

Article

Media-Driven Tourism: Nigeria's National Female Football League as a Catalyst

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Abstract

Football is one of the most popular team sports for all genders around the globe. It has a lot of benefits, such as enhancing health, promoting national unity, a source of entertainment and entrepreneurship. The media, in carrying out their social responsibility roles, cover male and female football competitions in their different national football leagues through the print and electronic media. Today, there seems to be an ongoing culture in the media to underrepresent women in national football leagues. Thus, this study aims to find out how the print media capture women's football league in Nigeria with particular attention to frequency, prominence, story type (genre), and content. The study adopted content analysis as its research design. Two newspapers, Daily Sun and The Guardian newspapers were purposively selected for the study. Findings show that Daily Sun and The Guardian newspapers covered 48 stories out of 112 editions investigated. Only 9 news stories were devoted to the National Female Football League (NFFL). The majority of news stories were positioned inside the pages of the newspapers examined. Just 1 news item was placed on the back page, and none of the reports were placed on the front pages. Results also indicate that news and pictorials were the major reportorial formats in the coverage of NFFL. Conclusively, the study maintained that Daily Sun and The Guardian newspapers focused less attention on their coverage of NFFL. The study recommends that reports on NFFL should be covered frequently by the media outlets in Nigeria. For better public knowledge and understanding of the essence of NFFL in sports tourism, other reportorial approaches, such as the editorial, feature, and opinion articles, should be employed. This aids in giving the public in-depth and interpretative reporting on NFFL.

Keywords: Tourism, Media, Women football league, Newspapers, Nigeria

Introduction

In Nigeria, women's football started officially with the formation of the Nigeria Female Football Organizing Association (NIFFOA) in 1978, which was renamed in 1979 as Nigeria Female Football Proprietors Association (NIFFPA) (Anyanwu 2018). In 1990, the then Nigeria Football Association (NFA) organized the first women football championship and gave the association a new name – Nigeria Women Premier League (Anyanwu, 2018). The Nigeria Women Premier League is the elite cadre of female football leagues equivalent to the men's top-flight league, known as the Nigeria Premier League. Its top teams include Pelican Stars F.C. (Calabar), Rivers Angels F.C. (Port-Harcourt), Delta Queens F.C. (Asaba), F.C. Robo, and Nasarawa Amazons (Nasarawa).

When compared to its male equivalent, female football league in Nigeria appears not to enjoy much popularity among football lovers. Reasons readily adduced to this include the effect of gender stereotype, whereby some believe that football is inherently a masculine affair, and the inferior quality of female football in relation to male football. Another factor that has to be considered seriously is the magnitude of media coverage of female football league in Nigeria. As potent tools in mass

mobilization, information dissemination, entertainment, socialization, and integration, the media is one of the chief mechanisms for the development of female football in Nigeria. Where the media can play a significant role in the coverage of female football league, it can lead to promotion of sports tourism by way of attracting sports tourists. The aim of this study, therefore, is to find out how the print media capture the national female football league in Nigeria with particular attention to frequency, prominence, reportorial format, and content. The precise objectives of the paper were to:

1. Determine the frequency of coverage of the National Female Football League (NFFL) in *The Guardian* and *The Nation* Newspapers.
2. Find out the months and days with the highest reports on the national female football league in the selected newspapers.
3. Ascertain the prominence given to the national female football league in the selected newspapers.
4. Identify the reportorial format and content used in the coverage.

Literature Review

Conventionally, sports, including football, have been male-dominated. In many societies of the world, sport is male-dominated; thus, the role women play in it is highly stratified from the role men play, creating a marginal space for women and dominating space for men (Adeyanju, 2003). Up until the turn of the Twentieth Century, women's participation in sports was construed as a social anomaly. According to Elizabeth and Vanessa (2017), women were initially discouraged from participating in exercise and sporting activities because they were thought to be too fragile to handle the rigors of intense exercise associated with sports. Going by Heilman's (1983) 'lack-of-fit model', women's attributes are a poor fit for sporting activities. Today, however, things have changed, and women have gained greater access to sports, although there are still socio-cultural and religious challenges.

A handful of concerted efforts have been made and are being made by global, regional, and national bodies to bring women into the foreground of sports. In 2004, the UN General Assembly adopted resolution 58/5, "Sport as a means to promote Education, Health, Development and Peace", which encouraged governments, specialized agencies of the UN, and sport-related institutions to collaborate so that sport and physical education could present opportunities for solidarity and cooperation, in order to promote a culture of peace, social and gender equality, as well as to advocate dialogue and harmony (Women 2000 & Beyond, 2007).

