

The Role of the Media in shaping,
sustaining and changing norms around
alcohol, gender and gender-based violence.

By

MISS OLUMIDE OLAIDE FUNLOLA

ORGANIZATION :

Wale Adenuga Productions

Producer of the award winning

**Super Story, This Life, Odd World and Binta
& Friends.**

Lagos, Nigeria.

What is Gender?

- This is the fact of being either male or female.

What is Gender-based Violence?

- Gender based violence is violence directed against a person on the basis of gender or sex while both male and female are subject to gender based violence, women and girls are the main victims.

Types of Gender-based Violence

- **VIOLENCE IN THE FAMILY**
- **DOMESTIC VIOLENCE**
- **VIOLENCE IN THE COMMUNITY**
- **VIOLENCE BY THE STATE**

THE IMPACT OF GENDER BASED VIOLENCE

- Unwanted pregnancies
- Miscarriages induced by beatings, or in self -defence.
- Sexual transmitted diseases including HIV/AIDS

ALCOHOL

- The American Psychiatric Association defines alcohol abuse as drinking that leads to clinically significant impairment or distress.

PHYSICAL CONSEQUENCES OF ALCOHOL

- Neglecting major responsibilities at work, alcohol or home
- Drinking in hazardous situations such as driving while intoxicated
- Drinking that leads to recurrent legal problems such as arrests for disorderly conduct.
- Continued drinking even when for leads to recurrent social problems e.g. violent arguments
- Tolerance – drinking in greater quantities in order to achieve a desired level of intoxication

Role of The Media

- NEWSPAPERS
- RADIO PROGRAMMES
- TELEVISION
- PHONE IN
- QUESTIONNAIRE
- ADVERTISEMENT