the readers. For instance a question on Reproductive Tract Infection in *El-Ahram*, 7-4-2004. This topics were also carried in short articles, for instance, *Al-Ahram*, 3-4 published an article on how pregnant women could be free from leg cramps and on 24-2-2004 on how to deal with a pregnant friend. *EL-Wafd* on 22-1-2004 published an article titled “doubts about the harms of ultrasonic waves on women”. This article dealt with the value of ultrasound for pregnant women. However it warned women not to perform it more than three times during a pregnancy. *Al-Ahram*, 12-3-2004, published one of few informative articles on the nutrition of pregnant women. However, the same newspaper, *Al-Ahram*, on 16-5-2004 warned of Anemia and its impact on pregnant mothers, due to lack of iron in food. Malnutrition and its impact on the child health was published also in an article by *EL-Wafd* on 16-2-2004.

Al-Akhbar on 27-2-2004 published an interesting article which was written by an expert titled “Chemistry of love between the mother and the newborn”. The article suggests that Oxitocin hormone which is released after delivery and is responsible for uterine contraction, is also responsible for the intimate relationship between a mother and her child.

Al-Ahram, on 30-5-2004 warned pregnant women who are overweight. The article quoted a Swedish study suggesting that the average increase in weight for a pregnant woman is 12 Kg. Increase of weight exceeding 16 Kg is associated with many risks.

Al-Ahram, on 16-2-2004 published an article claiming that “Hormones are the cause of migraine among women”. The article claims, quoting a study from France, that 90% of women who suffer from migraine improve during pregnancy.

An article by *Al-Ahram* on 22-3-2004, suggests that the size of the shoes of a woman determines how she is going to deliver. This article which quotes an obstetrician indicates that, small feet is a pointer to a small pelvis with increased probability of delivery by caesarian section in 75% of the cases. This is applied also to the height of women.

b. Infertility: Among these articles, were titles such as “production of sperms and ova from stem cells”; “delivery of a child from a frozen semen for 21 years”, “Tight clothes cause infertility”, “Goodbye to resistant infertility cases”, “Fast food increases the possibility of having cystic ovaries” (*El-Wafd*, 9-2-2004). *Al-Ahram*, 18-5-2004 quoted an expert opinion regarding a “new method to improve the success rate of the assisted reproductive techniques”. In fact, what was published are well known facts among specialists in the field. This raises an ethical question, as this is a tool to publicize the name of the expert, and it could be considered as an advertisement.

Reduction of weight was the focus of some articles. Among them, one published by *Al-Ahram* on 14-5-2004, was about a special diet regime that helps pregnant and lactating women to reduce their weight. A warning article that suggested that 35% of Egyptian women suffer from Anemia was published by *Al-Ahram* on 27-4-2004.

c. Breastfeeding: Articles on breastfeeding included: “Islam breastfeeding for two years and it was mentioned 12 times all through the Holy Book”. “Breastfeeding protects against heart diseases” (*Al-Ahram*, *El-Messay* 15-5-2004 and *El-Akhbar* on 22-5-2004); “Breastfeeding reduces blood pressure” (*El-Wafd*, 15-5-2004 and *El-Messaa*, 20-5-2004); “The first free clinic for breastfeeding in Alexandria”. *El-Wafd*, 26-1-2004 published an article suggesting that breastfeeding protects children from overweight. An educative article was published by *Al-Ahram* about the value of breastfeeding for increasing the immunity of the newborn on 28-4-2004.

d. Breast Cancer: Articles on breast cancer included: “New drugs for breast cancer”, “one egg daily protects adolescents from breast cancer” (*El-Akhbar*, 11-4-2004), and “New drug” was also published by *Al-Ahram*, on 16-3-2004. Another new drug was published by *El-Messaa* on 17.3.2004; “New method for detection of breast cancer” (*Al-Ahram*, 14-4-2004). “Direct exposure to radiation increases breast cancer”, “Protection of girls against breast cancer by food” (*Al-Ahram*, 19-5-2004), “Increase in weight is associated with the risk of having breast cancer” (*Al-Ahram-El Messaae* on 3-3-2004) were other titles. *Al-Ahram* on 2-3-2004 published a long article quoting an expert opinion suggesting that giving chemotherapy before surgery increases the

probability of cure. In this article, the expert assured Egyptian women that cancer treatment in Egypt is similar in its results with that in Western countries. *Al-Akhbar* on 18-2-2004 published an article quoting the American Medical Association Journal suggesting that “Taking much of antibiotics would lead to breast cancer”. *Al-Ahram*, 5-4-2004 published an article about “breast mice”, which is a tumor, which is mostly benign. In this article was a quote from an expert assuring women and girls from the age of 15-30 about the benign nature of the tumor.

e. Abortion: “A protein is responsible about abortion” was the headline of a story in (*El-Wafd*, 21-1-2004 and *Al-Ahram*, on 27-3-2004). The same article was published in *EL-Wafd* on 16-3-2004 (after one and a half months). *Al-Ahram*, on 18-2-2004 suggested that “15% of all pregnancies end in abortion”. *El-Wafd*, on 16-2-2004 published an informative article on habitual abortion and how to manage it.

The Use of Cartoons

The majority of the newspapers publish cartoons that address some reproductive health issues. One was published by *EL-Wafd* on 21-1-2004, a cartoon depicting the increase in population. Another one published by the same newspaper on 7-2-2004 that addresses the impact of cellular phones on men's fertility. *Al-Akbar* addressed the population problem in one cartoon on 29-3-2004 and another on 7-4-2004. Another one was published in *El-Gomhorrea* on 12-3-2004 which highlighted the value of family planning programmes. A cartoon that addresses a new method of contraceptives in form of chewing gums was published by *EL-Wafd* on 14-5-2004.

Summary and Conclusion

The research findings show that newspapers are considered the least of the media sources for information on sexuality and reproductive health. One plausible cause could be the nature of the articles in the newspapers. Mostly, as shown from the findings, are not informative, not complete and in some cases incorrect. They are mainly news about conferences, meetings, workshops, programmes and training workshops.

The study provided evidence that if an intervention programme was designed and implemented to inform and engage the media in a programme, it would be successful. Consequently, there is a need to design an intervention programme which provides the media with reproductive health/sexuality information and training. This would ensure that the messages would be correct, informative and sustainable. The Ministry of Health and Population and the National AIDS Programme can design and implement such a programme, which proved to be successful with family planning.

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Appendix 1: List of newspapers/magazines reviewed

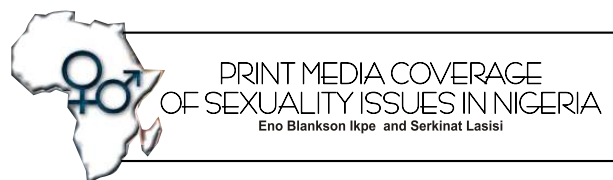
Sampled Newspapers and their Circulations

Name of Publication	Circulation
<i>Al-Ahram Daily</i> *	1.2 Million
<i>Al-Ahram El-Messae Daily</i> *	250.000
<i>Al-Ahram Weekly</i> *	1.4 Million
<i>Al-Akhbar Daily</i> *	1.1 Million
<i>Al-Akhbar Weekly</i> *	1.5 Million
<i>El-Gomhorrea Daily</i> *	400.000
<i>EL-Wafd Daily</i> **	600.000
<i>El-Messaa Daily</i> *	100.000
<i>Al-Ahrar Weekly</i> **	50.000
<i>Rosa El Youssef Magazine</i> *	250.000

* Publicly owned

** Party owned

NB: *Al-Ahram* which is producing three editions, the daily, the evening and the weekly was taken as one Newspaper, this also applied for *Al-Akhbar*, two editions.



Introduction

This project was conceived by the Africa Regional Sexuality Resource Centre to examine media reports on issues of Sexuality, Sexual Health and Sexual Rights (S/SH/SR) which are very central to human well being. This is in recognition of the role of the mass media in the dissemination of information in all issues including those of S/SH/SR.

The Mass media amongst others have educative and persuasive functions. They contribute to enlightening, broadening and deepening one's perspective, suggesting alternative ideas and to entertainment. Thus, the mass media is important in the dissemination of information on S/SH/SR. In an era when issues of S/SH/SR have become important and sometimes threatening to human existence, it becomes therefore imperative to examine what the media publishes concerning these issues. Knowledge of the nature and quality of publications is important as a basis for developing strategies on how to influence the media to disseminate the type of information which is educative and empowering so as to achieve a safe, responsible, respectful, and pleasurable and not life threatening sexual life.

Objectives

This study sets out to achieve three basic objectives:

- To examine the level of print media reportage of sexuality issues in Nigeria, in order to determine the quantity and quality of focus.
- Determine the contribution of the media to information, misinformation and negative treatment of issues of sexuality, sexual health and sexual rights. That is, how does the media use pictures, cartoons, language and positioning of articles, editorials etc. to promote or devalue issues regarding sexuality, sexual health and sexual rights?
- To determine the factors influencing the publishing (or absence) of articles on sexuality, sexual health and sexual rights in the media.

Mass Media

The media are means through which members of the public could be reached with information. According to DeFleur and Dennis (1981: 148), "Mass media are devices for moving messages across distance or time to accomplish mass communication". Thus, the mass media are the various avenues through which members of the public could be reached through a complex of devices including, mechanical, print and electronic devices (Popoola, 2003: 94-95). The present study is limited to the print media.

Methodology

The present study is limited to the print media. Five popular newspapers were selected. These include: *The Guardian*, *The Punch*, *The Vanguard*, *The Sun* and *The Comet*. These papers are widely read in Nigeria. *The Guardian* is perhaps, the most widely read newspaper in the country. It is known for its seriousness and the quality of its publications. *The Punch* is also widely read and its easy style makes it appealing to the lower middle and lower classes. The same goes for *The Vanguard*. *The Sun* is well known for its love for scandalous issues especially those concerning sexuality and for that reason it is a popular daily. *The Comet* was chosen because it is widely read in Western Nigeria. Since it is relatively cheaper it is read also by the lower classes.

The study also tried to assess some *soft sell* magazines. Attempts to locate archives of soft sell newspapers and magazines failed to yield successful results. Publishers were reluctant to co-operate because they could not determine the reasons why their magazines were of research interest. Many of the publishing houses surprisingly claimed not to have an archive of their old papers. No library had copies of the soft sell newspapers and magazines. So research into their publications proved very difficult. In the end, the magazines chosen for research were *Excellence* and *Celebrity Magazine* due to availability. Even then, not all the copies could be found. *Excellence* had production problems and was not published for some months including January to March 2004. *Celebrity* was produced but the copies for January to March 2004 could not be located even in their archives despite a frantic search. So, for the magazines, the research was confined to three months for which the publications were available i.e. April- June 2004. Some journalists and members of some Editorial Boards were interviewed. People were also interviewed concerning their dispositions

to soft sell magazines.

Each of the newspapers had 182 issues (including the Sunday editions) during the period. Every copy was searched for news, articles, editorial, comments, opinions and letters to the editor on issues of S/SH/SR. Some issues carried more than one piece of information on S/SH/SR while some issues contained no related information. The articles were counted and presented on frequency tables below. Articles were assessed to determine the contents which were then grouped under different headings according to themes. Some articles contained information which could qualify them for more than one group. Nevertheless, attempts were made to group each article under one heading depending on the main information in the article.

To determine the percentage of coverage and presentation, each article was treated as if it were carried on one issue of the newspapers assessed.

Statistical Layout And Analysis

Question 1: How many articles were published on issues of S/SH/SR between January 1 and June 30?

Table 1: Number of articles on issues of S/SH/SR

Newspapers	No. Of Times	Percentage Issues with Matters of S/SHSR
The Sun	112	62%
The Vanguard	82	45%
The Guardian	69	38%
The Punch	56	31%
The Comet	51	28%

Question 2: What Aspects of Sexuality were featured in the media?

Table 2: Frequency of Representation of aspects of S/SH/SR

Newspapers	Aspects Discussed					
	Sexuality		Sexual Health		Sexual Right	
	No. Of Times	Percentage	No. Of Times	Percentage	No. Of Times	Percentage
The Sun	84	75%	28	25%	0	0%
The Vanguard	70	85%	12	15%	0	0%
The Guardian	26	38%	37	53%	6	9%
The Punch	26	46%	22	39%	8	14%
The Comet	15	29%	27	53%	9	18%

Question 3: For which Audience were the articles meant?

Table 3: Frequency of articles for specific audience

Newspapers	Audience							
	Youths		Men		Women		General	
	No. Of Times	Percentage	No. Of Times	Percentage	No. Of Times	Percentage	No. Of Times	Percentage
The Sun	14	13%	4	4%	5	4%	89	79%
The Vanguard	9	11%	-	-%	2	2%	71	87%
The Guardian	10	14%	4	6%	4	6%	51	74%
The Punch	7	13%	2	4%	2	4%	44	80%
The Comet	4	8%	1	4%	6	12%	40	78%

Question 4: What issues of S/SH/SR were reported?