The Brighton Declaration of 1994 was the first world conference on women and sport. Convened in Brighton, United Kingdom, the overriding aim of the declaration was: To develop a sporting culture that enables and values the full involvement of women in every aspect of Sport (Gharavi 2009). 'Investing in Change' was the theme of the Third World Conference on 'Women and Sport', which was held in Montreal, Canada. The legacy of the conference was 'the Montreal Toolkit'—a handbook containing 20 tools to assist women activists in enhancing women's participation in sports. Starting from 1994, a total of six world conferences on women and sports have been staged, as summarized in the following table.

Table 1: International Conferences on Women and Sports

Year	Location	Theme	Legacy	Participants
1994	Brighton, UK	Challenge of Change	Brighton Declaration	280
1994 - 1998	Windhoek, Namibia	Reaching out for Change	Windhoek Call for Action	400
1998 - 2002	Montreal, Canada	Investing in Change	Montreal ToolKit	550
2002 - 2006	Kumamoto, Japan	Participating in Change	Kumamoto Commitment to Collaboration	700
2006 - 2010	Sydney, Australia	Play, Think, Change	Sydney Scoreboard	500
2010 - 2014	Helsinki, Finland	Lead the Change, be the Change	Brighton plus Helsinki	800

Source: Oglesby (2015)

Despite these giant strides aimed at bringing women at par with men in sports, gender stereotypes fuelled by cultural, social, and religious tendencies have continued to present enormous challenges to women's development through sports. The discrimination against women in sports is also apparent in the poor representation of women in the media. For example, in the United States, the media coverage ratio in 2004 between male and female professional sporting events was 95 to 1 in television and 20 to 1 in print media (Ms. Magazine, Summer 2004). As reported by Ajibua *et al.* (2013), a study of seventy countries was carried out by Erin Research and the Global Media Monitoring Project in 2000, examining one day's worth of news – about 16,000 stories altogether. The study illuminated an indisputable male domination of the news, whose subjects in 78% of the instances were men. In sports news, according to the study, 88% of the news subjects were men and only 12% women.

In Australia, a 1996 study conducted by the Australian Sports Commission found that coverage of women's sport was just two per cent of total sport broadcasting on television, 1.4 per cent in radio, and 6.8 per cent in sport magazines (Philips, 1996). When the South Australian Premier's Council for Women commissioned similar research in 2006, it found that newspaper coverage was just 4.1 per cent, despite a number of high-profile women's sporting events held during the study period (Mikcan, 2006). Indeed, studies have confirmed that women make consistent and significant contributions to the growth of sport; nonetheless, their achievements receive limited coverage by the media (Greenwood, 2011; George *et al.*, 2001; Eastman and Billings, 2000). Equally, Duncan, *et al.* (1990) in their study of the United States of America society, found that women's sports were not only underreported, but also underrepresented.

Gender has been a major division in the sports world (Huggins & Randell, 2007). Adeyanju (2003) remarks that in many societies of the world, sport is male-dominated; thus, the role women play in it is highly stratified from the role men play, creating a marginal space for women and dominating space for men. The aforesaid, arguably, is carried into sports media. Philips (1996) supports this claim by arguing that media coverage of women's sport is inherently influenced by gender stereotypes, which reinforce conventional images of men and women. Stereotypes as cognitive images resonate from gender roles as assigned by cultural groups. It is defined by Bawazeer (2015) as fixed ideas, images, or opinions held by people about a person, group of people, or thing which may or may not conform to reality. Gender stereotyping is one of the key factors responsible for the inferior status of women (Lipka, 2008). In the context of this study, gender stereotyping has the capacity to influence the magnitude of media coverage given to the national female football league in Nigeria.

The development and promotion of Nigeria's national female football league requires adequate media coverage, since the media provide the platform for information, enlightenment, social mobilization, and shaping of opinion and perceptions. The media can play a significant role in gender mainstreaming, which will bring about gender equality in sports as well as reportage of male and female sports in the print media. Thus, the study resonates from the need to evaluate media coverage of female football league in Nigeria as a key element in the development of female football, which will invariably promote sports tourism in the country.

Sports tourism involves traveling and visiting a destination for sporting reasons, either active or passive (Mester *et al.* 2008). According to Kurtzman and Zauhar (2000), sports tourism refers to the use of sports as a vehicle for attracting tourists, in which activities encompass running, walking, racing, jumping, shooting, throwing, and hitting.

Yun-Che (2021), citing Lin (2015) and Wang (2014), remarked that sports tourism could be roughly divided into: 'participatory sports tourism' (e.g., golf and marathon), 'spectator sports tourism' (e.g., watching the Olympic Games), and 'nostalgic sports tourism' (e.g., visiting Colosseum or Beijing National Stadium). Sports tourism may also involve travelling to meet famous sports personalities.

