

THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES

Domestic Violence against Men: The Media Agenda

Nkechi Chinedu-Asogwa

Postgraduate Student, Department of Mass Communication, Covenant University, Nigeria

Dr. Kehinde Oyesomi

Senior Lecturer, Department of Mass Communication, Covenant University, Nigeria

Dr. Oscar Odiboh

Senior Lecturer, Department of Mass Communication, Covenant University, Nigeria

Abstract:

In intimate partner relationships, disagreement and conflict are a reality with each partner a potential perpetrator and victim. These conflicts and disagreement have resulted in what is popularly known as domestic violence. The media as a socializing agency provides a common knowledge to the public on social issues including issues on domestic violence. Based on emphasis placed on issues in the news, the people go beyond mere acquisition of factual information from the news media, to further learn how much importance to attach to such issues. In other words, the news media can set the agenda for the public's attention to that group of issues around which public opinion forms. It is against this backdrop that this paper examines media agenda as it concerns domestic violence against men. It goes further to find out what role newspaper reports have played in creating a stereotype of women as victims of domestic violence, and men as the perpetrators. The study finally recommends ways to balance media report of domestic violence, emphasizing the importance of balanced reporting in shaping both individual and public opinion. This study's premise is that domestic violence against men is reported less often than it occurs in the society and this plays a dominant role in establishing the saliency of issues.

Keywords: Domestic violence, domestic violence against men, media agenda and men

1. Introduction

Domestic violence has been visible throughout history and is presently making headlines across the globe. Often we have woken up to read of murder and violence in our neighborhood. This happens across all sectors of the society and cuts across the educated and illiterates, the religious and the free thinkers, classes of career women and stay at home wives, the married as well as the singles of all ages (Dienye & Gbeneol, 2009). Domestic violence, also known as domestic abuse, spousal abuse, battering, family violence, dating abuse, and intimate partner violence (IPV), is a pattern of behaviour which involves the abuse by one partner against another in an intimate relationship such as marriage, cohabitation, dating or within the family. Domestic violence can take many forms, including physical aggression or assault (hitting, kicking, biting, shoving, restraining, slapping, throwing objects, battery), or threats thereof; sexual abuse; emotional abuse; controlling or domineering; intimidation; stalking; passive / covert abuse and economic deprivation. It affects both males and females in an intimate relationship in form of threats, coercion or arbitrary deprivation of liberty, whether occurring in public or private life (United Nations, 1993). Domestic violence is gender based and is a serious public health problem that cuts across nations, cultures, religion, and class (Dienye, 2009).

Domestic violence involves both psychological and emotional abuse. Various research has observed that psychological and emotional abuse tend to be under reported, however, nearly all physically abusive relationships include an element of emotional and psychological abuse (Weiss, 2000), therefore making it difficult to separate the different component. A growing number of population-based surveys have measured the prevalence of domestic violence, most notably the world health organization's multi-country study on domestic violence, which collected data on intimate partner violence in 10 countries, representing diverse cultural, geographical and urban/ rural settings. The study confirmed that intimate partner violence is widespread in all countries studied (WHO Reproductive health research, 2010). According to (Djaden & Thoennes, 2002) in the United States of America, each year, women experience about 4.8 million intimate partner-related physical assaults and rapes while men are victims of about 2.9 million intimate partner related physical assaults.

Even though the issue of domestic violence against men was historically present long before media attention focused on it, media agenda on violence is not reflective of its prevalence and rising trend. The media, thus, has an integral role in deciding when this issue becomes an important social problem; only then is the violence represented as real enough to be worthy of the press' continuing attention. What we know about the world is largely based on what the media decide to tell us. More specifically, the result of this mediated view of the world is that the priorities of the media strongly influence the priorities of the public. Elements prominent on the media agenda become prominent in the public mind.

1.1. Types of Domestic Violence

Abusive behaviors are not symptoms that someone is angry or out of control. An abuser makes a choice to exert power and control over his or her partner. Abusive behaviors in intimate partner relationships include physical, emotional, sexual, verbal, and financial abuse.

