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J Soc Sci, 27(1): 39-51 (2011)

PRINT: ISSN 0971-8923 ONLINE: ISSN 2456-6756

DOI: 10.31901/24566756.2011/27.01.05

Breaking the Culture of Mute Sensation: Female Expression of Power in Sexual Contest with Men in Yoruba Newspapers

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KEYWORDS Sex. Gender. Contest. Yoruba. Yoruba Newspapers. Culture. Power

ABSTRACT The study examines the problem of the deviation from the Yoruba cultural norm which frowns at open discussion of sexuality, especially among women folk. It examines the extent and the manner by which women give expression to their sexual feelings and dexterity in the Yoruba newspapers. This is considered against the backdrop of sexuality as a subject of human cultural expression, and mediated sex as a display of gender contest and an expression of gender power. Specifically, the study found out that the Yoruba newspapers generously portray sexuality and that women are portrayed as having sexual hegemony, which of course deviates from the traditional image of women in the Yoruba culture. The Yoruba newspapers' portrayal of women as the dominant force in the sexual contest tends to depict the current reality of women coming up in positions of authority in the society. The position of the paper is that the portrayal of sexuality in the newspapers is an expression of gender power.