Table 4: An Overview of frequency of reports on different issues of S/SH/SR

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
HIV/AIDS	9	8%	5	6%	31	45%	4	7%	16	31%
Sexual Violence	14	13%	4	5%	1	1%	1	2%	3	6%
Sexuality Education	-	-	6	7%	2	3%	1	2%	-	-
Marriage	4	4%	8	10%	7	10%	1	2%	1	2%
Reproductive Health	8	7%	9	11%	3	4%	4	7%	6	12%
Sexual Orientation and Identity	3	3%	1	1%	3	4%	-	-	3	6%
Infidelity	4	4%	10	12%	1	2%	2	4%	-	-
Pre-marital sex	4	4%	3	4%	1	1%	2	4%	-	-
Virginity	-	-	2	2%	-	-	2	4%	-	-
Prostitution	2	2%	2	2%	5	7%	2	4%	-	-
Love and Romance	16	14%	10	12%	5	7%	4	7%	2	4%
Sex Scandals	6	5%	-	-	-	-	-	-	-	-
Sexual Harassment	6	5%	2	2%	-	-	3	5%	5	10%
Sexy Looks/ Sexual fantasy and seduction	5	4%	-	-	3	4%	3	5%	-	-
Female Genital Mutilation	-	-	-	-	-	-	-	-	3	6%
Sexual Abuse of children	2	2%	-	-	-	-	3	5%	-	-
Incest	-	-	3	4%	-	-	1	2%	-	-
Sexual problems	11	10%	5	7%	-	-	3	5%	-	-
Relationships Disappointments	8	7%	1	1%	-	-	7	13%	3	6%
Sexuality and Dependency	-	-	2	2%	-	-	3	5%	1	2%
Tips for successful relationships	3	3%	3	4%	-	-	3	5%	1	1%
Casual sex and sexual irresponsibility	2	2%	4	5%	5	7%	5	9%	1	2%
Sex and Drugs	-	-	-	-	-	-	1	2%	-	-
Condom Use	1	1%	-	-	-	-	1	2%	2	4%
Sexual oppression of women					3	4%	-	-	2	4%
Pornography	-	-	1	1%	-	-	-	-	-	-
Single Parenthood	4	4%	-	-	-	-	-	-	-	-

DISCUSSION: Newspapers and their Publications on S/SH/SR Issues

The Sun

The present research shows that *The Sun* is the leading newspaper in the publication of issues concerning S/SH/SR having published one hundred and twelve (112) articles in about 62% of its issues. The popularity of this newspaper seems to depend on the information on S/SH/SR and other sensational information which it carries. *The Sun's* reports focused on aspects of Sexuality 75% and Sexual Health 25% and nothing was published on sexual rights. Many of the articles were reports of real life happenings and *The Sun* does not shy away from reporting on issues of S/SH/SR and in detail.

On S/SH/SR it concentrates its publications on sexual violence 13%, love and romance 14%, sexual problems 10%, relationship disappointments 8%, reproductive health 8% and HIV/AIDS. The newspaper also reports more on sexual scandals than any other daily newspaper giving it 5% of its coverage on S/SH/SR. The reports on real life issues and experiences are also enlightening and educative to the reading public.

Issues of S/SH/SR appeared in all parts of the paper. Four times during the period, sexual scandal occupied the headline. Nevertheless, issues of S/SH/SR were mostly published in certain columns. These included:

<ul style="list-style-type: none"> •Woman of the Sun •Relations •Foreign Tabloids •Sport •Sex and the City 	<ul style="list-style-type: none"> •Face to Face •Showtime •Fashion and Beauty •Intimacy •Romance 	<ul style="list-style-type: none"> •Crime Watch •Good Health •Sun Girl •Beat This •Showpiece
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It was not possible to know who commissioned the articles and news items. Nevertheless, it is the policy of *The Sun* to publish different happenings even those considered mundane by some other papers. These catchy mundane happenings are things people want to know about and attract people to read the paper. The Sun's publications are lighthearted easy to ready and accompanied with captivating photographs. The paper is not conservative although value

judgements are rooted in a religious-conservative tradition. There seems to be no editorial policy inhibiting the publication of themes of S/SH/SR.

The Vanguard

The Vanguard's reports were more general. Eighty-two (82) articles appeared in about 45% of the issues with information on S/SH/SR. Eighty-five percent (85%) of *Vanguard's* reports were on aspects of Sexuality while 15% were on Sexual Health. Sexual Rights did not receive any attention.

The Vanguard spotlighted HIV/AIDS 6%, sexuality education 6%, marriage 10%, reproductive health 11%, love and romance 11% and sexual problems 7%.

Themes of S/SH/SR could be found in all sections of the paper though not as headline news during the period. Issues of S/SH/SR were mostly seen in the following columns:

<ul style="list-style-type: none"> • Vista Human Stories • Fashion and Beauty Extra • Yours Sincerely • The Human Angle 	<ul style="list-style-type: none"> • Good Health • View Points • Features • Relationship • Family 	<ul style="list-style-type: none"> • Love Notes • Midweek Features • Woman's Own • Horoscope
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The Guardian

The Guardian showed itself as a conservative newspaper with issues of S/SH/SR appearing only 69 times in about 38% of its daily publication. Guardian publications reflected the national and global concerns on health and certain social vices. Thus, it devoted much of the publications on S/SH/SR, to Sexual Health 53%, Sexuality 38% and Sexual Rights 9%. Forty-five percent (45%) of its publications on S/SH/SR dealt with issues of HIV/AIDS. This was by far the highest coverage of this issue by any newspaper. *The Guardian* also concerned itself with the institution of marriage 10%, dangers of casual sex and sexual irresponsibility 7% which were related to HIV/AIDS and the marriage institution. It discussed prostitution 7%, also relating it to moral decadence and the spread of HIV/AIDS. Love and Romance took up 7% of its publication. By concentrating on issues which border on the wider concerns about the sexual health of the nation in relation to the spread of the HIV/AIDS, *The Guardian* is

one of the leading newspapers in the campaign against the spread of the killer disease.

In *The Guardian*, issues of S/SH/SR appeared in all parts of the paper although not as lead stories. One Editorial comment was on sexuality education. Nevertheless, such issues appeared more in the following columns:

<ul style="list-style-type: none"> • News column • Living Health Diet • Life Health Column 	<ul style="list-style-type: none"> • Living Woman • African news Column • Labour • Education 	<ul style="list-style-type: none"> • Oddly Enough • Woman and Family • Outlook
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The Punch

The Punch also showed a degree of conservatism towards issues of S/SH/SR carrying news on issues of S/SH/SR on 31% of its issues. Nevertheless, it covered a wide variety of issues. Among them, 46% were on matters of sexuality, 22% on sexual health and 14% on sexual rights. *The Punch's* focus on HIV/AIDS was 7%, reproductive health 7%, love and romance 7%, relationships / disappointments 13% and casual sex and sexual irresponsibility 9%. *The Punch* showed itself as the only newspaper that concerned itself even though peripherally with sexual rights.

Issues of S/SH/SR appeared in all parts of the paper except the front page.

Popular column on these issues include:

<ul style="list-style-type: none"> • Head Gear • Special Treat • The Digest • Youngsters • Glimpses • Viewpoint 	<ul style="list-style-type: none"> • Sunday People • Experience • Saturday Starter • Science World • Family Live • City Update 	<ul style="list-style-type: none"> • News • Woman • Discovery • Health and Living • Special Features
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The Comet

The Comet carried matters of S/SH/SR in about 28% of its issues. It concentrated mostly on issues of sexual health 53%; while sexuality and sexual rights took up 29% and 18% respectively. Thirty-one percent of the articles published were concerned with HIV/AIDS, 6% with sexual violence, 12% with

reproductive health, 10% with sexual harassment, 6% with female genital mutilation and 6% with relationships disappointments. *The Comet*, like *The Guardian* by the choice of articles shows a deeper concern for sexual health. This concern has much to do with the HIV/AIDS epidemic.

Issues of S/SH/SR could be found in all sections of the paper except the lead positions. Popular columns were:

<ul style="list-style-type: none"> • Health • Focus • Down the Aisle • Woman 	<ul style="list-style-type: none"> • NGO's • Opinion • Comment • Children 	<ul style="list-style-type: none"> • Elements and Styles • News • Weekly news around the world • Foreign News
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General Comments on the Quality of Publications

The majority of the articles were news items and reports. They provided qualitative knowledge based information. They were educative and enlightening. Though open and liberal, they were embedded in the traditional norms, which tend to moralise and sometimes criminalise issues of S/SH/SR. It does not seem that lack of knowledge affected the publications. These publications and choice of stories was influenced largely by what the Editorial Boards thought was important at the time.

Reader's letters and enquiries concerning issues of S/SH/SR show that there is a desire to know more about these issues. That the majority of the reports focused on issues concerning HIV/AIDS reflect a neglect of other equally important issues of sexuality, sexual health and sexual rights. The lack of reports on sexual rights portrays the lack of awareness about this important issue.

Analysis Of Issues Of S/SH/SR Published

HIV/AIDS

Table 5: Frequency of Newspaper Reports on HIV/AIDS

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
HIV/AIDS	9	8%	5	6%	31	45%	4	7%	16	31%

The publications on issues of S/SH/SR reflected the wider concerns about the prevailing and threatening health problem of the day i.e. HIV/AIDS which received the widest coverage. *The Guardian* reported on this issue 31 times (45%) and *The Comet* 16 times (31%). These were the highest number of reports on this issue. News items and reports were written to enlighten the populace on the disease and the dangers of the disease. The aetiology of the disease, the symptoms, available treatment, the modes of infection and the methods of prevention of the disease were common in the reports (*Guardian*, 10.3.04: p10; 22.3.04: p65; *Comet*, 17.2.04: p28; 23.2.2004: p32). Some of the reports quoted figures of the number of people living with the disease and it was described as a time bomb in Nigeria (*Vanguard*, 14.1.04: Midweek Features). It was also reported that about 7.3 million young women are living with HIV/AIDS in Nigeria (*Vanguard*. 6.6.04: 4).

Most of the news reports were about the campaigns carried out by different groups including government, institutions, religious organizations and non-governmental organisations, to stem the spread of the disease.

Since the disease is spread mostly through sexual intercourse among others, the sexual culture of Nigerians which encourages multiple sex partners was always called to question and condemned as the cause of the rapid spread of the disease. Nigerians were called upon to reduce their sexual escapades, remain faithful to their partners and be sexually responsible (*Guardian*, 25.04.2004: p32). Youths were warned in many instances about the dangers of engaging in indiscriminate sex. Sexual abstinence was always given as the most important means of escaping the disease and ensuring a healthy future (*Guardian*, 3.5.04: p4; *Punch*,

15.5.2004: p16-17). Condom use was also advocated as a means of prevention.

Though it is generally agreed that there is no cure for the disease, the use of immunity boosters was reported as being capable of delaying the development of full blown AIDS. Coconut according to the view of experts was identified as containing properties which could help to boost immunity of those living with HIV/AIDS (*Guardian*, 4.1.04:p24). There were reports on research progress to find a cure for the disease (*Comet*, 12.2.04:p17; *Vanguard*, 4.2.04: Health Column).

Articles also warned of the activities of quacks who claim to have found a cure or remedy for the disease and who may even cause infections of new HIV strains (*Guardian*, 2.1.04: p6).

Due to the emphasis on sex as the major means of transmission many newspapers gave scanty information on the other means of transmission. These other means of transmission which have most times been neglected in the campaigns have been found to be very volatile especially among the youths. The media should be able to expose and discuss other possible means of the spread of HIV/AIDS other than sexual intercourse so as to make people more aware and careful.

Now and then, there were articles discussing the dilemma, stigma and the general problems of People Living with HIV/AIDS (PLWHA). The dilemma stemmed from members of the society and sometimes medical personnel who due to the fear of the disease did not know exactly how to engage with PLWHA. Also discussed was the dilemma of some who were afraid to make known their sero-status due to the fear of losing their jobs and for fear of stigmatization. The reports show that there is discrimination against PLWHA. (*Guardian*, 4.3.04: 26). Calls were made for better understanding, treatment and care of PLWHA.

The articles were enlightening and progressive and written from knowledge based information. Nevertheless, since HIV/AIDS is associated with sexual intercourse, there was always a high moralistic tone behind the write ups. It would seem that PLWHA were seen as responsible for their condition which they rightly deserved due to their inordinate sexual behaviours. Sometimes fears were expressed that they might intentionally spread the disease.

HIV/AIDS and Other Health Issues

Articles on HIV/AIDS were sometimes connected to other health conditions such as tuberculosis, STDs, emaciation, diarrhoea, skin infections and dementia which the patient might develop due to weakened immunity. This was well exemplified in the article titled “Nobody dies of AIDS” (*Guardian*, 26.6.04: p25) which discussed the opportunistic illnesses that could develop due to HIV/AIDS. It was also linked to depression and insomnia which the patient or members of their families might develop due to their worries over the fatality of the disease. It was also connected to the cost of medical care. Now and then, calls were made to give the retroviral drugs free.

Sexual Violence

Table 6: Frequency of Newspaper Reports on Sexual Violence

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Sexual Violence	14	13%	4	5%	1	1%	1	2%	3	6%

Sexual violence was a recurrent issue in the reports on S/SH/SR. 13% of *The Sun's* publication on S/SH/SR focused on sexual violence-mostly rape and sometimes gang rape. *The Sun* thus gave this issue the highest coverage. The perpetrators included stepfathers, stepbrothers, students, football stars, armed robbers, policemen, and sometimes women. Though the victims were mostly female there were reports of women rapists (*Vanguard*, 2.5.04: p26)! There was even a story of a man who rapes corpses (*Sun*, 11.4.04: p13)!

None of the reports mentioned whether the rapists were tried or punished. Indeed one case of rape was supposed to have taken place in a police barracks and another case committed by a policeman.

Under sexual violence were cases of wife battery emanating from sexual denial or suspected adultery.

Rape was sometimes connected to other health issues such as HIV/AIDS and other STDs, depression, and other psychological problems such as lack of self esteem.

The report on rape strengthened the argument of male aggression on women as an exercise of their dominant role. That the rapists were not tried and the victims did not get justice reflect the socio-legal condition of the country in which sexual crimes are not taken seriously. Rape elicits shame and most times is not reported and justice is never done especially if it happens within the family.

The report about women rapists contradict the commonly held ideas that only men could rape. Reports of armed robbers raping women even in commercial buses shows the vulnerability of women to men's aggression.