Sports tourism events have the capacity to provide real opportunities to market cities and urban centres as favourite tourist destinations, and to offer growth opportunities for local economies (Nyikana *et al.* 2014; Knott & Hemmonsby, 2015 in Siyabulela, 2016). In view of this, many countries of the world hope to market cities through sports tourism (Yun-Che *et al.*, 2021). It will suffice to state at this juncture that the media can be very instrumental in propelling sports and, by extension, sports tourism to the height of being used as a tool to market cities and achieve other socio-economic and infrastructural development.

The result of the study by Soofi *et al.* (2021), for example, showed that media advertising in sports tourism of Guilan province played the most crucial role in the enhancement of the sports economy, the change of attitude in sports tourists' public opinion, the introduction of attractions for sports tourists, and the development of

tourism infrastructure and services. Khaledian *et al.* (2013) in their own study, analyzed the role of mass media in sports development, in which they submitted that mass media, as information highways and significant communication bridges on public opinion, played invaluable role in information, discourse, education, social participation, sports culture in society, the promotion of sport, and its development in the country.

These studies and many more highlight the role of the media in promoting sports as being critical (Mester *et al.*, 2008). It is easy to see that when the media promotes sports, it is equally promoting sports tourism. In view of what has been said, this study set out to investigate print media coverage of female football league in Nigeria, and the implications for sports tourism development.

Theoretical Framework

This study is based on Social Responsibility Theory. The Social Responsibility Theory of the press is a normative theory in Mass Communication that emphasizes the media's obligation to serve the public good and operate in a socially responsible manner. Developed in response to the limitations of the Libertarian Theory of the press, the Social Responsibility Theory emerged in the mid-20th century, particularly following the Hutchins Commission Report on Freedom of the Press in 1947 (McQuail, 2022; Baran & Davis, 2022).

The theory is based on the principle that the press should be responsible for representing all aspects of society. In other words, the theory suggests that the mass media should permeate and represent all the strata of society (Stephen, 2014). More specifically, "it presupposes that newspapers must have social conscience, be devoted to public welfare and public service; the press should be responsive to problems in the society" (Johnson, Layefa & Taiwo, 2016, p.7). The media, in executing their social duty, shape opinion and provide a basis for understanding different issues in society. Thus, it is the responsibility of the Nigerian press to report on female football league by providing several media contents through accurate, objective, and balanced reports. The theory is suitable in this study as it helps to understand how the print media carry out their social roles in reporting NFFL in Nigeria.

Methodology

A content analysis research design was adopted for this study. The population of the study consists of the editions of two selected Nigerian national dailies from 1st October, 2022 to May 30th, 2023 (i.e., $243 \times 2 = 486$) (weekend editions inclusive). The newspapers are: *Daily Sun* and *The Guardian*. The newspapers were purposively selected based on their impressive circulation and readership. The period was chosen because it was the season for the Nigeria Women Football League (NWFL) Premiership.

In determining the sample size, the composite week procedure was used. As stated by Wimmer and Dominick (2011, p.163), "a composite week sampling technique is superior to both a random sample and a consecutive day sample when dealing with newspaper content". Also, "a study might use a sample of one Monday (drawn at random from the four or five possible Mondays in the month), one Tuesday (drawn

from the available Tuesdays), and so on, until all weekdays have been included” (Wimmer & Dominick, 2011, p.163). In other words, the editions of the newspapers for the months under study were selected based on the days of the week. Thus, for this study, one Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and one Sunday were randomly picked in a month. This shows that in a month, seven (7) editions of a particular paper were chosen. In total, twenty-one (21) editions of the two (2) selected daily newspapers were studied in one month, and 56 editions for each of the newspapers for the period of eight months. Hence, the sample size for this study is 112. The unit of analysis for this study is the news stories, editorials, features, opinions, and pictures.

For the inter-coder reliability test, the essence is to ensure or test whether the measuring instrument for the study is dependable. As stated by Wimmer & Dominick (2011, p.171), inter-coder reliability “refers to the levels of agreement among independent coders who code the same content using the same coding instrument”. For this study, one coder was trained by the researcher to code the newspapers selected for this study. The coded items were examined to ensure they were in accordance with the content categories stated.

To calculate the inter-coder reliability, Holti’s 1969 formula, as cited in Wimmer and Dominick (2011, 172) was used.