- Physical Abuse: physical abuse is any physically aggressive behavior. Physical abuse often begins with less violent assaults such as pushing to more aggressive acts such as homicide.
- Emotional Abuse: emotional abuse is any behavior that exploits another's vulnerability, insecurity, or character. Such behaviors include continuous degradation, intimidation, manipulation, brainwashing, or control of another to the detriment of the individual
- Sexual Abuse: Sexual abuse is using sex in an exploitative fashion or forcing sex on another person. Having consented to sexual activity in the past does not indicate current consent. Sexual abuse may involve both verbal and physical behavior.
- Verbal Abuse: Verbal abuse is any abusive language used to denigrate, embarrass or threaten the victim.
- Financial Abuse: Financial abuse is a way to control the victim through manipulation of economic resources.

1.2. Statement of Problem

Conflicts exist as a reality in any relationship and disagreements are critical events that can weaken or strengthen relationships. In intimate partner relationships, disagreement and conflict are a reality with each partner a potential perpetrator and victim. These conflicts and disagreement have resulted in what is popularly known as domestic violence. Domestic Violence and domestic abuse have been part of the societies of the world since the foundation of so-called civil society (Fee, Brown, and Lazarus, 2002). Empirical evidences depict women as equally and sometimes even more violent than their male counterparts. However, the abusive pattern of females has only recently emerged from its cloak of secrecy (Babcock and Siard, 2003). Although many believe that women become violent only for self-defense or retaliation, researches have revealed that majority of the women do not cite self-defense as the incentive for violent behavior against their male counterparts. Rather, anger, jealousy, efforts to gain dominance and control in the relationship, and confusion are some of the important causes of violent behavior by women.

The media saddled with the role of keeping the public abreast of social issues report issues on domestic violence and in performing this function; the media consciously or unconsciously set public agenda. If newspapers continue to portray domestic violence as synonymous with violence against women, through the framing and prominence of women based domestic violence reports, the public will do so as well. Since the 1970s, when the media first began discussing domestic violence, they have typically depicted it as a problem of the 'private sphere' and is usually focused on the women (Kozol, 1993). This eventually became a public agenda manifest in definitions and policies formulated on domestic violence.

Today, domestic violence against men is increasing exponentially with an over 300% increase as recorded by the Lagos state Domestic violence and sexual assault response team between 2017 and 2018 (Punch Newspaper, April 2018). However, this affects men and women quite differently.

In most cases, men are more deeply hurt by emotional, rather than physical abuse. Humiliating a man emotionally can be much more devastating than physical abuse. Professionals have observed that mental and emotional abuse is an area where women tend to be more brutal than men. Men, on the other hand, tend to get physically abusive. There is therefore a need for meaningful understanding and investigation of media agenda as it concerns this rising trend

1.3. Study Objective

This study is set to investigate how media report of domestic violence against men has influenced public opinion and public perception of men as potential victims of intimate partner abuse. It points out some intrinsic frames that exist in these reports which have created a bias in public acceptance of men as victims of domestic violence despite the rising trend in cases of domestic violence against men.

1.4. Domestic Violence against Men: An Overview

Domestic violence against men is accepted as an area requiring public concern. It is a term describing violence that is committed against men by the man's intimate partner. The fact that conventionally, women have been the focal point of Domestic violence is very obvious and is further revealed in the 1993 UN General Assembly's declaration of the elimination of violence against women. This declaration defines domestic violence from the effect of that interaction that results in physical, sexual or psychological discomfort or suffering to women. The perception of this declaration is that only women are vulnerable to this act of violence as they are perceived to be victims of infertilities, incest, prostitution, psychological abuse and some traditional practices that are harmful. This may be in accordance with the society's opinion that men are immune to so many ordeals faced by women due to their physical strength and emotional tolerance unlike women who are naturally conceived to be weak but tides are turning and today men have visibly become prey in intimate partner violence.

In Canada, findings on intimate partner abuse of both men and women as generated through the 1999 General Social Survey (GSS) reveal high rate of abuse not just against women but also against men. In the research, respondents were asked 10 questions concerning abuse by their current and/or previous spouses and common-law partners during the 12-month and 5-year periods preceding the telephone interview. According to their responses, almost equal proportions of men and women (7% and 8% respectively) had been the victims of intimate partner physical and psychological abuse

(18% and 19% respectively). These findings were consistent with several earlier studies which reported high rates of abuse by women against men in intimate relationships.

According to report by the United States Department of Justice, a survey of 16,000 Americans shows 22.1% of women and 7.4% of men reported being physically assaulted by a current or former spouse, cohabiting partner, boyfriend or girlfriend, or date in their lifetime. A 2010 survey of over 21,000 residents of England and Wales by the UK Home Office showed that 7% of women and 4% of men were victims of domestic abuse in the preceding year (Smith, 2011).