Sexuality Education

Table 7: Frequency of Newspaper Reports on Sexuality Education

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Sexuality Education	-	-	6	7%	2	3%	1	2%	-	-

Sexuality education did not receive much coverage. *The Vanguard* reported more on this issue 7% (*Vanguard*, 15.4.04, 20.4.04, 22.4.04, 27.4.04 in The Human Angle Column). Nevertheless, *The Guardian* which gave only 3% of its reports on S/SH/SR to this important subject (*Guardian*, 21.3.2004: 13) made it once an editorial issue (*Guardian*, 29.2.2004:p6). *The Guardian* editorial expressed the opinion that sexuality as a subject should be introduced into secondary schools so as to enlighten the students on how to approach their sexuality positively and provide available choices on sexuality issues. This would contribute to self protection against unwanted pregnancies, the spread of sexually transmitted diseases and promote good human relationship. However some articles though encouraging the introduction of sexuality education cautioned that if not well handled, it could backfire and promote promiscuity (*Punch*, 13.3.2004: p2).

The absence of sexuality education was held responsible for unwanted teenage pregnancies, STDs, and HIV/AIDS. It was in the light of this that the Enugu State Government in Southeast Nigeria introduced HIV/AIDS into the school curriculum (*Guardian*, 19.1.04:p6). This followed the example of the Lagos State Government which had earlier adopted a sex education curriculum.

That sexuality education did not find much coverage is in line with the socio-cultural context in which sexuality matters are not supposed to be discussed outside marriage.

The call for sexuality education as advocated in the Editorial of *The Guardian* contradicts and challenges the socio-cultural context which sees sexuality education as a means of encouraging promiscuity.

Marriage

Table 8: Frequency of Newspaper Reports on Marriage

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Marriage	4	4%	8	10%	7	10%	1	2%	1	2%

This theme was frequently reported on. *The Vanguard* and *The Guardian* devoted 10% of their publications on S/S/SR to this subject. Discussed were the desire of young women to get married, their frustrations and sometimes their triumphs. Marriage was portrayed as a desirable institution with socio-economic benefits and the only institution in which sexuality can best be experienced and expressed. It was presented as an institution which fosters social cohesion within and between families. Issues of marriage were concerned with consensual adult marriage. Marital responsibilities were discussed (*Guardian*, 28.3.04: p31). There were discussions on how to make a marriage work and stop divorce (*Comet*, 7.2.04: p20; 13.3.04: p19).

However *The Sun* (2.2.04: Woman of the Sun) sees marriage as an overrated institution which most times does not bring to reality what it promises.

There was no report or news item on child marriage in all the papers during the period. One case of forced marriage (*Punch*, 11.1.04: p10) was however reported.

Marital problems, their consequences and possible solutions were important subjects of discussions. Problems included: incompatibility, infertility, infidelity, problems in family economy, extended family meddling in marital affairs, sexual dissatisfaction, tips on how to keep sex interesting in marriage, problems of the working mother, estrangement and divorce. Despite these problems some writers were optimistic about the institution of marriage in which one wrote that it was possible to have it all career, family and great sex (*Guardian*, 1.5.04: Woman & Family Column). Good sex was emphasised as one of the most important achievements that could make a successful family.

However, one of the news items presented the view that these days, it is the men who want to marry while women prefer to roam around from one man to the other in search of money (*Comet*, 27.3.04:p 27).

Issues on marriage were in line with the socio-economic context of the country in which marriage is regarded as the ultimate in the achievement of women. It fitted into the culture of dependence of women on men. Women are said to seek for men and marriage for the economic, social security and prestige that the institution and the achievements of the men promise. Indeed, women were admonished to be faithful, to love and care for their husbands for their own security (*Guardian*, 21.3.04: p21). The writers put the responsibility of ensuring a successful marriage on women.

Marriage was also discussed in association with reproduction. This fits into the socio-cultural context where reproduction is seen as the main goal of marriage. Inability of couples to reproduce or the reproduction of only female children resulted in marital problems in which the women generally bore the brunt of it.

Problems of separation and divorce came up now and again and revealed the powerlessness of women in such cases where they end up as losers abandoned with many children and they have problems caring for these. Sometimes, children are forcibly taken away from women who are also denied visitation

rights.

Calls were made for legal arrangements, not only on paper, to force fathers to provide at least for the children in the custody of a divorced or estranged wife.

Reproductive Health

Table 9: Frequency of Newspaper Reports on Reproductive Health

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Reproductive Health	8	7%	9	11%	3	4%	4	7%	6	12%

Above, the frequency of coverage of the issues of reproductive health by the different newspapers is shown. Attention was focused on this issue from different perspectives. Themes discussed included fertility, infertility, pregnancies (especially teenage pregnancies) and abortions. Some of the stories were news items but many were feature reports. The majority of the reports on this issue were informative and educative and were derived from available studies. However, some life experiences on pregnancy show the misinformation which most often exists in sexuality matters. For example, the belief that girls should keep clear of men because pregnancy could result from a mere touch (*Sun*, 20.4.04: 13).

There were many reports on infertility, its causes and possible remedies. From the reports it was clear that the majority of the cases of infertility about 80% (*Punch*, 11.3.04: p14) were caused by infections. There were reports about the falling fertility of men due to reduction in sperm count (*Comet*, 13.1.04: p31) attributed to, smoking (*Guardian*: 19.2.04: p38) stress and other environmental factors. *The Sun* (10.4.04: p29) reports on a woman who helps men to impregnate their wives through education on the right sexual practices and provision of herbs. The clients vouched for the positive results.

Abortions were discussed and condemned as detrimental to the health of those involved and that it was ethically and religiously wrong to kill and should be let alone. Some of the reports were real life stories where those involved expressed regrets for what they did. One of the reports observed that over 80,000 women die yearly from pregnancy termination (*Comet*, 8.5.04: 5). Even those who

argue that abortion could be necessary to save a woman's life under certain conditions were told that abortion was not the right means to save a woman's life (*Guardian*, 14.4.2004:p63). There were some personal reports were respondents said they regretted having committed an abortion due to the inability to reproduce thereafter due to the damage to the reproductive system.

One of the articles approached abortion from a reproductive rights angle and questioned the right of women to decide alone on this issue insisting on mutual consent with spouses or partners in decision making (*Punch*, 7.5.2004: p44).

The news items on reproductive health reflected the socio-economic conditions of the country. They mirrored the general pre-occupation of Nigerians with reproduction, whereby married women with reproductive problems go to all lengths to find possible solutions to their problems. Women are always held responsible in cases of reproductive health problems. Nevertheless, some articles challenged this notion by showing that men do suffer from infertility.

Reports on teenage pregnancies were associated with the problem of promiscuity and was generally condemned.

Sexual Orientation And Identity

Table 10: Frequency of Newspaper Reports on Sexual Orientation and Identity

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Sexual Orientation and Identity	3	3%	1	1%	3	4%	-	-	3	6%

Same sex sexuality did not receive much media coverage. The general discussion on the issue of S/SH/SR was focused on heterosexuality. Other sexual identities rarely came into the discussion. Same sex sexuality and marriage were mentioned mostly in connection with developments in the United States of America where same-sex marriages were legalised (*Comet*, 17.2.04: 22; 6.3.04: 21). Now and then reports of people suspected to be homosexual, bisexual and transsexual appeared. Nevertheless, these were seen as unnatural (*Guardian*, 28.2.04: p5; 10.3.04: p14). *The Sun* (1.4.04) discussed the allegation of lesbianism in the Super Falcon (the Nigerian female football

team) which the coach denied.

Social identities which deviate from the general heterosexual norms are seen as unnatural and this fits into the socio-cultural and religious context which to a great extent still denies the existence of other forms of sexual identities in Nigeria. The developments in the USA were seen as a misnomer.

Infidelity

Table 11: Frequency of Newspaper Reports on Infidelity

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Infidelity	4	4%	10	12%	1	2%	2	4%	-	-

This issue was widely discussed in articles, opinion columns and letters. *The Vanguard* 10% led the discussion. Infidelity was discussed as a vice which destroys the fabric of marriages. Causes of infidelity were discussed (*Sun*, 8.2.04: p24). Nigerian men are seen as polygamous in nature and so they continuously seek new partners. Sexual dissatisfaction in marriage is also a major cause of infidelity for men and women. For instance, there were many reports of women losing their husbands to their housegirls (*Punch*, 26.6.2004: p2) and confessions of men who experienced a new lease of sexual life from such encounters (*Vanguard*, 13.6.04: p32).

With the spread of HIV/AIDS infidelity has been condemned as an avenue of contracting and spreading the disease. *The Vanguard* in a series of articles titled "Infidelity and Us" (6.5.04, 11.5.04, 18.5.04, 20.5. 04, 25.5. 04, 27.5.04 Human Angle Column) tried to draw attention to this subject and to show that both men and women are involved and have a duty to eschew the practice especially for health reasons and family cohesion.

Infidelity was not discussed with much seriousness since Nigerian men do not generally consider affairs with women other than their wives as despicable acts. When practiced by men, it is trivialised. It becomes news and could lead to divorce if a married woman practices it to the knowledge of the husband. But for

women, the husband's infidelity is not considered a major reason for breaking a relationship or divorce.

Infidelity was also discussed from an economic perspective as it could lead to economic ruin of a family since it involves spending money on other women.

Pre-Marital Sex

Table 12: Frequency of Newspaper Reports on Pre-marital Sex

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Pre-marital sex	4	4%	3	4%	1	1%	2	4%	-	-

All the newspapers except *The Comet* reported on pre-marital sex. Although the prevalence of pre-marital sex was observed, it was generally condemned due to unwanted consequences (*Guardian*, 29.6.04:16) such as STDs, HIV/AIDS, abortion, single parenthood (*Guardian*, 23.2.04: p22). Youths were therefore enjoined not to engage in pre-marital sex (*Guardian*, 15.2.04: p16; *Punch*, 10.4.2004: p15).

Pre-marital sex was connected with wider health issues especially reproductive health issues. Unwanted pregnancy which could result in abortion or single parenthood was stressed. Vesico-Vaginal Fistula (VVF), STDs and HIV/AIDS were also mentioned.

The condemnation of pre-marital sex even with the overwhelming evidence of its existence also indicates the moral hypocrisy of the society which preaches abstinence even though the preachers of abstinence are also those who entice the youths to premarital sex. For instance, a pastor was reported to have impregnated a 15 year old girl (*Punch*, 25.04.04: p24). Feasible and alternative ways of channeling the sexual urges of the youth were rarely suggested.

There was always gender bias in the condemnation of pre-marital sex as it was always reported as if young females were the only group engaged in it. This is also related to the traditional ideal of maintaining sexual innocence especially

by the girls till marriage when they would fetch a good bride price and prestige for the parents and hopefully self-esteem and respect for the bride.

Virginity

Table 13: Frequency of Newspaper Reports on Virginity

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Virginity	-	-	2	2%	-	-	2	4%	-	-

Closely related to the discussion on premarital sex were a few reports on virginity which was seen as desirable for the girls and they were encouraged to cherish and protect it (*Vanguard*, 20.6.04: p32; *Punch*, 24.1.04: p3). This is necessary for their self respect, self esteem, for their future husband's respect and for protection against diseases and unwanted pregnancies. However, one of the writers opines that virginity should be forgotten and sexual responsibility enthroned (*Punch*, 24.4.04:p 5).

The discussion on virginity was embedded in the socio-religious discussion of sexual morality or fornication. Virginity was discussed in association with the female youths meaning that male youths are not bound by the socio-religious morality which is expected of the female youths.

Prostitution

Table 14: Frequency of Newspaper Reports on Prostitution

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Prostitution	2	2%	2	2%	5	7%	2	4%	-	-

Prostitution also received media coverage. *The Guardian* reported on this issue five times during the period showing its concern with the moral conditions of the society. It was revealed that there is a booming sex business in Lagos (*Sun*, 8.5.04: p24; *Guardian* 8.5.04: p24; *Punch*, 19.5.04: p12). The Bar Beach at Victoria Island was identified as one of the hottest “Sex Spots”. There were reports of women trafficking for prostitution purposes (*Guardian*, 3.1.04: p11; 19.4.04: p65).

According to *The Punch* (24.2.04: 7) some mothers introduce their daughters into the business of prostitution. Another report mentioned ‘Benin Girls’ as numerous in the trade and opined that the lack of avenues for employment encourages the girls into the “Body trade option” (*Guardian*, 20.6.2004: 27).

There were reports about prostitution in the banking industry in which young girls are encouraged to use their bodies to lure customers who would make huge deposits (*Vanguard*, 19.4.05: View Point; *Comet*, 6.3.4: p12).

The reports see prostitution as a vice which must be curbed. Prostitution has been connected to the spread of HIV/AIDS and other STDs and with the increase in unwanted and abandoned babies.

No policy outcome was achieved. However in Kaduna State 25 women were arrested for prostitution (*Guardian*, 10.2.04.p20).

Love And Romance

Table 15: Frequency of Newspaper Reports on Love and Romance

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Love and Romance	16	14%	10	12%	5	7%	4	7%	2	4%

Issues concerning love and romance were recurrent in newspapers during the period of research. *The Sun* had 14% of news items on S/SH/SR focused on love and romance, *The Vanguard* 12%, *The Guardian* and *The Punch* 7% respectively. Various issues were covered. These included, how to approach a woman, questions about dating, how to express love, falling in love and stories of love and sexual affairs (*Guardian*, 14.2.04: pB 15; *Sun* 17.1.04: p5; 9.3.04:

Foreign Tabloids; 11.4.04: 25) and how to enhance romance and sex sometimes through food (5.5.04: Features). Through letters some people sought information about love and expression of love showing the inadequacies people feel in these matters. One report was about love and romance even in old age (*Guardian*, 7.2.04: pB9). An article offered suggestions on “Ten Terrific Ways to be Romantic” (*Guardian*, 14.2.04: pp16-17).