The formula states thus: $R = \frac{2M}{N1+N2}$

N1+N2

Where:

R= reliability

M = number of coding decisions on which the two coders agreed

N = total number of coding decisions made by each coder

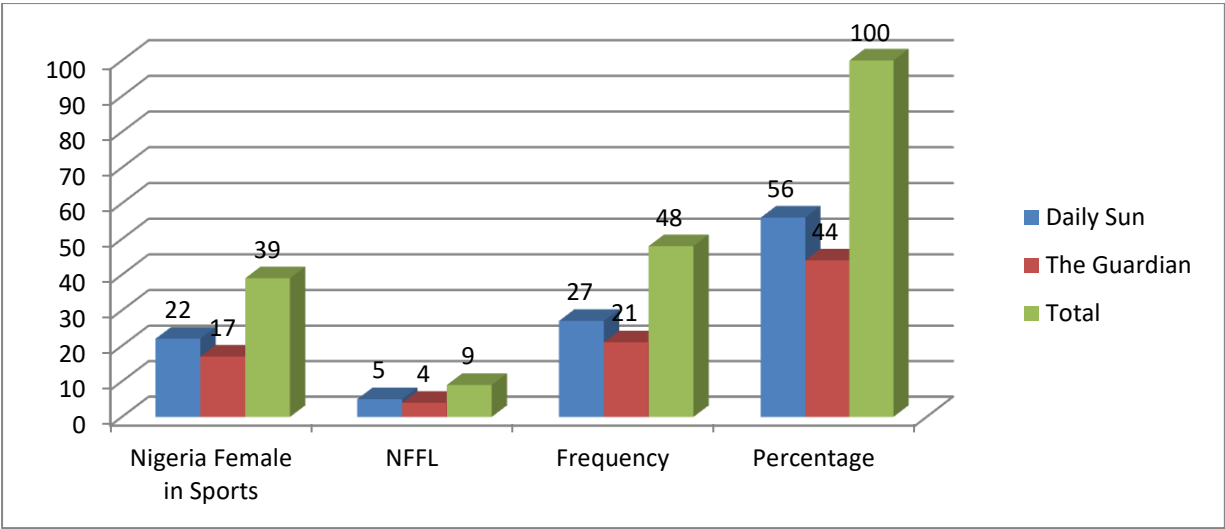
As stated by Poindexter and McCombs (2000, p.203), a rule of thumb for an acceptable coefficient reliability is 80 percent or above.

Frequency and simple percentages were analysed for the data generated, while the results were presented using tables, pie charts, and bar charts.

Results of Data Analysis

A total of 48 news items were published between 1st of October 2022 and 31st of May 2023. However, after categorizing the newspapers' contents of the *Daily Sun* and *The Guardian*, 9 news stories focused on NFFL, while 39 news stories focused on other Nigerian female sporting activities. The breakdowns of the analysis are represented in the tables and charts below.

Fig. 1: Frequency Distribution Based on the Newspapers



In examining the frequency of coverage *Daily Sun* and *Guardian* newspapers gave to NFFL and Nigerian females in sports, the data generated were presented in Fig. 1 above. 48 news stories were published within the study period. From the data above, 5 news items were devoted to NFFL by the *Daily Sun*, while 4 news stories were captured by *The Guardian* newspaper. Furthermore, *Daily Sun* presented 22 stories about Nigerian females in sports, while *The Guardian* covered 17 news stories.

Table 1: Frequency Distribution Based on the Editions of Newspapers Examined

Editions	Daily Sun	The Guardian	Frequency	Percentage (%)
Editions with news stories on National Female Football League	4	3	7	6.2
Editions with news stories on Nigerian females in sports	17	8	25	22.3
Editions without news stories on both	35	45	80	71.1
Total	56	56	112	100

Source: researcher content analysis, 2024

Table 1 above shows that the *Daily Sun* newspaper had 21 editions with news stories on Nigerian women in sports, while *The Guardian* had 11 editions with news reports. Concerning 80 editions of the newspapers without news stories, *Daily Sun* and *The Guardian* had 35 and 45, respectively.

Table 2: Frequency Distribution of News across the Months

Month	<i>Daily Sun</i>	<i>The Guardian</i>	Frequency	Percentage (%)
October	6	8	14	29
November	5	1	6	13
December	2	1	3	6.2
January	-	3	3	6
February	4	1	5	10.4
March	8	1	9	19
April	1	4	5	10.4
May	1	2	3	6
Total	27	21	48	100

Source: researcher content analysis, 2024

To ascertain the frequency of news stories on Nigerian women in sports in the months investigated, the data in Table 2 indicates that the highest reports were captured in the month of October 2022, with 14 (29%). December 2022, January, and May 2023 recorded 3 reports. February and April 2023 had 5 new stories, while March featured 9 reports. November, as can be seen in Table 1 above, had 6 new stories.