Also in Kenya, domestic violence against men has been on a steady increase and is assuming a worrisome dimension. In 2011, approximately five hundred thousand men were beaten by their wives (Robert O'Hara, 2012). As with domestic violence against women, violence against men constitutes a crime its occurrence and consequences are on the increase and warrant attention.

In Nigeria, according to statistics by the Lagos State Domestic and Sexual Violence Response Team, males too are victims of domestic violence with cases of male partners as victims of domestic violence increasing exponentially. Between May 2017 and May 2018, the team recorded 138 cases of domestic violence against men as opposed to 30 cases recorded between May 2016 and May 2017 and 16 cases recorded between 2015 and 2016 respectively (Punch Newspaper, April 2018).

Men can be and frequently are victims of abuse in the home at the hands of their female partners. Centers for Disease Control in 2007, found that men are slightly more likely to be victimized in reciprocal violence. This is confirmed in a similar study, by Tjaden & Thoennes (2000) that men are more likely to be injured in reciprocal violence. The great reluctance of many men and boys to report domestic violence makes it very difficult to accurately assess the scope of domestic violence against men. It has been observed that men who report domestic violence face social stigma regarding their perceived lack of machismo and other denigrations of their masculinity. This is further buttressed by narrative below

'When man tries to tell his problems, torture or harassment... no one is ready to listen. instead they laugh at him (sic) many men are ashamed to talk about how they are beaten in home (sic) by their wives.... everyone believes women's stories when she tells lies with crocodile tears. (sic)
(Punjab news, George 1994).

2. Literature Review

The media provide a host of cues about the salience of the topics in the daily news by the placements and slants given to individual reports (Maxwell McCombs and Esteban Lopez-Escobar, 2000). The media reserves the power to set a nation's agenda by focusing public attention on a few key public issues. Not only do people acquire factual information about public affairs from the news media, readers and viewers also learn how much importance to attach to a topic on the basis of the emphasis placed on it in the news. According to Okunna (1999), 'The mass media as a socializing agency provides a common knowledge, the internalization of which enables people to operate as effective members of their society'.

The newspapers may not operate a totalizing control, but its content, has an undeniable persuasive effect, when repeated with the same characteristics (Lloyd & Ramon, 2013). When the media audience is constantly exposed to a single pattern of domestic violence, they invariably understand and interpret domestic violence in terms of what they have been exposed to by the media. The media therefore, 'control' the reader in different ways they might sometimes offer a distorted and not so close to the reality picture of domestic violence against men (Bullock & Cubert, 2002). These cues repeated day after day effectively communicate the importance of each topic. In other words, the news media can set the agenda for the public's attention towards group of issues around which public opinion forms. The societal perception of what is typical of a situation is therefore not necessarily created by one particular event nor by one isolated incident. Instead, it is the repetitive exploration of a subject, as well as the varied ways in which it is reported that creates the representation that a particular stereotype or image has in the larger cultural context of the world around us (Rodgers & Thorson, 2003). These cumulative representations often constitute what is socially construed as real and newsworthy and if lacking any counterbalancing images, affects the story perception by reader. Reports on domestic violence against men often goes beyond presenting the facts about a crime to offering a representation of the stereotypes and myths about male battering. According to Watts and Zimmermann, (2002), this slant is almost universal and may be due to fear of the male victims, getting exposed to ridicule in a patriarchal society. In a study conducted by Dienne and Gbeneol (2009), it was stated that:

At the General Outpatient Department of the University of Port Harcourt Teaching Hospital, a total of 48 victims of domestic violence were identified of which 5 (10.4%) were males. In the study, a 36-year-old mechanical engineer working on an oil-drilling platform presented with 2-day history of wound on the right leg. The injury was said to have been sustained during a fight with his wife who in annoyance poured hot water from a kettle on his leg. However, he was hesitant in releasing information on the incident and refused divulging cause of the disagreements for reason mostly associated with social reality and stereotypes about masculinity. Worthy of note is that the media through their choice of report plays a crucial role in creating these social realities. Further examination on the victim, revealed scratches on the neck, bruises on the head, and superficial burns on the right calf which was painted with gentian violet.