Sexual Scandals

Table 16: Frequency of Newspaper Reports on Sexual Scandals

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Sex Scandals	6	5%	-	-	-	-	-	-	-	-

Sexual scandals occur, when people in authority and celebrities engaged in what the society regards as sexual misdemeanour not expected of such people. Only *The Sun* reported issues of sexual scandals in schools and institutions or about sexual activities of celebrities (*Sun* 7.5.04: p1; 16.5.2004: p19; 9.6.04: pp44-45). Most times they were reported for their entertainment value.

Sexual Harassment

Table 17: Frequency of Newspaper Reports on Sexual Harassment

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Sexual Harassment	6	5%	2	2%	-	-	3	5%	5	10%

Sexual harassment was a theme of discussion on S/SH/SR in *The Sun* 5%, in *The Comet* 10% in *The Punch* 5% and in *The Vanguard* 2%. In different articles the problem of sexual harassment in the Nigerian society was tackled (*Punch*, 1.5.04: pp8-9; *Comet* 14.4.04: p33; *Vanguard* 13.4 p04; 20.4.04: Fashion Roundtable). The causes and effects of sexual harassment were discussed. Attempts were made to discover what exactly constitutes sexual harassment.

This was defined as unsolicited and unwelcome sexual advance and requests for sexual favours which could be verbal and physical. It could involve touch, rubbing, suggestive comments, demands for sex and sexual intercourse.

Though women were reported as the major victims of sexual harassment, there were reports of men, mostly successful men who were sexually harassed by women (*Sun*, 30.1.04:p24). The most explosive discussions were about sexual harassment in tertiary institutions which during the period had received the attention of the electronic media through the Wale Adenuga Production of Super Story titled “Mr Lecturer”. One or two songs with accompanying videos were also released to illustrate this phenomenon. Though lecturers were presented as the archetype sexual harassers, sexual harassment is said to be prevalent in most quarters of the Nigerian society-banks, hospitals, government ministries, parastatals, industries and even religious organisations. Readers' reactions to this issue showed that people were unhappy about such developments (*Sun*, 1.2.04: Showpiece). There was even a case of a man who pestered his wife to sleep with his boss (*Punch*, 2.5.04: p10) to aid his own promotion to a managerial post! This shows that there are many strokes to sexual harassment.

Sexy Looks, Sexual Fantasies And Seduction

Table 18: Frequency of Newspaper Reports on Sexy Looks and Seduction

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Sexy Looks/ Sexual fantasy and seduction	5	4%	-	-	3	4%	3	5%	-	-

Some of the papers reported on issues concerning sexy looks, sexual fantasies and seduction. 4% of *The Sun's* reports, 4% of *The Guardian's* and 5% of *The Punch's* reports on S/SH/SR were concerned with these issues. Some reports were tips on how to retain a sexy look and remain sexually interesting (*Vanguard*, 2.4.04: Fashion and Beauty). Some were on enhancements of body parts such as breasts to bring out their sexy looks (*Sun* 4.5.04: p13). Some were about fantasies of the type of sexual partners people desired (*Sun* 1.2.04: foreign tabloids). Women were given tips on how to retain their sexy looks in order not to lose their husbands and partners to the more sexy looking young ladies (*Punch*, 18.1.2004: p25).

While sexy looks were reported as necessary for maintaining relationships, some reports condemned the new sexy looks of some female youths which they think have been taken to an extreme. The majority of the reports however were on the sexy and sometimes obscene dressing of the female youths especially students of tertiary institutions (*Punch*, 24.1.04: pp4-6). Sexy looks were also reported to be employed by some banks which encourage their young female employees to wear sexy mini-skirts and trousers to attract male customers to the banks (*Guardian*: 27.6.04: p13). With such sexy dressing, a *Punch* article (*Punch*, 7.4.2004: pp14-15) wondered about the suitability of the girls as future wives. Indeed some women confessed that sexy looks make them generally successful in the society and do not see anything wrong with them.

Nevertheless, generally, it was common to condemn such behaviour and such looks as inimical to the dignity of African women and some even equated such looks to prostitution. Due to this, some articles in the newspapers called for the introduction of a dress code as a way of checking seductive dressing (*Guardian*, 5.6.04: p67).

Sexy dressing was said to attract rape and prostitution which have their health implications.

The new mode of dressing by the female youth challenges the accepted norm of dressing which bars exposures of body parts to the glare of the public.

The fact that it is only the near nude fashion of young females that came under criticism strengthens the fact that the young males are allowed more lee way in their dressing and the expression of their sexuality, which though sometimes contrary to the traditional dressing patterns do not elicit much criticisms.

Calls were made for dress codes. During the period, the University of Lagos introduced a dress code for students. Some other Universities including the University of Abuja have followed suit in the introduction of dress codes though from reports, implementation is rather difficult.

Female Genital Mutilation

Table 19: Frequency of Newspaper Reports on Female Genital Mutilation

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Female Genital Mutilation	-	-	-	-	-	-	-	-	3	6%

Female Genital Mutilation received the attention of *The Comet* which gave 6% of its publication on S/SH/SR to the issue (*Comet*, 27.1.04; 8.2.04; 15.2.04: 18). The articles claim that this practice is widespread in Nigeria and has psychological and other reproductive health consequences. It was also described as a diabolical act (*Comet*: 8.2.04: 14).

Sexual Abuse Of Children

Table 20: Frequency of Newspaper Reports on Sexual Abuse of Children

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Sexual Abuse of children	2	2%	-	-	-	-	3	5%	-	-

Two papers reported on the issue of sexual abuse of children. In the reports, it was noted that there was a rise in the incidents of sexual abuse of children (*Punch*, 20.2.04: 69). In an article, a campaigner against this social ill described it as a silent holocaust with negative consequences to the society (*Sun*, 30.3.04: woman of The Sun). A *Comet* article (6.4.04: 30) claims that it is more prevalent in homes where mothers are vulnerable and where the father is the perpetrator. Apart from fathers, other perpetrators could be extended family members, uncles, cousins, nephews, aunties, drivers, houseboys and house girls. Though female children bear the brunt of sexual abuse, male children are sometimes victims.

Incest

Table 21: Frequency of Newspaper Reports on Incest

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Incest	-	-	3	4%	-	-	1	2%	-	-

This is a theme which rarely came up in the print Media. However, *The Vanguard* reported ‘near incestuous’ cases such as when men have sex or impregnate stepdaughters or when stepbrothers sexually abuse their stepsisters (*Vanguard*, 14.1.04: Midweek Features; 7.1.04: The Human Angle). Though there were no reports of direct father-daughter violations or brother-sister violations, such cases are not lacking in the Nigerian society as were recently illustrated and discussed in a television programme titled “A-Z”. Reports on sexual abuse of children as reported above involved family members.

Sexual Problems

Table 22: Frequency of Newspaper Reports on Sexual Problems

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Sexual problems	11	10%	5	7%	-	-	3	5%	-	-

A popular theme of newspaper reports concerned sexual problems of various dimensions. *The Sun* published more on this issue than any other paper devoting 10% of its publication on S/SH/SR to sexual problems. Indeed, *The Guardian* did not publish anything on sexual problems. These problems were published in the form of letters, news and articles. Problems reported included craving for more sex, worries about the size of one’s penis, worries about the nature and texture of breasts, headaches after sex, how to give women orgasm, the right behaviour during sexual intercourse, inability to enjoy sex, pains during sexual intercourse (*Vanguard*, 7.4.04: Features; 5.5.04: features; *Punch*, 5.6.04: 6). Sexual obsession and love as uncontrollable madness (*Sun*, 17.1.04: 3, 15) were also reported.

Relationship Disappointments

Table 23: Frequency of Newspaper Reports on Disappointing Relationship

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Relationships Disappointments	8	7%	1	1%	-	-	7	13%	3	6%

Disappointments in relationships was a recurrent theme. In *The Sun* 7% and in *The Punch* 13% of publications on S/SH/SR were in connection with disappointments. These centered on the scenario whereby one partner was jilted by the other. Sometimes this happened after years of relationship and reciprocal investments in one another. Disappointments came, most times, with consequences. These included: suicide, murder, stabbing, acid bath, driving a rod through the vagina, and fights with the rival (*Vanguard*, 3.1.04: Midweek Features; 22.1.04: 13; *Sun*, 23.3.04: 1&4).

Sexuality And Dependency

Table 24: Frequency of Newspaper Reports on Sexuality and Dependency

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Sexuality and Dependency	-	-	2	2%	-	-	3	5%	1	2%

Dependency on grounds of sexuality received some attention. This involved cases where men paid for the education of their female partners in exchange for sexual gratification and perhaps eventual marriage (*Punch*, 4.4.04: p36). It also involved the new culture whereby female students in tertiary institutions date rich men and exchange sex for material comforts (*Punch*, 19.6.04: p 6). The rich men concerned include politicians, legislators, senators, military officers, directors of companies, traders and all those able to afford the relationships. There were reports of young men in love affairs with older women for material gain (*Vanguard*, 14.1.04: Midweek Features; 20.6.04: p33).

Tips For Successful Relationships

Table 25: Frequency of Newspaper Reports Providing Tips on Successful Relationships

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Tips for successful relationships	3	3%	3	4%	-	-	3	5%	1	1%

Earlier, it was shown that disappointments in relationships ended in misery and fatalities. It was also shown that relationships are regarded as very important in the socio-economic and cultural milieu of Nigeria. Therefore, some newspapers published articles and personal experiences to contribute to the strengthening of relationships. In *The Sun* 3%, *The Vanguard* 4% and *The Punch* 3% of publications on S/SH/SR were devoted to this issue. Tips were provided on good sex, fidelity, not telling lies to one another, maintenance of sexy looks, good communication, amongst others (*Vanguard*, 22.2.04: p24; 8.5.04: p27; 6.6.04: p24; *Sun*, 25.1.04: p31).

Casual Sex And Sexual Irresponsibility

Table 26: Frequency of Newspaper Reports on Casual Sex and Irresponsible sexual Behaviour

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Casual sex and sexual irresponsibility	2	2%	4	5%	5	7%	5	9%	1	2%

Newspaper reports also exposed the prevalence of casual sex and irresponsible sexual behaviour in the Nigerian society. The stories showed that people engage in sex without thought to the consequences or employing safe-sex methods. It was held that casual sex and irresponsible sexual behaviours were important factors in the spread of the HIV/AIDS as safe sex is often forgotten. It was noted that responsible sexual behaviours were the only antidote to the spread of HIV/AIDS (*Guardian*, 25.4.04: p32; 2.5.04: p32).

Condom Use

Table 27: Frequency of Newspaper Reports on Condom Use

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Condom Use	1	1%	-	-	-	-	1	2%	2	4%

Condom use was reported mostly in connection with the prevention of pregnancies, STDs and HIV/AIDS. *The Comet* (3.2.04: 29) explored the knowledge, access and use of condoms and advocated for more awareness and accessibility. People's views about condoms were explored and it was reported that 9 billion condoms are used up yearly (*Punch*, 25.6.04: 12-13). It was however not clear whether this was the figure for Nigeria or worldwide figures. Nevertheless, many still see condoms as reducing sexual enjoyment. The risks of HIV/AIDS without condoms was explored (*Sun*, 13.1.04: 29).

Sexual Oppression Of Women

Table 28: Frequency of Newspaper Reports on Infidelity

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Sexual oppression of women					3	4%	-	-	2	4%

Sexual oppression of women in the Nigerian society was discussed. Hence *The Guardian* (11.1.04: 10-11; 1.2.04: A10-A11) saw the need for women empowerment and promotion of sexual rights.

Pornography

Table 29: Frequency of Newspaper Reports on Pornography

Themes Reported	Newspapers									
	The Sun		The Vanguard		The Guardian		The Punch		The Comet	
	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%	No. Of Times	%
Pornography	-	-	1	1%	-	-	-	-	-	-

Pornography as a theme was covered just once by *The Vanguard* during the period of study. The article expressed fears about the effects of easy access to pornographic materials in Nigeria. There was a call to criminalise the open sale of such materials as they are morally offensive (*Vanguard*, 5.4.04: View Point).

“Soft Sell” Magazines

This part of the report is concerned with the so-called “Soft Sell” magazines. The two magazines researched were *Essence* and *Celebrity* magazines which are published weekly. Twelve copies of each publication representing three months of the year were researched.

Statistical Layout

Question 1: How many articles on S/SH/SR were published between April and June 2004.

Table 30: No of articles on issues of S/SH/SR

Magazines	No of issues	No of articles on S/SH/SR
Celebrity Magazine	12	39
Excellence	12	27

Question 2: What aspects of sexuality were featured in the magazines and how frequently?

Table 31: Frequency of occurrence of aspects of S/SH/SR in Soft Sell Magazines

Magazines	Sexuality		Sexual Health		Sexual Right	
	No. Of Times	Percentage	No. Of Times	Percentage	No. Of Times	Percentage
Celebrity Magazines	32	82%	5	13%	2	5%
Excellence	21	78%	-	-	3	11%

Question 3: For which audiences were the articles published?

Table 32: Frequency of articles for specific audiences

Newspapers	Audience							
	Youths		Men		Women		General	
	No. Of Times	Percentage	No. Of Times	Percentage	No. Of Times	Percentage	No. Of Times	Percentage
Celebrity Magazines	2	5%	2	5%	8	21%	27	69%
Excellence	5	21%	-	-	1	5%	18	75%

Question 4: What issues of S/SH/SR were reported?