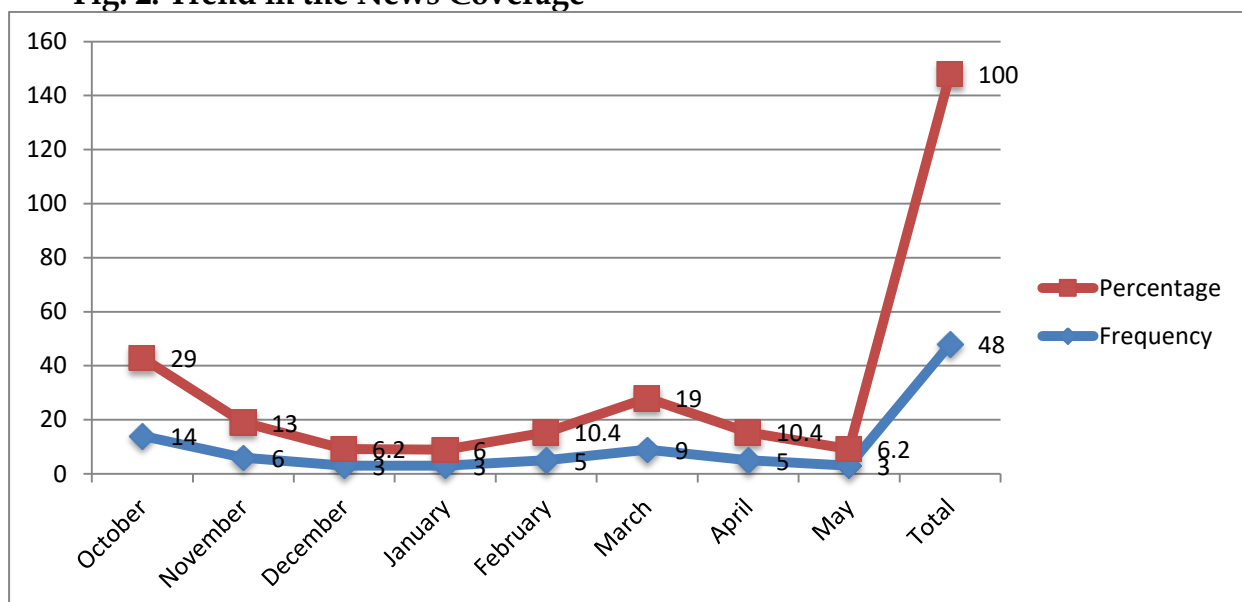
Table 3: News Stories in the Selected Days of the Month

Day	Month	<i>Daily Sun</i>	Day	<i>The Guardian</i>	Frequency	Percentage (%)
14 th	October	-	14 th	3	3	6.25
26 th		4	26 th	3	7	14.58
10 th		2	18 th	2	4	8.3
1 st	November	3	1 st	1	4	8.3
12 th		1	-	-	1	2
13 th		1	-	-	1	2
4 th	December	1	9 th	1	2	4.1
17 th		1	-	-	1	2
	January	-	13 th	3	3	6.25
20 th	February	4	17 th	1	5	10.4
3 rd	March	1	13 th	1	2	4.1
13 th		3	-	-	3	6.25
21 st		1	-	-	1	2
29 th		3	-	-	3	6.25
10 th	April	-	10 th	2	2	4.1
13 th		1	13 th	2	3	6.25
19 th	May	1	6 th	2	3	6.25
	Total	27		21	48	100

Source: researcher content analysis, 2024

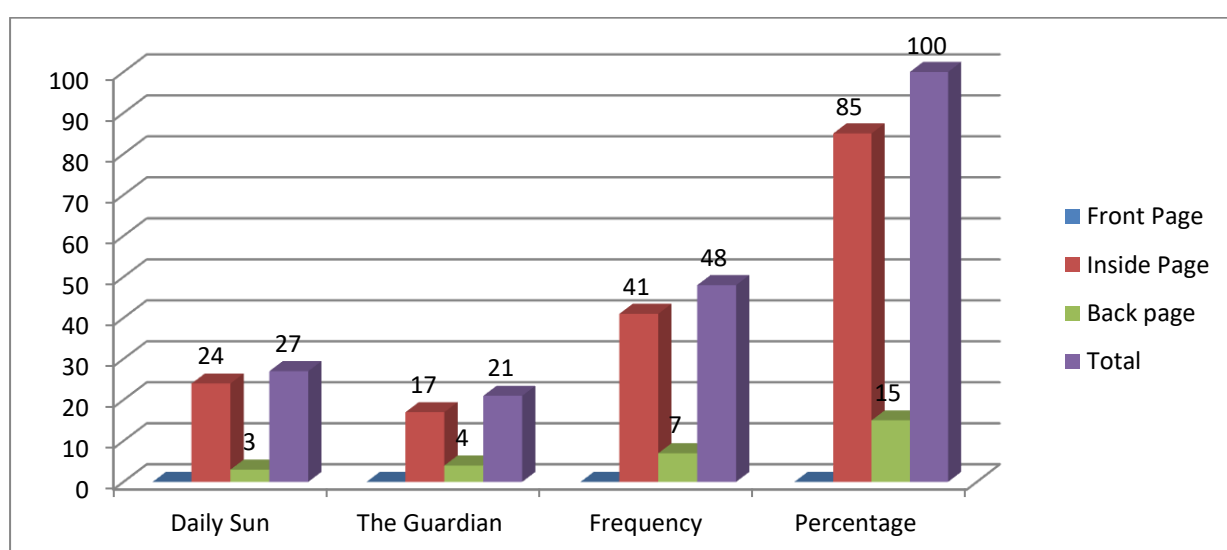
Table 2 above shows the number of news stories on NFFL and Nigerian females in sports published in the days examined. The indication from the above shows that 26th October, 2022 had the highest reports with 7 (14.58%), followed by 20th and 17th of February 2023 with 5 (10.4%). The rest of the days examined had very low scores of 4 to 1 news stories.