Our social realities provide the frameworks for our receptiveness to information and whether we act on it. McLeod (1993) notes that, 'News, like knowledge, imposes a frame for defining and constructing social reality' News stories may reflect and influence how the social reality of an issue will be perceived. For instance, HIV/AIDS became a

significant social problem and what other factors, in addition to terminal nature of disease, might have contributed to this issue becoming a recognized social problem? Research results suggest that the media's access to a continual supply of story lines about HIV/AIDS allowed the theme to be transformed into a social problem. Widespread alarm by the media about these social phenomena set a compelling agenda of HIV/AIDS as a social problem. Jones (1976 p.239) stated that 'having a social problem considered serious by the media-attentive citizenry means that it is more likely to be acted upon by the government'. The amount of coverage the mass media chooses to devote to an issue can affect how the public perceives the saliency of the issue

Carlyle, Slater, and Chakroff (2008) found that newspaper framing of domestic violence against men tends to be heavily slanted toward episodic framing which focuses on the individual and tends to ignore the larger social context within which domestic violence occurs. This, therefore makes the issue more private than public. An instance is that of Israel Obi, who was a victim of hot vegetable oil bath by his wife. In His words:

'I got married to Victoria in May 2005 and settled in Odorasanya in Ijebu Igbo of Ogun State, Nigeria. It all started when my wife influenced me about our relocation to Lagos and I did not know it was the beginning of my trauma. Victoria was influenced by our new environment (hustle and bustle in Lagos) and she started coming home late from her shop. And anytime I cautioned my wife, she turned the situation into an argument. She changed from my loving wife to an abusive spouse calling me different names. On that fateful night, we had an intense argument, and around 1.00am, Victoria came into my room and poured hot boiling vegetable oil on me. It was our neighbors from the other flats that took me to the hospital and I was there for a whole month. After my discharge from the hospital, she begged for forgiveness and we came together again as husband and wife. But barely two weeks after, I was receiving a phone call from a distant aunt but she thought it was a conversation with an unknown mistress. She accused me of infidelity. She smashed the phone on the ground and started destroying the gadgets in the home. When I tried to stop her, she became more aggressive and stabbed me with a knife' (Vanguard July, 2013)

When issues of domestic violence against men is not considered a serious crime of epidemic proportions, when not discussed in the light of its impact on the larger society then it is not likely to be taken seriously as a social problem demanding an immediate response. The media having set this frame, then move on to other 'important' issues, all of which are clamoring and competing for its' attention. Like other deviant or oppositional news hence, husband battering then becomes marginalized (Stone, 1993; Meyers, 1994).

According to Franzosi (1987), the distortion of an event by the mass media does not consist of obvious alterations of the events, e.g., whether the battering actually took place or who the participants were. Instead, the mass media's failure would most likely consist of remaining silent about an issue that is not considered important enough; or, of marginalizing an issue that is unfamiliar; or, of focusing on irrelevant aspects of an event, e.g., focusing on the attractiveness of the female victim. In each case, the mass media will have minimized the event itself. 'The agenda-setting effect is not the result of receiving one or a few messages but is due to the aggregate impact of a very large number of messages, each of which has a different content but all of which deal with the same general issue' (Dearing & Rogers, 1996). If newspapers continue to portray just women as the victims of domestic violence in the face of growing violence against men, or continue to emphasize the dramatic or aberrant qualities when a man is battered, the public will do so as well.

3. Conceptual Definition of Terms

The term domestic violence as explained earlier arises due to disagreements amongst intimate partners on issues that affect both parties. To proceed with this study, therefore, it is necessary to elaborate on the key concepts of the study so as to provide a good understanding of the subject.

Domestic Violence: In this study, domestic violence is any pattern of abusive behavior in a heterosexual intimate partner relationship that is used by one partner to gain or maintain control over another intimate partner.

Domestic violence against Men: According to Adeyeri (2013), domestic violence against men is violence committed against men by a man's intimate partner. However, for the purpose of this study, domestic violence against men describes such violence as obtains in a heterosexual intimate partner relationship and not homosexual intimate partner relationship.

Men: This is adult human beings who are biologically male; that is, physiologically equipped to initiate conception but not to bear children.

Media: The term media refers to various means of communication. The notion of 'mass media' was generally restricted to print media but subsequently radio, television and video were introduced and were all referred to as the media. For the purpose of this study, the media here refers to the traditional print media -The Newspaper.