Table 33: An overview of frequency of reports on different issues of S/SH/SR

Themes Reported	Magazine			
	Celebrity		Excellence	
	No. Of Times	%	No. Of Times	%
HIV/AIDS	1	3%	-	-
Sexual Violence	2	5%	2	8%
Marriage	-	-	3	13%
Reproductive Health	5	13%		
Sexual Orientation and Identity	1	3%	2	8%
Infidelity	4	10%	-	-
Prostitution	4	10%	-	-
Love and Romance	2	5%	5	21%
Sex Scandals	3	8%	4	17%

Themes Reported	Magazine			
	Celebrity		Excellence	
	No. Of Times	%	No. Of Times	%
Sexual Harassment	2	5%	1	4%
Sexy Looks/ Sexual fantasy and seduction	4	10%	-	-
Relationships Disappointments	7	18%	-	-
Tips for successful relationships	1	3%	2	8%
Sexuality and Dependency	1	3%	2	8%
Incest	-	-	1	4%
Ritual Sex	-	-	2	8%

Discussion

The two magazines publish articles and stories related to social relationships and issues are presented along with pictures to attract attention of readers. The two magazines share similar characteristics. It is difficult to say where one differs from the other. The publications are more concerned with sensational reports and less with educative reports about love affairs, sexual scandals, heartbreak and sexy looks. A depressing themes such as HIV/AIDS is rarely reported. Hence they are very different in style and presentation from the newspapers. Though they do not circulate very widely, when bought, a copy is read by many more people. It was, thus, difficult to locate all the issues. Tattered copies are always to be found in hairdressing saloons and some tailoring shops frequented by women both young and old. It would seem that women read these magazines more than men. The popular columns of these magazines are:

<p>Celebrity Magazine</p> <ul style="list-style-type: none"> • South West Celebrities • Fashion/Modeling • Exclusive • Inside Kaduna • Exposed • Inside Edo/Delta • Highflyers • Uncovered 	<p>Excellence</p> <ul style="list-style-type: none"> • Mixed grill • Gossip • Amazing • Lifestyles
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The majority of articles were news items chosen for their sensational value. They were also sensationally reported. Sexual misdemeanor and the escapades of well placed people were gleefully reported in simple to read language. Where topical issues, such as family planning, were discussed, there did not seem to be any lack of knowledge by the journalists.

Content Analysis of Magazine publications on S/SH/SR

HIV/AIDS

Figure 34: Frequency of reports on HIV/AIDS

Themes Reported	Magazine			
	Celebrity		Excellence	
	No. Of Times	%	No. Of Times	%
HIV/AIDS	1	3%	-	-

This theme did not find favour with these magazines. For the three months under review it was reported only once by *Celebrity* (18-24.5.2004: 15). This was reported in a sensational fashion with a headline that read: “AIDS Scare in a South-West University”. It was a story of two university lecturers who allegedly tested positive to HIV due to their habits of having chains of girlfriends. Though sensational, a relationship between the spread of HIV/AIDS and indiscriminate sexual affairs was clearly brought out.

Sexual Violence

Table 35: Frequency of Report on sexual violence in the two magazines

Themes Reported	Magazine			
	Celebrity		Excellence	
	No. Of Times	%	No. Of Times	%
Sexual Violence	2	5%	2	8%

Sexual violence in the form of rape was reported in which an Abuja “big babe”, Dolly, was allegedly gang-raped in an operation organized by a boyfriend. Women rapists were also reported who raped men to collect sperm for ritual purposes (*Excellence* 1-7.6.04: 9). Also, rape involving an expatriate in an oil company was reported.

Marriage

Issues concerning marriage were reported. stories mostly concerned the desperate moves made by young ladies to get married so as to be seen as “respectable”. (*Celebrity*, 20-26.4.04: 4; *Excellence*, 22-28.6.04: 16).

Reproductive Health

Table 36: Frequency of report on Reproductive health in the two magazines

Themes Reported	Magazine			
	Celebrity		Excellence	
	No. Of Times	%	No. Of Times	%
Reproductive Health	5	13%		

Reproductive health was only reported in *Celebrity* Magazine. Articles focused on issues of family planning methods, its effects and benefits. An article urged women to engage in healthy living (*Celebrity*, 15-21.4.04: 11). Other issues focusing on reproductive health dealt with abortions which went wrong (*Celebrity*, 1-7.4.04: 25).

Sexual Orientation

Table 37: Frequency of reports on sexual orientation and identity

Themes Reported	Magazine			
	Celebrity		Excellence	
	No. Of Times	%	No. Of Times	%
Sexual Orientation and Identity		3%	2	8%

Reports on sexual orientation and identities centered on the issue of homosexuality, which was said to be booming in Delta State University (*Celebrity*, 8-14.04: 22). A case of a Prudent Bank Manager harassing a subordinate for sexual reasons was also reported (*Excellence*, 8-14.6.04: 9). A celebrity was accused of homosexuality though he denied. These reported cases of homosexuality, shows that Nigerians cannot keep on claiming that there is no such thing in the country. The tone of the report shows that it is still not a common or an acceptable practice in Nigeria.

Infidelity

Table 38: Frequency of reports on infidelity

Themes Reported	Magazine			
	Celebrity		Excellence	
	No. Of Times	%	No. Of Times	%
Infidelity	4	10%	-	-

Only *Celebrity* reported on infidelity. 10% of its publications on S/SH/SR were concerned with this theme. Interesting was the report about how wives of Nigerian “big men” including ministers, business and political elites and traditional rulers carry on illicit affairs while on holidays in London (*Celebrity*, 1-7.4.04: 32). There were stories about the breakdown of marriages of celebrities due to infidelity (*Celebrity*, 22-28.6.2004: 17).

Prostitution

Table 39: Frequency of report on prostitution in the two magazines

Themes Reported	Magazine			
	Celebrity		Excellence	
	No. Of Times	%	No. Of Times	%
Prostitution	4	10%	-	-

Only *Celebrity* reported on these cases devoting 10% of its writings on S/SH/SR to it. Allegedly, university girls were involved in prostitution. An article tried to convince the readers that Nigerian female models are not prostitutes as many think (*Celebrity*, 18-24.5.04: 10).

Love And Romance

Table 40: Frequency of reports on Love and Romance

Themes Reported	Magazine			
	Celebrity		Excellence	
	No. Of Times	%	No. Of Times	%
Love and Romance	2	5%	5	21%

Five percent of *Celebrity's* and 21% of *Excellence's* articles had to do with Love and romance in which different people fell in love. (*Excellence*, 22-28.6.04: 9). There was also the confession of a woman who claimed to love sex but alleges that no Nigerian man knows how to satisfy a woman because they rush through the sexual act (*Excellence* 22-28.6.04: 19). Husband and wife romance became deadly when a husband died “on top of the wife” allegedly due to *magun* (some form of African science, invoked on a wife so that she and her partner in adultery may be caught). Why this medicine “caught” and killed the husband remained unknown.

Sexual Scandals

Sexual scandals were reported in which celebrities, economic and political leaders or pastors and other men and women of supposedly good standing were caught in sexual misdemeanor. *Celebrity* and *Excellence* devoted 8% and 17% respectively of their published articles on S/SH/SR to scandalous reports with sexual undertones. Such scandals included such news items as impregnating wife's girlfriend or a governor's wife in sexual affairs with her driver or an ex-lover boy (*Celebrity*, 8-14.4.04: 31; *Excellence* 20-26.04: 32) and parliamentarians who are more involved in sexual affairs than law making. There was also the case of a lady who allegedly uses sexual powers to gain political power (*Excellence* 27.4-3.5.04: 32) or celebrity ladies fighting over a certain ‘juicy’ man.

Ritual Sex

Stories of ritual killings of ladies and the use of parts of their bodies for ritual purposes are freely alleged in Nigeria. *Excellence* reported twice on ritual sex including the issue of a certain Alhaji who was alleged to prefer inviting undergraduate girls. Fortunately, he did not kill them but was said to be fondling and sucking their breasts for ritual purposes rewarding them according to the size of their breasts (*Excellence*, 20-26.4.04: 5).

Comparison Between Newspapers And Magazines

There seems to be little basis for comparisons between these two groups of publications. While the newspapers were published on a daily basis, the magazines were published weekly.

Nevertheless, since the majority of the articles in the magazines were somewhat

connected with S/SH/SR and with their pictorial and sensational method of reporting, it would seem that their reports make more impact on the common reading public than newspapers.

Also the readership of the newspapers and magazines differed greatly. The majority of the women interviewed rarely read newspapers beyond the headlines but they agreed to devour the articles in the magazines from page to page.

More men, especially the upper and the middle income, read newspapers than women.

The youths both male and female rarely read newspapers. Female youths however read the magazines from cover to cover whenever they have the opportunity. That is why hairdressing saloons where such magazines are supplied for the entertainment of customers are popular spots for the female youths.

There were great differences in content between the newspapers and the magazines. Issues of S/SH/SR in the daily newspapers were mostly informative and educative reflecting the general concern of the society with these issues. For instance, issues of HIV/AIDS and reproductive health were dominant in the newspapers. The magazines reported sparingly on such issues.

The concentration of the magazines on issues of S/SH/SR and the sensational reportage provide the attraction to the reading public even though reported happenings might be publicly regarded as against the societal norm or as immoral.

Nevertheless, both the newspapers and magazines depict the concerns of Nigerians on issues of S/SH/SR. These concerns are about love and romance, how to forge healthy relationships, marriage with its bliss and problems, sexual problems, reproduction, infidelity and sexual escapades both among the youths and adults.

The newspapers were more educative in their publications while the magazines were more concerned with entertainment utilizing the entertainment value of sexual issues.

Conclusion

This study has examined the nature of media reports on issues of S/SH/SR in five national newspapers during the first half of year 2004.

The following findings were made

- Issues of S/SH/SR received a fair coverage.
- Issues reported in the order of frequency of report

Table 41: Total no of reports on issues of S/SH/SR in 5 daily Newspapers in six months

S/N	Issues of S/SH/SR	Total no of times in 5 National dailies in 6 months
1.	HIV/AIDS	65
2.	Love and Romance	37
3.	Reproductive health	30
4.	Sexual Violence	23
5.	Marriage	21
6.	Disappointing Relationships	19
7.	Sexual Problems	19
8.	Infidelity	17
9.	Casual Sex and sexual irresponsibility	17
10.	Sexual harassment	14
11	Prostitution	11
12	Sexuality education	9

This shows that reports reflected the wider concern with the HIV/AIDS epidemic. Thus reports on other issues such as infidelity, premarital sex, casual and irresponsible sexual behaviours mostly ended up with a warning about the possibility of contracting HIV/AIDS. These frequent reports on HIV/AIDS must have contributed to the awareness of the dangers of this disease though this awareness does not seem to have translated much into responsible sexual behaviours encouraging safe and pleasurable sex.

With the emphasis on HIV/AIDS, there is a neglect of other issues of sexuality such as sexual rights which were rarely reported about.

Sexuality education did not receive wide coverage reflecting the ambivalence towards this issue.

Letters and enquiries from individuals show that ignorance greatly persists in matters of sexuality and there is a general quest for knowledge in this field.

Recommendations

Therefore, there is a need for more information in the media on issues of S/SH/SR for more public enlightenment. Such information should go beyond the dissemination of information on HIV/AIDS and other diseases and inform on issues of love, romance and healthy relationships.

Especially for the youths, there is a need for a popular news magazine with knowledge-based information interestingly and pictorially presented for easy access. This could serve as an avenue for disseminating information on sexuality issues.

There should be more coverage of issues of sexual rights in Nigerian newspapers.

The soft sell magazines, though conceived of for sensation and entertainment, could be used to disseminate important information on S/SH/SR. In this way, women and female youths who rarely read newspapers could access valuable and life-saving knowledge on S/SH/SR.

It would seem that there is a need for counselling centres on various issues of S/SH/SR. People seem to have no avenues for discussing problems which they find difficult to discuss with others.

Newspapers and magazines should be more involved in advocacy for laws to promote S/SH/SR. For instance issues of sexual violence should not be reported for their entertainment value; the opportunity should be used to insist on legislation and their enforcement against offenders.

Problems of divorce, separation and widowhood should receive more serious coverage by the press.