Fig. 2: Trend in the News Coverage



Data in Fig. 1 indicates the trend in the coverage of Nigerian women in sports. December 2022, January, and May 2023 recorded 3 reports on Nigerian women in sports. February and April 2023 had 5 new stories, while March featured 9 reports. Only November had 6 new stories. The highest reports were captured in the month of October 2022, with 14 (29%).

Fig. 3: Frequency Distribution Based on Page Placement



To determine the page placement of news stories on Nigerian females in sports in the two Nigerian daily newspapers examined, Figure 3 above presents the findings. The *Daily Sun* presented 24 news stories inside the pages of the selected newspapers and 3 on the back pages. On the part of *The Guardian* newspaper, 17 news stories were placed inside the pages, while 4 news stories were recorded on the back page.

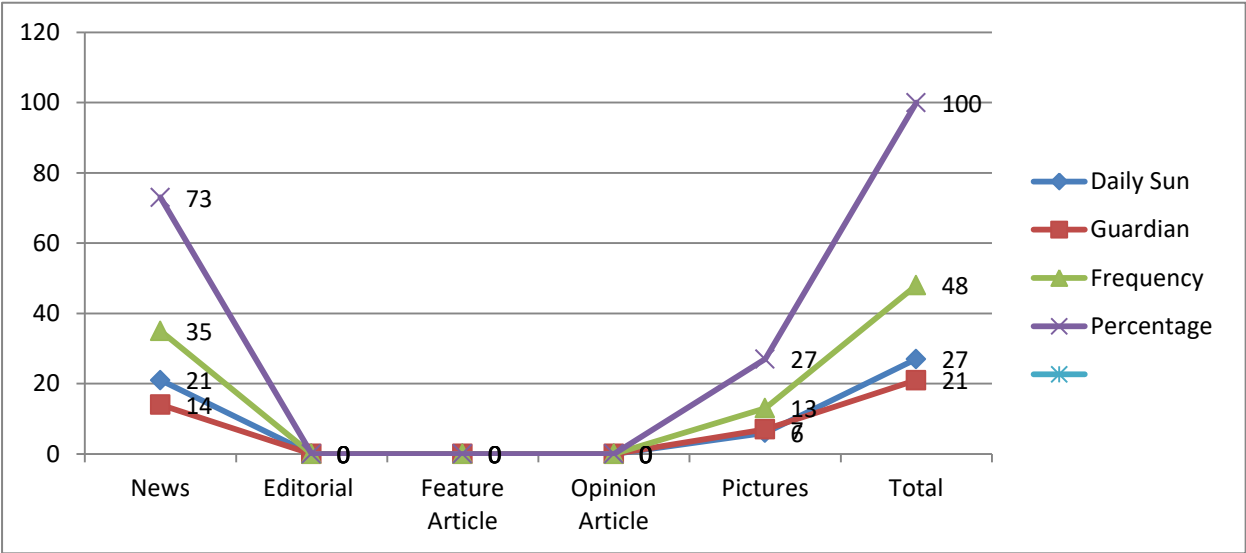
Table 4: NFFL news Page Placements on the Selected Newspapers

Prominence	Daily Sun		The Guardian		Frequency	Percentage
	NFFL	Nigeria's Female in Sports	NFFL	Nigeria's Female in Sports		
Front Page	-	-	-	-	-	-
Inside Page	5	19	3	13	40	83
Back Page	-	3	1	4	8	17
Total	5	22	4	17	48	100

Source: researcher content analysis, 2024

In Table 4 above, the *Daily Sun* newspaper had 5 news items inside the pages. 3 news reports were recorded inside the pages of *The Guardian* newspaper, while 1 news item was published on the back page.

