

**GENDER AS A DETERMINANT OF THE CAREER PREFERENCES OF MASS
COMMUNICATION STUDENTS IN PRIVATE UNIVERSITIES IN SOUTH-WESTERN
NIGERIA**

BY

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CERTIFICATION

I certify that this work was carried out by CHIDEBELU, CHINAZA OLUEBUBE at the Department of Mass communication, Mountain Top University, Ogun State, Nigeria, under my supervision.

Dr Chinyere Mbaka (Supervisor)

Signature & Date

Dr Babatunde Oni (Head of Department HOD)

Signature & Date

DEDICATION

This work is dedicated to the Almighty God for his sustenance and faithfulness in my life and also to my parents, family members and friends for their encouragement, motivation and prayers.

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ABSTRACT

The study examines the extent of the role of gender as a determinant of the career preferences of Mass Communication students in selected private universities in South-western Nigeria (using Mountain Top University MTU and Babcock University, BU). The survey research method was adopted, with questionnaires as the research instrument for this study. Two hundred and sixty-four (264) students were selected using the simple random sampling technique. The data collected was analysed using descriptive statistics and presented using tables and charts. The findings revealed, amongst other things, that gender, to some extent, plays a role in determining the career preferences of Mass Communication students. It further revealed that the most preferred area of specialization among Mass Communication students is broadcast journalism. The study recommended that discrimination of females in the society and workforce be discouraged as this would help females see themselves as important in the society.

Keywords: *Gender, Gender stereotypes, Career, Career preferences, Mass communication*