Appendix

Newspapers/Magazines and titles of some articles relating to S/SH/SR

The Sun January 2004

Date	Where Featured	Writer	Title
5/1/04	P. 26	Rose Edema	Wife refused husband sex
6/1/04	P. 12	H. Chukumah	Prison official napped for rape
8/1/04	P. 14	L. Sorunke	Lady dies in lover's house
11/1/04	P. 6	B. Okozie	NEPA manager raped to death
12/1/04	P. 11	-	Kenya HIV rates overestimated
13/1/04	P. 13	T. Osawe	Would you do a boom's job?
13/1/04	P. 29	Bala Dambaba	HIV: Risk of no condom
13/1/04	P. 34	Rebecca English	Psychiatrist killed herself over fiancé's double life
16/1/04	P. 5	Frank Alabi	Woman delivers stone after 8 years
16/1/04	P. 19	-	Woman thought I was impotent
17/1/04	P. 3	Rose Edema	I can't do without sex
17/1/04	P. 15	S. Durowaiye	The madness of love
18/1/04	P.33	Yemi Shaba	Diet that enhances fertility
21/1/04	Foreign Tabloid	-	Judge arrested for alleged rape
22/1/04	Foreign Tabloid	-	Kissing couple sue school
22/1/04	P. 13	H. Umahi	Woman baths rival with acid
22/1/04	P. 17	T. Raheem	Jilted over girl, dies of depression
23/1/04	P. 30	C. Fernandez	Why sex is best in the countryside
24/1/04	P. 2	B. Adegoroye	He drove a rod into her private part
24/1/04	Sunsport	A. Ekejiuba	Sex crazy coaches drove me abroad
24/1/04	P. 29	S. Durowaiye	The madness of love part II
25/1/04	P. 28	C. Ita	5-year-old girl raped in police barracks
25/1/04	P. 31	J. Francis	The power of pillow talk
30/1/04	P. 30	F. Alabi	Pastor named in adultery scandal
30/1/04	P. 24	Uja Emma	My female fans harassed me with sex

The Sun February 2004

Date	Where Featured	Writer	Title
01/2/04	P. 3	A. Olaleye	Help! My wife wants to kill me
01/2/04	Showpiece	E. Enyinaya	I'm tired of sexual harassment
01/2/04	Foreign Tabloid	-	The geography of a woman
2/2/04	Woman of the sun	T. Osawe	Marriage is overrated
3/2/04	Romance Column	T. Oyeleye	My family thought I was impotent
3/2/04	Foreign Tabloid	-	Secret internet photo of the serial bigamist
3/2/04	P. 34	D. Wilkes	Wife had sex with a lover after killing her husband
4/2/04	P. 4	M. Aleshinloye	Girl stabs rival
6/2/04	P. 29	N. Ejiobi	With a fiancée, no other Woman exist
7/2/04	P. 3	R. Edema	He wants to dump me for a pepper soup seller
7/2/04	P.23	S. Fatuase	98 AIDS children find home in LUTH
8/2/04	P. 24	J. Illevbabor	Why married women have affair
8/2/04	P.26	B. Ejike	Sex scandal
13/2/04	P.2	H. Chukumah	Lady drags Briton boy friend to court
13/2/04	P.20	A. Taiwo	Sexy lyrics encourage teenage pregnancy
13/2/04	Show Time	A. Chikwe	I am simple, but I love sexy dresses
13/2/04	High Society Column	N. Bakare	Big brother Bayo battles AIDS
14/2/04	Front Page	I. Ogwuegbu	Love internet marriage
17/2/04	P. 36	A. Asemota	Adulteress lover jailed
17/2/04	Romance Column	U. Omipidan	Lecturer marries own student

The Sun March 2004

Date	Where Featured	Writer	Title
1/3/04	Front page & P. 4	M. Ganagana	Face of a rapist: policeman nabbed rapping girls
1/3/04	P. 8	A. Asemota	Student raped under raped hawk
1/3/04	Sport	C. O. Uchendu	Cameroon female soccer star crazy for Nigerian men
7/3/04	Sex and the City	T. Ajirire	Intimate love loves of showbiz celebrities
7/3/04	Klieg lights	B. Ejike	Sex scandal: My ordeal in the hands of media, a lady (2)
9/3/04	Foreign Tabloids	J. Tozar	Why love is all in the mind of women
11/3/04	Sport	O. Ehiosun	"sexy Benin girls almost rained my carrier" - Igbinovia
12/3/04	Foreign Tabloids	G. Brough & N. Yates	"One player pinned me to the wall then another raped me" one of the women's claim
12/3/04	Sports	G. Dada	"I love women more than football" Havelange, Joao
14/3/04	P. 21	A. Adegbola	"Akwa Ibom women are experts in bed" says Umoh, community leader
16/3/04	Woman of the sun	U. Emmanuel	A woman's war against single parentage
16/3/04	Woman of the sun	Y. Oladeinde	On my first date, I felt as if I was in heaven Debbie
16/3/04	Foreign Tabloids	N. Mcleod & C. Bucktin	Rape star's Dirty Dance with Accuser
17/3/04	Sports	-	How the beasts raped us: blow by blow account of how Leicester city players raped three African ladies on Spain
22/3/04	Foreign Tabloids	N. Sears & B. Hale	The girl of 17 with three children by three fathers.
23/3/04	Front page & P. 4	G. Anyanwu	Woman from hell: House wife slashes husband's throat on suspicion of extra-marital affairs
23/3/04	Foreign Tabloids	L. Mintowt-czyz	Travel boss's firm collapsed after he plundered E6000, 000 to woo call girl: how Mr. Respectable gave into temptation.
30/3/04	Woman of the sun	Y. Oladeinde	"Women who put money inside bra may get cancer, she warns" E. Anozie
30/3/04	Relations	T. Afam-Obi	"Lying in relationships is it lying or loving?"
30/3/04	Woman of the sun	T. Osame	"lets talk about the silent holocaust" says campaigner against child sexual abuse
31/3/04	Foreign Tabloids	V. Allen	Exposed: the womanizing major who destroyed his high flying career by having an affair with kindred spirit clerk

The Sun April 2004

Date	Where Featured	Writer	Title
1/4/04	Sport page	G. Dada & R. Jideaka	"Lesbianism? That's Fallacy", Mabo rises in stout defence of Falcons
2/4/04	Fashion and beauty	T. Osawe	Show your body statistics with gowns
2/4/04	Foreign Tabloids	-	"Carolyn and I met for sex in a seedy motel. It was wrong, but morality wasn't much on our minds"
7/4/04	Sports P. 24	-	Revealed I Beckham's secret affair with secretary
9/4/04	Showtime P. 22	N. Ejiobi	"I hate sex!" Nancy Nweze, gospel artiste
10/4/04	P. 22	T. Amodu	"My wife thinks I like women. She put condom in my car so I don't contract AIDS" Kola Olootu
10/4/04	P. 24	A. Chuchwujama	Would you marry for love?
10/4/04	P. 29	H. Umahi	This woman assists men to impregnate their wives.
10/4/04	P. 31	E. Elezie & P. Dibia	"I'm crazy, daring and sexy" Stephanie Okereke
11/4/04	P. 13	A. Adegbola et al	Corpse Rapist Latest "my hubby sleeps with dead body and still sleeps with me?" God forbid
11/4/04	P. 25	J. Ilevbabor	10 ways to love a woman
16/4/04	Show time P.19	N. Nnenyielike	Why actors, actresses don't marry early Una Mba
18/4/04	Intimacy	J Francis	Falling in love with your daughter
19/4/04	Foreign Tabloids	-	The Becks Affair 'Lover No 2 Tells All, "we made love 4 hours after meeting. It sparked two years of love and passion".
20/4/04	Woman of the sun P.13	M. Ibitoye	"Dad said I'd get pregnant if a man touches me" the words of Sharon, G. Daboh's daughter
20/4/04	Foreign Tabloids P. 33	-	The Beck's Affair our sex in Posh's bed
30/4/04	Foreign Tabloids	B. Hale	Sacked because I wore a short skirt for work Beth Hale

The Sun May 2004

Date	Where Featured	Writer	Title
1/5/04	P. 30	S. Fatuase	"I prefer working with women" says security consultant
2/5/04	P. 14	J. Eze & A. Adegola	"I wonder why the fuss over my love life" Vien Tetsola
4/5/04	Woman of the sun P. 13	A. Chikwe & I Ola	"yes, I enhanced my breast and my husband loves it" Dr. Sandra Ekwunife
7/5/04	Front page & Genevieve word	Genevieve	Genevieve's bombshell: "some men go to bed hugging my pictures"
8/5/04	P. 24	Fatuase	Touring the sex sports in Lagos
8/5/04	Back page	M. Awoyinfa	Governor Daniel prays: "women, don't tempt me"
9/5/04	Face to face P. 10&11	Eric Osagie	"I don't mess around with men" Chaka Chaka
9/5/04	Front page & P. 5	T. Ajirire & Y. Oladeinde	"my in laws are quarrelling with me because of sex" Lara
14/5/04	Show time P. 40	Z. Jegede	"why I sing about love" Sola Obaniyi
16/5/04	Showpiece P. 29	M. Osagie	As south African pondiva is buried today, Lesbian lover confesses: Brenda, very emotional
19/5/04	Foreign Tabloids	T. Yaqoob	The curvy look is a girl's best friend, why a lady loves a chap to have high cheekbones
19/5/04	Foreign Tabloids	R. Price & S. Finney	School fixes a secret abortion for girl of 14
25/5/04	Woman of the sun	Y. Oladeinde	"I'm not Obasanjo's girl!" Kema Chikwe

The Sun June 2004

Date	Where Featured	Writer	Title
1/6/04	Good Health P. 23	A. Nela	"I ignorantly gave my child HIV"
3/6/04	Foreign tabloids P. 12	F. Thorne	Girl friend of the outbreak, victim admitted secret love
3/6/04	Crime watch P. 16	O. Adigun	"how marriage to a strange woman ruined me"- man
4/6/04	Sun Girl P. 20	Folaranmi	Man impregnates woman, daughter
4/6/04	Foreign Tabloids P. 31	Onassis	Monroe slept with both the Kennedy brothers
6/6/04	Foreign Tabloids P. 25	Gloria Doyle	Single motherhood is a disaster, Ade Bendel's friend
9/6/04	Euro 2004 P. 44-45	O. Omoogun	Sex scandal hits England squad
12/6/04	Beat This! P. 14	B. Adegoroye	Girl, 14 raped by 4 men
12/6/04	Beat This! P. 36	E. Elezie	She abandoned her 4 children, went into prostitution
17/6/04	P. 10	P. Mugabe	"my family is infected by AIDS," Mugabe cries out
23/6/04	City sun P.18	Mrs. Oforbrukweta	Even in prison, AIDS fight is fierce.
24/6/04	Crime watch P. 16	G. Osiyi	"Club secretary in sexual harassment mess"
24/6/04	Crime watch P. 17	T. Raheed	"Rapist scare girl out of school"
29/6/04	Romance P. 16	R. Senewo	"Pre-marital sex, never."
29/6/04	Good health P. 27	B. Oluranti	Thailand's Potpourri for Nigeria and HIV/AIDS
30/6/04	Foreign tabloids	-	Death of a Rock Psycho "obsessed" by sex with both men and women.

TheGuardian January 2004

Date	Where Featured	Writer	Title
2/1/04	News column P. 6	Adamu Abuh	Quacks may create new HIV stain, expert warns
3/1/04	P. 5	Njadvara Musa	Police arrest man for rape
3/1/04	News interview P. 11	Alex Igho Ovie	No hiding for women trafficking
3/1/04	Life Health Column	Ebere Ahanihu	Shocking attitudes to HIV/AIDS Reproductive health
4/1/04	Living Health Diet P. 24	Fabian Odum	Fight HIV, boast life with coconut
8/1/04	P. 33	Chukwuma Muanya	Natural help for pre-menopause, early menopause symptoms
10/1/04	News P. 7	Aaron Kawe	Police to establish HIV/AIDS Response unit
11/1/04	Living Woman P. 10-11	Clafor Alao	No society thrives with its women in bondage
16/1/04	African News Column	-	Clinton announces cheaper AIDS tests for Africa, Caribbean
17/1/04	News Column P. 4	Okemephuna Chukwu	Government to tackle HIV through youth scheme
18/1/04	News Column	J. Ezereon- Ezereonwu	Nigerian woman claims German husband plans to kill her
19/1/04	News P. 6	-	Enugu introduces HIV/AIDS curriculum in schools
21/1/04	News P. 4	Odita Sunday	US donates N8m. anti- AIDS materials to army
22/1/04	News P.5	Simeon Nwakaudu	UBE chief warns teachers on AIDS
25/1/04	News P. 4	Julius Alabi	Ondo State restates plans to curb HIV/ AIDS
26/1/04	P. 65	Damola Awoyokun	Letter to Mr. president on HIV/AIDS
30/1/04	P.3	Emmanuel Onwubike & Jane Ezereonwu	German on Trial over alleged battery of Nigerian wife

The Guardian February 2004

Date	Where Featured	Writer	Title
1/2/04	P. A10 & A11	Lekan Fadeyi	This society oppresses women
3/2/04	African News P. 10	-	Global coalition on women, AIDS launched
7/2/04	P. B9	Victor Oyeke-Ben	Still in love, 60 years after tying the nuptial knots
8/2/04	P. 26 & 27	Gafar Ajao	The kitchen, a woman place?
8/2/04	P. 39	Bukola Olayede	Clean skin
10/2/04	P. 20	Saxone Akhaine	In Kaduna, police seize 25 women for prostitution
13/2/04	P. 10	Regina Akpabio & Bertram Nwannekanma	Valentine's day a weekend of love
14/2/04	P. B15	Joy Essien	Five funny ways to say "will you marry me?"
14/2/04	Pg.B16 & 17	Gregory Godek	10 Terrific ways to be romantic
15/2/04	P.16	Motunrayo Akande	Sex before marriage
17/2/04	P.22	Joy Nwamuka	Teenage sexuality
17/2/04	P. 75	Abiola Phillips	Marital fidelity vs. the copulatory imperative
19/2/04	P. 38	Chukwumah Muanya	How smoking reduces sperm count, limits conception, by experts
21/2/04	African Column P. 9	-	Gabon sacks teachers over sex scam in school
28/2/04	P.5	Chuks Collins	Gay marriage is unnatural
28/2/04	P.22	Chuma Ifedi	Fatherless babies
29/2/04	P.6 (Editorial)	-	Sexuality education in Nigerian schools

The Guardian March 2004

Date	Where Featured	Writer	Title
2/3/04	P.5	B. Nwankwo	Court allows woman's detention for husbands
2/3/04	Life Health Column	-	Group accuses US of pushing brand name HIV drugs
4/3/04	P.26	Babayola Adeyemi	Stakeholders explain concern on AIDS in work place
6/3/04	Oddyenough Column P. 8	-	Transsexual barred from miss universe pageant
6/3/04	African Column P.13	-	HIV/AIDS spread worries Zambian president
7/3/04	P.5	Chuks Collins	Africa's AIDS orphans reach 12 million mark
9/3/04	African News P.11	-	Lesotho's P.M. urges African leaders to undergo AIDS test
10/3/04	P.10	Francis Obinor	AIDS is having terrifying pattern on women says Annan
10/3/04	P.14	Ewan Alutohai	San Francisco Gay couple
11/3/04	P.14	Seun Adeoye	Over 3000 HIV/AIDS sufferers register in Osun for counseling
12/3/04	African News P. 9	-	Group seeks more foreign assistance for Mozambican AIDS babies
13/3/04	The World Column	-	Chile Okays marriage breakups
18/3/04	P. 51	Chibuikwe Utaka	NGO's, HIV/AIDS and our youths
21/3/04	P. 13	Leo Uzo	Sexuality Education and our children
21/3/04	P. 21	Patience Saduwa	Give your husband his rights, he becomes a jelly in your hand
22/3/04	P.65	Agnes Van Ardenne	AIDS: Let's get real
25/3/04	P. 42	Ben Ukwuoma	Government pledges commitment on AIDS treatment at liquid ARV's launch
28/3/04	P. 31	Bisi Alabi Williams	Marriage is about meeting needs, couple told