Fig. 4: Reportorial Format used in the Coverage.



Source: researcher content analysis, 2024

The reportorial format used in the media coverage was analyzed and presented in fig. 4 above. It showed that news in *Daily Sun* newspapers had 21 stories, while *The Guardian* featured 14 news stories on Nigerian women in sports. Pictures in the two newspapers appeared 6 and 7 times, respectively.

Table 5: Reportorial Format used in the Coverage of NFFL and Nigerian Female in Sports

Reportorial Format	Daily Sun		The Guardian		Frequency	Percentage
	NFFL	Nigeria Female in Sports	NFFL	Nigeria Female in Sports		
News	4	17	3	11	35	73

Editorial	-	-	-	-	-	-
Feature Article	-	-	-	-	-	-
Opinion Article	-	-	-	-	-	-
Pictorials	1	5	1	6	13	27
Total	5	22	4	17	48	100

Source: researcher content analysis, 2024

The reportorial style used in the media coverage of NFFL, as contained in table 6 above, shows that news was recorded 4 and 3 times in *Daily Sun* and *The Guardian* newspapers respectively, while pictorials had 1 item in the two newspapers.

Table 6: Contents of the Media Coverage

Content	Daily Sun	Guardian	Frequency	Percentage %
FIFA	4	4	8	17
NFF	2	-	2	4
NCAA	4	-	4	8
CAF	1	2	3	6
NFFL	5	4	9	19
Bayelsa Queens	-	2	2	4
Edo Queens	-	2	2	4
Others	11	7	18	38
Total	27	21	48	100

Source: researcher content analysis, 2024

To ascertain the content of the media coverage, Table 4 presents the analyzed results. News story on FIFA in *Daily Sun* and *The Guardian* newspapers had 8. NFFL recorded 9. Nigeria Football Association (NFF), National Collegiate Athletic Association (NCAA), Confederation of African Football (CAF), Bayelsa Queens, Edo Queens rated low with 2, 4, 3, 2, and 2 news contents. News items that focused on other female sports activities had the highest record with 18%.

Discussion

The study examined media coverage of the National Female Football League in Nigeria, and the implications for sports tourism promotion for the period of eight months, that is, 1st of October 2022 to May 31st 2023. The analysis of the data gathered presented noteworthy disclosure on the level of coverage given to news stories on NFFL. It could be seen in Fig. 1 that the *Daily Sun* and *The Guardian* newspapers covered 48 stories out of 112 editions investigated. Only a few news stories were devoted to NFFL, while the greater part of the news items were directed to other female sports events. From the study, it was observed that the majority of the coverage was captured by the *Daily Sun* newspapers. This could be because the *Daily Sun* newspaper is a platform for promoting female health, nurturing and training female models, and featuring influential women via their representations. It could be seen in Table 3 that news stories on NFFL in the selected days of the month were reported mainly on the 26th of October 2022, 17th and 20th of

February 2023. The frequency distribution across the months indicated that October 2022 and March 2023 had more news stories on NFFL, as well as “Nigerian female in sports” than other months examined.

As regards the trend in coverage in the first and second months of October and November 2022, *Daily Sun* and *The Guardian* generated huge news stories. The likely reason for this could be that the months marked the commencement of the NWFL Premiership. Based on that, news stories centered on the NFFL were covered by the two newspapers. In the second and third months, which were November and December 2022, the frequency of coverage decreased to 3 news stories. The frequency of coverage by the two media outlets moved up again in February, March, and April 2023 and decreased again in the month of May. The up and down movement in the frequency of coverage could be because of a lack of interest in capturing information on the female football league. This finding implies that the selected newspapers in carrying out their social responsibility roles did not give much coverage to news on NFFL. This also shows that despite the growing rate of tourism developments in Nigeria, and NFFL as part of sports tourism, the two newspapers under study are yet to give sufficient reports on NFFL.

To ascertain the prominence given to reports on NFFL by *Daily Sun* and *The Guardian* newspapers, the data in Fig. 3 shows that almost all the news stories were positioned inside the pages of the newspapers examined. Only 7 reports were placed on the back pages. *The Guardian* scored higher than the *Daily Sun* newspaper, as could be seen in Table 4. In addition to this, only 1 news item was published on the back page of *The Guardian* newspaper. Data analysed indicated further that most of the news stories on the back pages of the newspapers on NFFL, as well as other female sports events, were in pictorial reportorial format. No detailed information via the news, editorial, feature, or opinion article accompanied the pictures. A good example of this is seen on the back page of the *Daily Sun* newspaper on Sunday, 20th of February, 2023, with the heading: “Sack Waldrum now, angry Nigerians tell NFF”. The accompanying story, as observed, was placed on page 30 of the newspaper. The implication of this is that news on NFFL is seen as less important or less urgent. This is more so because none of the headlines made on the front pages of the newspapers examined.