Media Agenda: Maxwell McCombs and Donald Shaw in 1972 in Public Opinion Quarterly originally suggested that the media sets the public agenda, in the sense that they may not exactly tell you what to think, but they may tell you what to think about. Media agenda setting is the ability of the media through their choice of report, style of report, position and frequency of report, pre determine what issues are regarded as important in a given time in the society.

4. Theoretical Framework

The theoretical framework for this paper is based on framing theory which is an offshoot of agenda setting. Its concepts assume that our expectations which are socially constructed, are based on previous experience of some kind, whether derived from a media message or direct personal experience (in other words, we aren't born with them). These expectations can be quite resistant to change, even when they are contradicted by readily available factual information.

Expectations are often associated with and can arouse strong emotions such as hate, fear, or love and lastly expectations often get applied by us without our conscious awareness.

Goffman (1974) developed frame analysis to provide a systematic account of how we use expectations to make sense of everyday life situations and the people in them. Goffman made several heuristic explorations of the way media might influence our development and use of frames, in an essay entitled 'Radio Talk' appearing in his book *Forms of Talk* (1981) and in another book, *Gender Advertisements* (1979), he presented an insightful argument concerning the influence advertising could have on our perception of members of the opposite sex.

The existing media frame in domestic violence against men has influenced how the people make sense of domestic violence amongst intimate partners. Domestic violence reports have hyper-ritualized representations of action: they are edited to highlight mostly domestic violence as it concerns the female gender.

Not only are men seen as abusers they are vulnerable to stigmatization when they find themselves as victims. These representations of women could be teaching or reinforcing social cues that have difficult consequences such as the growing trend of modern feminism. Media audience might be learning more than is reported, a vast array of social cues, some blatant but others quite subtle. Once learned, these cues could be used in daily life to make sense of members of the same or opposite sex and to impose frames on them, their actions and the situations in which we encounter them. The specific messages each of us gets from these reports may be very different, but their long-term consequences may be similar—dominant myths about women are retold and reinforced.

Another relevant theory to this study is the agenda-setting theory of the media. Agenda-setting implies that mass media pre-determine what issues are regarded as important at a given time in a given society. This theory explains that the mass media, through the particular news stories and other kinds of information selected for publication as well as the prominence or emphasis ascribed to such stories and information, do pre-determine which public issues are important and which are less important in the society at any given time.

The underlying assumption in this theory is that media agenda influence public agenda (that is to say, what issues people discuss at a given time), and public agenda in turn influence policy agenda, for instance, the policy priorities of government. Bernard Cohen (1963) is generally credited with refining Lippmann's ideas into the theory of agenda-setting. 'The press is significantly more than a purveyor of information and opinion,' he wrote. 'It may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about. And it follows from this that the world looks different to different people, depending not only on their personal interests, but also on the map that is drawn for them by the writers, editors, and publishers of the papers they read'. It does not ascribe to the media the power to determine what we actually think: but it does ascribe to them the power to determine what we are thinking about (Folarin, 2005).

According to Miller (2005), the modern concept of agenda setting is often attributed to Walter Lippmann who argued that the mass media create images of event in our minds and that policy makers should be cognizant of those 'pictures in people's heads'. Furthermore, (Maxwell E. McCombs and Donald Shaw (1972), explained that in choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping reality. Readers learn not only about a given issue, but how much importance to attach to that issue from the amount of information in a news story and its position. The mass media may well determine the important issues—that is, the media may set the 'agenda'. The newspapers may not operate a totalizing control, but we do not underestimate the effect of a persuasive message when repeated with the same characteristics (Lloyd and Ramon, 2013). When the audience is constantly exposed to a single pattern of domestic violence, the audience may invariably understand and interpret domestic violence in terms of what they have been exposed to by the media. The newspapers can 'control' the reader's perception in different ways, one of which is by choosing to give an unbalanced report of domestic violence, through the placement and framing given to the subject. The media is stunningly able to shape public opinion on domestic violence depending on their choice of report, placement of report and depth of coverage. They can also be used in the reverse to set the wrong agenda which can destroy the society. A lot more take place than what gets reported; the media again through the gatekeeping process steer the direction of report on domestic violence which in turn sets agenda for the society and even mobilize the establishment of policy.