The Guardian April 2004

Date	Where Featured	Writer	Title
1/4/04	P. 63	Marie Steve	Abortion: Hippocratic or hypocritical oath?
19/4/04	P. 65	Folasade Kuti	Of children and women trafficking
20/4/04	Labour P. 69	Dr. Timiebi	Women, HIV/AIDS and the work place
20/4/04	P. 75	Folasade Kuti	Of children and women trafficking (2)
22/4/04	Education P. 49	Kelvin Ebiri	JCCE devises Anti-AIDS measures
25/4/04	P. 32	Gabriel Osu	Responsible sexual behaviour: Antidote to combating HIV/AIDS (2)

The Guardian May 2004

Date	Where Featured	Writer	Title
1/5/04	Woman and Family	Ebong	You can have it all: career, family and great sex!
1/5/04	News P. 3	Ben Ukwuoma & Segun	HIV/AIDS spread in North Central
2/5/04	P.32	Gabriel Osu	Responsible sexual behaviour: Antidote to combating HIV/AIDS (2)
3/5/04	News P. 4		Government launches fresh anti HIV/AIDS programme, seeks abstinence
11/5/04	Metro section	Lekan Okusan	Stain of HIV/AIDS: Campaign shifts to refugee camp
11/5/04	P. 75	E. Nwachukwu	AIDS: Let's face facts
15/5/04	Oddy Enough	-	Slain Husband Husband stuffed in freezer three years
15/5/04	Oddy Enough	-	Riots took toll on sex drive
16/5/04	P. 35	-	British Evangelist convicted over sex scandal
25/5/04	The Guidance P.22	-	Conference on HIV/AIDS

The Guardian June 2004

Date	Where Featured	Writer	Title
5/6/04	P. 67	Adebayo Lami	A dress code for students?
20/6/04	Living Woman P. 27	-	"Why Benin girls choose the body trade option"
26/6/04	Africa P. 13	Report	No drugs for Zimbabwe's HIV patients
26/6/04	Life Health P. 25	Miss Lisa Beyl	"Nobody dies of AIDS"
27/6/04	Outlook P.13	Folanke Ebun	Sexy "fashions" and dignity of women

Vanguard January 2004

Date	Where Featured	Writer	Title
3/1/04	Mid-week Features	B. Okpowo	For refusing his love overtures, a man bathed and murdered this girl
3/1/04	P. 5	J. O. Adeyemi	AIDS: Let's appeal to God
4/1/04	Love Notes P. 27	Sharon	I love my sister's ex-boyfriend
6/1/04	P.5	Yetunde Arelu	Forced to confess (2)
7/1/04	The Human Angle	B. Sofola	My step brother is abusing me sexually
7/1/04	Mid-week Features	Desola	Is she too young for love?
8/1/04	Human Angle	Yetunde Arelu	Help save the marriage
14/1/04	Mid-week Features	R. Nwagwu	HIV/AIDS is a time bomb in Nigeria
14/1/04	Mid-week Features	Yvonne	My step father raped me
14/1/04	Mid-week Features	Bose Iba	Why does he call her mum when we make love
25/1/04	Love Notes P.26	A. Nwaka	How can one approach a girl he loves?
28/1/04	Mid-week Features	Efua	Can you have too much sex?

Vanguard February 2004

Date	Where Featured	Writer	Title
2/2/04	Health	Dr. S. Akaeze	Coca cola solicits business community's support for HIV/AIDS campaign
4/2/04	Health	Dr. S. Akaeze	Why medical scientists cannot find a cure for HIV/AIDS
8/2/04	Features	H. Ovbiagele	Keeping those promises
12/2/04	Features P. 41	Yetunde Areli	Children and Sexual Affair: any one to blame?
22/2/04	Features P. 23	O. G. Chizee	I had complex talking to the opposite sex - O. G. Chizee
22/2/04	Relationship	-	Man and wife relationship in the house
22/2/04	Features	O. G. Chizee	Treatment of women
22/2/04	Family P. 24	H. Ovbiagele	Keeping love alive
29/2/04	P. 25	-	"He raped and bewitched my daughter" -woman

Vanguard March 2004

Date	Where Featured	Writer	Title
7/3/04	Fashion & Beauty Fair P. 20	Glory Erigbuo	Pulling yourself into a great relationship
13/3/04	Fashion Round Table	Ekunkumbor Ijeoma	What constitute sexual harassment in the society (1)
14/3/04	Wedding & Vows P. 14	Glory Erigbuo	Veils: Covering for the blushing bride
20/3/04	Fashion Round Table	Ekunkumbor Ijeoma	What constitute sexual harassment in the society
21/3/04	Vista	Helen Ovbiagele	Mother's day: How relevant?
21/3/04	Wedding		The Bridal Party: Beyond the beauty and flamboyance
28/3/04	Features P. 20	Glory Erigbuo	Wisest things our mother taught us
28/3/04	Vista P. 24	Helen Ovbiagele	Our young people's manners
28/3/04	Wedding & Vows P. 28	Yetunde	The Bridal Party: Beyond the beauty and flamboyance
31/3/04	Features	Toro	I regret having this abortion
31/3/04	Features	Chinyere	He suggests we try other partners
31/3/04	Features	Tonia	He didn't tell me he was getting married

Vanguard April 2004

Date	Where Featured	Writer	Title
4/4/04	Vista Human Stories	Dafe Ivwurie	I preach to society through my sexy roles Eucharia Anunobi- Ekwu
4/4/04	Fashion & Beauty Xtra	J. Ekunkunbor	It's difficult coping with three ladies let alone 24- L. C. Hopst
4/4/04	Yours Sincerely	Bunmi Sofola	How to help your man re-discover his youth
5/4/04	View Point	Alex Ifeanyi	Criminalize open sale of obscene publication
7/4/04	Features	Susie	Why does he gripe other women?
7/4/04	Features	Toro	I regret having this abortion
7/4/04	Features	Lana	Why I crave more sex
7/4/04	Features	Imaobong	My boobs are lumpy
7/4/04	Features	Saheed	I have a small penis
9/4/04	Sports P. 45		Becham's girl is bisexual
11/4/04	Yours Sincerely	Bunmi Sofola	The girl who spoilt me for other women (a male reader's anger)
11/4/04	Dear Rebecca	Tochy	I'm I still a virgin?
15/4/04	The Human Angle	Y. Areli	Children and sex: Who's to blame? (1)
19/4/04	View points	Osa Iyinbo	Who are the real prostitute
20/4/04	Good Health	Onawolo	Motorbikes and pregnancy
20/4/04	The Human Angle	Y. Areli	Children and sex: Who's to blame? (2)
22/4/04	The Human Angle	Y. Areli	Children and sex: Who's to blame? (3)
27/4/04	Good Health	Jerome Okoye	Abortion on my mind.
27/4/04	The Human Angle	Y. Areli	Children and sex: Who's to blame? (4)

Vanguard May 2004

Date	Where Featured	Writer	Title
2/5/04	Features P. 26	B. Sofola	Women who are rapists!
5/5/04	Features	B. Sofola	Are they really food to make you sexy?
5/5/04	Features	B. Sofola	Why does she hang out with this man
5/5/04	Features	B. Sofola	I want her to orgasm
5/5/04	Features	B. Sofola	I get headache after sex
6/5/04	The Human Angle	Yetunde Arebi	Infidelity and us (2)
8/5/04	Relationships P. 27	L. H. Hope	Does he/she make you feel good
11/5/04	The Human Angle	Y. Areli	Infidelity and us (3)
15/5/04	Relationships P. 27	Y. Areli	Will you accept to be the other man/woman
16/5/04	Features P. 27	Rebecca	Should I date both men?
18/5/04	The Human Angle P. 43	Yetunde Arebi	Infidelity and us (5)
19/5/04	Woman's Own P. 41	Yetunde Arebi	Love making unease
20/5/04	The Human Angle	Y. Areli	Infidelity and us (6)
25/5/04	Good Health P. 28	Chioma Obinna	Women urged to create awareness on breast cancer
25/5/04	The Human Angle	Y. Areli	Infidelity and us (7)
27/5/04	The Human Angle	Y. Areli	Infidelity and us (4)

Vanguard June 2004

Date	Where Featured	Writer	Title
3/6/04	Horoscope P. 33	Bolu	Dad dates many women
6/6/04	News Watch P. 4	O. Akoni	7.3 millions young women live with AIDS
6/6/04	Vista P. 24	Helen Ovbiagele	Acceptance and support
6/6/04	Horoscope P. 30	B. Sofola	When you are married to a control freak
7/6/04	Fashion & Beauty Fair P. 26	Remi Diagbare	Get sexy!
13/6/04	Horoscope P. 32	Anne Nicholls	The maid who changed my life
20/6/04	Horoscope P. 32	Bunmi Sofola	Just how far are you prepared to be a virgin?
20/6/04	Love Notes P.33	-	She wants me as her secret lover
23/6/04	Features P. 40	Agatha	I still feel pregnant
23/6/04	Woman's Own	Helen Ovbiagele	Infidelity: Are you at risk?
26/6/04	Horoscope P. 32	Chidi Aliti	My husband impregnated my daughter
27/6/04	Fashion & Beauty Fair P. 26	Glory Erigbuo	She should be a "sex artist"
30/6/04	Features P. 34	Fausat	He keeps silent during sex

Punch January 2004

Date	Where Featured	Writer	Title
1/1/04	The Digest P. 7	Yemi Kolapo	I wish I had listen to my father
1/1/04	The Digest P. 10	Ndidi O.	Have they charmed him?
11/1/04	The Digest P. 10	Adaeze Amos	I am beautiful but my guy chases ugly girls
11/1/04	Experience P. 10	Tura	Mama forced me to marry him now she is late
17/1/04	Saturday Starter P. 2	Mrs. Chico	I gave everything to my husband so that he won't have anything left for any girl outside
17/1/04	The Digest P. 7	Yemi Kolapo	Called off my wedding, I will simply commit suicide
18/1/04	Head Gear P. 25	Adaeze Amos	Married? Retain your looks, else you'll loose him!
24/1/04	Saturday Starter P. 3	Khabirat Kafidipe	Believe it or not, I have not had sex before
24/1/04	The Digest P. 4-6	Prof. Olukoju	Crusade against seductive dresses by students
25/1/04	Experience P 10	Adaeze Amos	Should I marry him? He nearly raped my sister

Punch February 2004

Date	Where Featured	Writer	Title
10/2/04	City Update P. 8	Kunle Adeyemi	Randy Brazilian does preparatory to sex orgy
13/2/04	Science World P. 44	James Johnson	Smoking destroys sexual organs
14/2/04	Saturday Starter P. 2	Dr. Fresh	People find it hard to believe that I don't mess around
14/2/04	The Digest P. 13	Sylva Ansa Edem	I'm romantic and extremely emotional
14/2/04	The Digest P. 6	Worried T. O.	We love each other but he is married
14/2/04	The Digest P. 6	K. K. Kano	I don't enjoy sex
18/2/04	News P. 48	Nbtn	All set for post-valentine abortion
20/2/04	Family Line P. 69	Chinyere Odocha	Why child sexual abuse flourish

Punch March 2004

Date	Where Featured	Writer	Title
6/3/04	The Digest P. 6	Kemi Dayo	How do I tell him we should stop sex?
11/3/04	Guest P. 4		Infection cause most infertility cases in Nigeria
13/3/04	The Digest P. 2	Olumide O.	Sex education good but ...
13/3/04	The Digest P. 6	Yemi Kolapo	My husband slipped away because I was too careless
14/3/04	Health and Living P. 19	Rolake Odetoyinbo	War against the spread of HIV/AIDS (1)
14/3/04	Woman P. 23		Long courtship is dangerous
19/3/04	Health and Living P. 19	Rolake Odetoyinbo	War against the spread of HIV/AIDS (2)
20/3/04	The Digest P. 6	Agnes G.	I love him but he is a flirt
21/3/04	Discovery	Culled from New York times	Sex and the brain

Punch April 2004

Date	Where Featured	Writer	Title
4/4/04	Head Gear P. 36	Adaeze Amos	If you won't date him, don't take his money?
7/4/04	Special Treat P. 14-15	Semiu & Casmir	Future wives
10/4/04	The Digest P 11	M. M.	He wants me pregnant
10/4/04	Youngsters P. 15	Ronke Durojaiye	Be warned
17/4/04	The Digest P. 7	Kemi Dayo	He asks me for sex
24/4/04	Glimpses P. 5	Bisong	I have no boyfriend but don't ask about my virginity
24/4/04	The Digest P. 7	Yemi K	My mother introduced me to prostitution
24/4/04	Youngsters P. 13	Ronke D.	Key to healthy future
25/4/04	News P. 24	Kunle O.	Police hunt pastor for impregnating 15-year old girl
30/4/04	View Point P. 16	Terhemba Ambe	HIV/AIDS and rural communities