Placement of news items or stories on either the front, inside, or back page indicates the level of importance print media attach to such news stories; hence, the more a news story appears on the front page of a particular newspaper, the more priority it has over other news stories. Not placing a news story on the front page leads to reduced visibility and attention because the front page is prime real estate, and stories buried deeper in the paper may go unnoticed, especially if readers do not browse painstakingly. Furthermore, in rating news stories, less attention is given to stories that are placed in the inside pages by the readers, while the attention of the readers is quickly drawn to stories published on the front pages. Ibrahim *et al.* (2017, p.183) averred that the interest of media organizations determines what to emphasize and what not to. Therefore, placing a news story either on the front or back page accentuates the importance of pertinent issues and also calls attention to the readers quickly than when placed inside the pages of the newspapers.

Connecting the abovementioned to the question of prominence, this analysis implies that the selected newspaper did not adequately provide significant prominence and extensive coverage to news on NFFL. This indicates that the two Nigerian daily newspapers failed to attach much importance to covering and placing information on NFFL at strategic positions of their newspapers. It also shows that the two newspapers have not executed their social responsibility role in covering the NFFL. Capturing the league by *Daily Sun* and *The Guardian* at strategic positions in the newspapers will aid in letting the public, including the government, know the importance of NFFL in sports tourism and economic development.

To determine the reportorial format and the content used to publish news items on NFFL, data analyzed in Fig. 3 and Table 4 revealed that most of the information was reported using a news approach. Another reportorial approach used was the pictures. A good example of this is obvious in the *Daily Sun* newspaper on page 28 of Thursday, April 13, 2023, with the caption: "Bayelsa Queens are defending Champions of CAF Women's Champions League WAFU zone B". The picture showcases the Nigeria Bayelsa Queens, one of the teams that make up the NFFL, who won the last edition of the WAFU B competition in 2022. The competition qualifies teams for the CAF Women Champions League tournament. On the part of *The Guardian* newspaper, it published a picture with the outline: "No room for Laziness, Shaibu tells Edo Queens on ₦350, 000 monthly salary". This is obvious on the back page of the newspaper on the 13th of January, 2023. It was also observed that the pictures were published without detailed interpretative reports. This could be because of the short time limit given to journalists in their beat areas to cover and report live events. These analyses imply that the two newspapers under study failed to employ other formats used for in-depth writing in their information gathering. It also indicates that news on NFFL was reported as they cropped up, overlooking the need to give an elaborate explanation of the reports. In the presentation of information, such as reports on NFFL, features, opinion articles, and editorials are of paramount importance. This is more so because more detailed information is presented to the public via those reportorial channels.

As regards the content, the analysis indicated that only 9 news items were devoted to NFFL. From the analysis, *Daily Sun* and *The Guardian* focused more attention on other stories that concern Nigerian females in sports. The reason behind this could be that female football is not only a sporting event that draws the attention of the public, as well as in generating revenue and tourist attraction but like other sports events in which women engage. These include female athletics, combat sports, table tennis, volleyball, cricket games, and so on. The headline "Delta Women Volleyball team marches on, Ogun conquers in Men's event" published in *The Guardian* on page 31 of December 9, 2022, and "Ofili races Silver at NCAA Indoors Championship" covered on 13th of March, 2023, are clear evidence of other female sports events. Accordingly, the study maintained that *Daily Sun* and *The Guardian* newspapers focused less attention on news items on NFFL.

Conclusion and Recommendations

The National Female Football League in Nigeria aids in the promotion of sports tourism and the enhancement of the economy in the country. Hence, the role of the

mass media becomes very essential in the advancement and projection to the heterogeneous audience around the globe. From the research analysis and findings, the study concludes that the two newspapers evaluated failed to execute their social responsibility roles in their coverage, as there was a paucity of reports on the National female football league.

In terms of prominence, reports on the national female football league in Nigeria were not considered a priority, as most of the news items were embedded inside the pages of the newspapers. The reportorial format was mainly the 'news' and 'pictures', and the content focused on other sports events.

Grounded on the findings, the recommendations made were as follows:

1. The frequency of media coverage and publication on the national female football league in Nigeria should be strengthened by the media industries, particularly the print media.
2. More prominence should be given to reports on the national female football league in Nigeria, as this will help in drawing the attention of not only the general public, but also government support in all areas
3. For better public knowledge and understanding of the essence of sports tourism, other reportorial approaches such as the editorial, feature, and opinion articles should be employed. This aids in giving the public in-depth and interpretative reporting on the national female football league.

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