5. Media Coverage of Domestic Violence against Men in Nigeria with Case Studies

Media reports surrounding domestic abuse continues to focus primarily on female victims, this presents a problematic construction of domestic abuse as a 'gender based, heterosexual case, that is predominantly physical in nature (Donovan and Hester, 2010). This construction of domestic abuse has hampered the acceptance of men as victims of domestic abuse, as heterosexual men are perceived to be the abuser, and heterosexual women invariably as their harmless victims (Josolyne, 2011). This is manifest in frequency of report and captions given to reports e.g. The following are common domestic violence headlines as found in randomly selected National dailies:

- Man Killed Wife's Lover, Punch Newspaper 30th March, 2019.
- Killer of ex-girlfriend apprehended. Punch Newspaper, March 28th, 2019.
- EX-Chairman NHRC urges women victims of domestic violence to speak out, Vanguard Newspaper July 2017
- Why should woman ever live in Fear, Vanguard Newspaper, July 15th 2017
- Man assaults wife with cutlass, Vanguard Newspaper, June 3, 2017
- Domestic Violence: A society biased against males, Vanguard Newspaper, July 13, 2013

There is a disproportionate attention given to domestic violence reports on female. By so doing, the media creates an opinion that domestic violence is a gender-based violence, which has made policy formulation and definitions of domestic violence to focus fundamentally on women.

The media through their reports, uphold patriarchal dictates and cultural practices arrogated to men. They sustain gender roles which in other words could culminate in violence against men when these traditional roles are not met. There is a social reality that skewed the perception of strength, and labour traits to men only (Njenga 1999). When men are presented as perpetrators of violence due to lack of care for their wives, this arrogates the primary role of taking care of a woman to the man and when such traditional role is not performed it can lead to violence against men. E.g. *Man arraigned for lack of care and Battery*, Vanguard newspaper, Jan 2019. This headline, precludes woman from the primary role of care and provision in family while suggesting that the duty is on the man.

News on crime and violence, allows newspapers to both entertain and inform their readers. It has a high commercial value. This commercial value establishes a frame that dictates what is salient as an issue and what is newsworthy. Sheley and Ashkins (1981) stated that crime news is generally not fashioned to portray the many aspects of crime in this society, but, instead, is fashioned to be as marketable as possible. Domestic violence against men has already assumed a misnomer in a patriarchal society; this invariably affects its commercial value in terms of its ability to appeal to the audience. Some readers out rightly get irritated and abusive at the fact that men are also victims of intimate partner violence. This is reflected in readers comment on issues of domestic violence against men. Find below select readers comment on the report titled: *When a Man is the Victim of Domestic Violence a Twitter User's Story*

... You feminists have all become nothing but bunch of control freaks. Feminism is a travesty used by manipulative women to degrade men, they used it to bully, humiliate and emasculate men and this nonsense is condoned and upheld by our society especially western society. (Paul)

This is what happens when you give women power. I have been saying this 'Women are violent in nature' and more vicious, they can inflict serious injury on a man. They are likely to use weapons ...

Moral of the story, if the corruption of the domestic violence industry created by feminism has taught us one thing it is that women victim narrative is always the most powerful (Chief)

As noted earlier in this study, newspaper framing of domestic violence tends to be heavily slanted toward episodic framing which focuses on the individual and tends to ignore the larger social context within which domestic violence occurs. This therefore makes the issue more of a private issue than a public issue. Example: *Pastor loses her 11 years old marriage to domestic violence*, Vanguard Newspaper, June 4, 2018, *Battery Crashes 5 year's old marriage*. Vanguard Newspaper, Sept 16 2017,

Media reports assign blame by trying to understand the batterer's point of view. In reporting domestic violence against men such explanations as reciprocal attack are used to make the female perpetrator less responsible for their crime. This again lessens the impact the report would have on readers and further creates an impression that women who engage in violence against their intimate partners do so for self-defense.

6. Conclusion and Recommendation

Domestic abuse of women has been in the public eye for many years. Many studies have examined its nature and extent, shelters for abused women have been set up, definitions and policies have evolved in response to the growing appreciation of the extent of the problem, however the extent of the comparable issue of domestic abuse of men is not as well-known and understood by the general public. There seem to be a media frame on this issue, which limits how domestic violence against men is reported. Domestic violence against men should be framed more often considering the circumstantial evidence on the rising trend of violence against men in an intimate relationship. Media agenda on this issue should be targeted towards raising a better understanding of intimate partner abuse of men. This can be achieved through a more balanced report of both female and male as victims of domestic violence, Objective and more investigative report on domestic violence to uncover both immediate and remote causes of domestic violence against men as well as identifying crime as public issue. These would set an agenda that reflects the true social reality in the mind of the public.

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