Punch May 2004

Date	Where Featured	Writer	Title
1/5/04	The Digest P. 8-9	Oluchi	Sexual harassment, Oluchi's promises hell to anybody
2/5/04	Experience P. 10	Adetoun Mabo	He wants me to sleep with his boss to become manager
6/5/04	Special Treat P. 15	Dr. Comfort Dariye	Plateau's stride against HIV/AIDS
7/5/04	Family Line P. 44	-	Abortion: A woman's decision
8/5/04	The Digest P. 24	Mrs. Christy Oyin	Men are better managers of emotion than women
15/5/04	Youngsters P. 16-17	Oluwatemi A.	Total abstinence, the only solution to HIV/AIDS
16/5/04	Experience P. 6	Adaeze Amos	I ran away with my step son, do you blame me?
16/5/04	Health Living P. 16	Kunle Owolabi	Extending the frontiers of war against HIV/AIDS
19/5/04	News P. 12	Sunday Aborisada	Activities of criminals, prostitutes at Bar Beach worry VIIRA
21/5/04	View Point	Oguntuwase Oluwaseun	Wining the battle against HIV/AIDS
22/5/04	The Digest P. 2	Holy Mallam	I have neither a girl friend nor any sexual feeling

Punch June 2004

Date	Where Featured	Writer	Title
5/6/04	Sunday People P. 6	Adaeze Amos	He doesn't talk about his love but put it into action
13/6/04	Experience P. 17	Adaeze Amos	I suffered with him for long, now he takes another wife
15/6/04	Special Treat P. 12	John S. William	Sex gets sweeter with age
19/6/04	The Digest P. 6	Aboidun Nejo	Wealthy men turn campuses to something else
25/6/04	Special Features P. 12-13	Ola Ogundolapo	Peoples views about condoms
26/6/04	The Digest P. 3	Sesan O.	Three girls arrested with an armed robbery gang
26/6/04	The Digest P.2	Grace Evaly	My friend lost her husband to her housemaid
26/6/04	The Digest P. 7	Yemi K.	I have not seen a special guy for sexual relationship

The Comet January 2004

Date	Where Featured	Writer	Title
6/1/04	Health P. 27	Anonymous	Nigerians urged to show care to people living with HIV/AIDS, protect yourselves; youths told
13/1/04	Health P.29	Oyeyemi Oyedeji	Like all, HIV patients need care, not disdain
13/1/04	Health P.31	Anonymous	Fresh fear over men's fertility
18/1/04	Foreign News P. 5	Anonymous	Escaped sexual offender enjoys legal loophole
20/1/04	Foreign News P. 9	Anonymous	Sperm donor children win right to trace their biological fathers
27/1/04	Health P.29	Oyeyemi Oyedeji	Female genital mutilation
27/1/04	Health P.31	Anonymous	Test could predict miscarriage

The Comet February 2004

Date	Where Featured	Writer	Title
3/2/04	Health P. 29	Oyeyemi Oyedeji	A synopsis on condom: knowledge, access and use
3/2/04	Health P. 31	Anonymous	Abortion "no breast cancer link"
7/2/04	Down the Aisle P. 19	Foreign News	US state Okays gay marriages
7/2/04	Down the Aisle P. 20	Anonymous	How you can stop divorce
8/2/04	Poem P. 4	Sola Fagorusi, Oau.	IFE Female genital mutilation a diabolical act
8/2/04	Woman P. 18	Omolara Akintoye	The girl-child: mixed feelings
10/2/04	Health P. 28	Oyeyemi Oyedeji	Microbicides: a promising prevention alternative for women
11/2/04	Opinion P. 16	Wahab Quadi Oba	The crisis of Aids
12/2/04	Natural Health P. 17	Anonymous	Ugandan Prof. brings in 3 immune boosters
14/2/04	Down the Aisle P. 22	Foreign News	Law makers in dilemma over gay marriage
15/2/04	Women P. 18	Omolara Akintoye	Between circumcision and mutilation
17/2/04	Down the Aisle P. 22	Foreign News	Gays flock to beat marriage deadline
17/2/04	Health P. 28	Ayoola Olajide	HIV/AIDS, the match of a scourge

The Comet March 2004

Date	Where Featured	Writer	Title
2/3/04	Health P. 30	Caleb Ayegbusi	Nigeria, others benefit as Bush supports war on Aids with 350m
2/3/04	Health P. 31	Okorie Uguru	Protein raises Hope of HIV block
6/3/04	Focus P. 12	Okorie Uguru	Corporate prostitution, who is to blame?
6/3/04	Down the Aisle P. 21	Foreign News	New Jersey's first same sex marriage
7/3/04	NGO's P. 17	Omolara Akintoye	AGI/AHI tackles HIV/AIDS among youths
13/3/04	Down the Aisle P. 19	Anonymous	How to save your marriage
23/3/04	Health P. 32	News	We may not be able to contend with the consequences of HIV/AIDS
27/3/04	Down the Aisle P. 21	Isaac Agbo	Men want to wed and women want to roam
28/3/04	Woman P. 18	Omolara Akintoye	Domestic violence bill to the rescue
28/3/04	NGO's P. 34	News	Crifts tackles HIV/AIDS at the grassroots

The Comet April 2004

Date	Where Featured	Writer	Title
6/4/04	Health P. 30	Dr. Idemudia	The vagaries of child sexual abuse: The short and long term
6/4/04	Health P. 30	Mrs. Margaret	Study cuts Kenya a HIV estimates
10/4/04	News P. 5	Sola Adeyemo	Man changed with armed robbery and rape
11/4/04	Opinion P. 14	Joel Oruche	As the military battles Aids
13/4/04	Health P. 30	Workshop	NGOS canvases HIV/AIDS tolerance at work places
14/4/04	NGOS P. 30	Funmi	The hand that rocks the cradle, rules the world
18/4/04	Comment P. 8	Jide F	Fighting HIV/AIDS the Catholic church way

The Comet May 2004

Date	Where Featured	Writer	Title
1/5/04	Down the Aisle P. 21	Kemi Kole Oso	Ado Ekiti court dissolves marriage for lack of care
2/5/04	Children P. 4	Okanlawon S.	Parents views on young boys and girls night party
2/5/04	NGOS P.23	Omolara Akintoye	VCT: Voluntary or mandatory?
8/5/04	News P.5	Oyeleye Okwuofu	80,000 die yearly from pregnancy termination
11/5/04	Health P. 31	Anonymous	Uganda, Aids education working
16/5/04	Weekly News around the World P. 28	Human Resource Council	HIV/AIDS: The worst is still to come
27/5/04	News P. 7	Committee Submission	Adamawa launches Anti-AIDS battle
30/5/04	Elements of Styles P. 17	Oligee	My love for women has been exaggerated

The Comet June 2004

Date	Where Featured	Writer	Title
4/6/04	News P. 7	Anonymous	Why Nigerian women delay sex
6/6/04	Fashion P. 15	Omolara Akintoye	Beauty in roughness
8/6/04	Health P. 32	Kemi Koleoso	Court dissolves 22-year-old marriage
15/6/04	Health P. 31	Workshop	Women seek support against sexual harassment
20/6/04	NGOS P. 24	Omolara Akintoye	Communities adopts preventive approach to HIV/AIDS
29/6/04	Health P. 29	Oyeyemi O.	A couple's effort at stemming HIV/AIDS
29/6/04	Health P. 31	Oyeyemi O.	HIV/AIDS: More infection in youths

Excellence April 2004

Date	Where Featured	Writer	Title
20-26/4/04	P. 4	Kunle Rasheed	I'm ready to go naked
20-26/4/04	P. 5	Kunle Rasheed	Governor's wife in sex scandal
20-26/4/04	P. 5	Report	Lagos Alhaji who uses undergraduates breasts for ritual
20-26/4/04	P.6	Report	Fasahoe's son impregnated top musician's lover
27-3/5/04	P. 32	Report	Ondo's most powerful lady in sex scandal

Excellence May 2004

Date	Where Featured	Writer	Title
4/5/04	Mixed Grill	Report	When house girl becomes madam
4/5/04	P. 35	Report	Magun kills husband on top of wife
4/5/04	P. 36	Report	Egba prince romances OSU undergraduate
11/5/04	P. 9	Jummy Delaga	Homosexual Allegation
18/5/04	Gossip P. 30	Report	Lagos Corporate lawyer romances ex-This Day reporter
18/5/04	P. 9	Report	Dele Benson in pregnancy mess

Excellence June 2004

Date	Where Featured	Writer	Title
1-7/6/04	Amazing P. 9	Report	Father impregnated daughter
1-7/6/04	Gossip P. 10	Report	Female rapists invade Ikeja
8-14/6/04	P. 7	Report	Top Island oil expatriate in rape scandal
8-14/6/04	P. 9	Kayode Alfred	Homosexual Prudent Bank manager revealed
8-14/6/04	Gossip P. 10	Kayode Alfred	UNILAG babes fight over a silver spoon big boy
8-14/6/04	Life Style P. 14	Report	The dating game
8-14/6/04	Gist P. 16	Report	Fadeyi Oloro's love for black colour
22-28/6/04	P. 9	Kayode Alfred	Bisi Ibidapo Obe's many lover's exposed
22-28/6/04	P. 9	Kayode Alfred	How Foluke Daramola snatched Sade's lover
22-28/6/04	P. 9	Kunle Rasheed	Wife battles Ighe Nebolisa over romance with in-law
22-28/6/04	Gossip P. 10	Kayode Alfred	Sex scandal
22-28/6/04	P. 16	Report	Star actress desperate for husband
22-28/6/04	P. 17	Eno	I can't date my lecturer
22-28/6/04	P. 19	Modupe Ozolua	I love sex but no Nigerian man knows how to satisfy a woman
22-28/6/04	Edo /Delta update	Kola Eke	Sex scandal hits College of Education, Ekiadolor

The Celebrity Magazine - May

Date	Where Featured	Writer	Title
18-24/5/04	South West Celebrities	Adia Ukoyen	Aids scare at a South-West University
18-24/5/04	Fashion/Modeling p. 10	Linda Ikeji	Nigerian female models and prostitution
18-24/5/04	Exclusive p. 22	Tayo Mofe	Hubby dumps Ex-Minister
25-31/5/04	Exclusive p.21	Tayo Mofe	Gbenga Adewusi, Segun Adisa fued deepens
25-31/5/04	p. 26	Idiaba Gabriel	Northern Governor in Abortion Scandal

The Celebrity Magazine - June

Date	Where Featured	Writer	Title
1-7/6/04	South West Celebrity P. 15	Adia Ukoyem	An abortion goes wrong
1-7/6/04	Exposed P. 25	Kayode Fayemi	Yinka Osubu beaten up in husband snatching palava
1-7/6/04	Exclusive P. 32	Tayo Mofe	Married Lagos big babes who "cut-show" in London
8-14/6/04	Inside Kaduna P. 15	Gabriel Idiaba	Governor Makarfi's girl friend in love with Hunkuyi
8-14/6/04	Kwara tips P. 17	Akinolu bayomi	Kwara senator in messy sex scandal
8-14/6/04	Uncovered P. 21	Tayo Mofe	Nigerian actresses with the biggest boobs
8-14/6/04	Inside Edo Delta P. 22	Henry Monye	Homosexuality booms at Delsu
8-14/6/04	Exclusive P.26	Modupe Ozobua	I have enlarged 7 penises
8-14/6/04	Exclusive P. 31	Tayo Mofe	Chief Rasak Okoya impregnates wife's best friend
15-21/6/04	P. 11 Highflyers	Yinka Adesanya	Bisi Abiola crusade for healthy living among women
15-21/6/04	Exclusive P. 29	Kayode Fayemi	How Chioma Madubuko's marriage crashed
15-21/6/04	P. 31	Sola Folowosele	Boobs attack @ celebrity. com
22-28/6/04	P. 17	Tayo Mofe	Top celebrity marriages broken by adultery
22-28/6/04	P. 25, Inside Kaduna	Abdul Adams	Gov Makarfi in fight to finish with Shekari
22-28/6/04	P. 25	Kayode Fayemi	Family Planning
22-28/6/04	Exposed P. 27	-	Union Bank chieftain in sexual harassment, fraud scandal
22-28/6/04	P. 33	-	Osun first lady battles Erelu Obada over Governor Oyinlola
15-21/6/04	P. 37	Tobi Olanrewaju	Christian Chukwu caught with female journalist in hotel in south Africa



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Sarah Lucy Kearney, B.A. Honours, M.A. (University of Natal) is a freelance researcher and writer with professional interest in gender, human rights, political mediation and youth development. She has worked as a senior researcher for the South African Human Rights Commission, the Democratic Development Programme, and The Centre for Civil Society. She has conducted workshops for the South African Department of Health on HIV/AIDS and mental health and is currently involved in a number of refugee related projects.

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Ahmed R.A Ragab is a reproductive health consultant and assistant professor in applied reproductive health research at the International Islamic Centre for Population Studies and Research, Al-Azhar University, Cairo, Egypt. He has a wealth of experience having worked in several African countries including Somalia and Sudan in the areas of HIV/AIDS/STIs and issues of violence against women.

Eno Blankson Ikpe is a socio-economic historian and a Senior Lecturer in the Department of History and Strategic Studies, University of Lagos, Nigeria. In recent years, she has concentrated her research efforts in the field of gender and sexuality studies. She contributed an article - "Sexuality in Nigeria: A Historical Perspective" to a 2004 publication of the Africa Regional Sexuality Resource Centre. In collaboration with others she conducted an investigation on the topic "Negotiation and Power Relations", which involved several Nigerian Universities. Currently, she is researching on the subject of Food and Sexuality in Nigeria, which promises to uncover exciting and interesting information.

Serkinat Lasisi is a postgraduate student and researcher in gender and sexuality in the Department of History and Strategic Studies, University of Lagos, Nigeria. She was a member of a research team that recently worked on sexual negotiations in some Nigerian universities. Her independent research work on Islam and Sexuality in Nigeria is nearing completion and promises to provide important information in this area.