

**FRAMING POSTPARTUM DEPRESSION IN
PUNCH AND PREMIUM TIMES NEWSPAPERS:
A CONTENT ANALYSIS OF ONLINE REPORTS
FROM JANUARY 2025 TO JULY 2026**

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Abstract

Postpartum depression (PPD) is an important maternal mental-health concern that can affect women's psychological well-being, family relationships and experiences of caring for their infants. The media play an important role in informing the public about health conditions and shaping how such conditions are understood. This study examined the framing of postpartum depression in PUNCH and Premium Times online reports published from January 2025 to July 2026. Specifically, the study sought to: (1) determine the frequency and prominence of PPD reports published by PUNCH and Premium Times; (2) identify the dominant frames used in reporting PPD; (3) examine the tone of the reports; and (4) examine the solutions and interventions emphasized in the reports. Anchored on Framing Theory, the study adopted a quantitative

content-analysis design. A census of all eligible reports published by the two selected online newspapers during the study period was undertaken. Data were analyzed using frequencies and percentages. The findings showed that six eligible PPD reports were identified, with PUNCH accounting for five (83.3%) and Premium Times one (16.7%). Five reports (83.3%) had high prominence, while one (16.7%) had moderate prominence. The social/family/cultural frame was dominant, accounting for three reports (50.0%), followed by the medical/clinical frame with two (33.3%) and the stigma/misinformation frame with one (16.7%). Regarding tone, four reports (66.7%) were neutral/informational and two (33.3%) were positive/supportive, with no predominantly negative/stigmatizing report identified. Family, partner and social support was the most frequently emphasized intervention, occurring in five reports (83.3%), while professional treatment/counselling and awareness/education each occurred in three reports (50.0%). The study concludes that although coverage of PPD was limited, the reports examined generally presented the condition in an informative and supportive manner, with considerable emphasis on family and social support. It recommends that PUNCH and Premium Times increase the frequency and continuity of PPD coverage and provide more comprehensive information on early identification, professional treatment, and counselling and available mental-health services. The study further recommends sustained collaboration between journalists, health professionals and maternal-

health institutions to promote accurate, balanced and non-stigmatizing reporting of postpartum depression.

Keywords: Postpartum Depression, Media Framing, Online Journalism, Health communication, PUNCH, Premium Times

Background to the Study

Pregnancy, childbirth and the postnatal period constitute important stages in the reproductive life of women and are accompanied by significant physical, psychological and social adjustments. The period following childbirth is particularly important because women require continued care and support to recover physically and psychologically while adapting to the demands of caring for a newborn. The World Health Organization (WHO, 2022a) identifies the first six weeks following childbirth as a critical period for the health and well-being of both mothers and newborns and recommends comprehensive postnatal care that addresses women's physical, emotional and social needs. One of the mental-health conditions that may occur during the postnatal period is postpartum depression (PPD), also commonly described as postnatal depression. Maternal mental-health problems are recognized globally as an important public-health concern. The WHO reports that mental disorders, particularly depression, can occur during pregnancy and after childbirth and may affect women's functioning and well-being as well as the development and well-being of their children (WHO, 2022b). The organization therefore recommends that maternal mental-health needs should

be incorporated into maternal and child health services rather than being treated as separate from routine maternal care.

The mass media constitute important channels through which health information is communicated to members of the public. In contemporary media environments, online news organizations have become significant sources of information because they can disseminate health stories rapidly and make them accessible to audiences beyond the traditional newspaper readership. Online journalism also permits health reports to be presented through combinations of headlines, text, photographs, hyperlinks and quotations, thereby providing several ways through which an issue can be made prominent to audiences. The importance of online media in health communication makes their treatment of postpartum depression worthy of investigation. Media reports can introduce audiences to the symptoms and consequences of a health condition, provide information from health professionals, present personal experiences and draw attention to available interventions. At the same time, the selection and emphasis of information can shape how audiences understand a health problem. A report that emphasizes clinical symptoms and professional treatment, for example, presents a different understanding from one that concentrates on family relationships, cultural practices, social support or personal experiences.

This process is closely related to the concept of media framing. Entman (1993) explains framing as the

selection of certain aspects of perceived reality and making them more salient in communication. In news reporting, framing can therefore influence how an issue is defined, what causes are attributed to it, how moral evaluations are presented and what solutions are proposed. The framing of postpartum depression is important because different frames can draw attention to different dimensions of the condition. A medical frame may emphasize diagnosis, symptoms, treatment and professional expertise, while a social or family frame may focus on relationships, social support and the circumstances surrounding motherhood. Similarly, a cultural frame may emphasize traditional beliefs and practices, whereas a public-health frame may draw attention to health systems, prevention, and access to care and institutional responsibilities. Examining these frames can therefore provide insight into the perspectives through which Nigerian online audiences are likely to encounter information about postpartum depression.

PUNCH and Premium Times are therefore relevant media platforms for examining the framing of postpartum depression in Nigerian online journalism. Their online reports provide an opportunity to investigate how the condition has been presented to Nigerian audiences during a recent period. Examining their coverage can reveal whether postpartum depression is predominantly framed through medical, individual, social, cultural, family, stigma and prevention or public-

health perspectives and whether the reports emphasize particular sources and solutions.

Despite the growing attention given to postpartum depression in Nigerian health research, there remains a need for communication-focused research examining how the condition is represented in online news media. It is against this background that this study examines Framing Postpartum Depression in PUNCH and Premium Times from January 2025 to July 2026.

Statement of the Problem

Postpartum depression (PPD) is an important maternal mental-health concern that can affect women following childbirth and may have implications for maternal well-being, family relationships and child development. The World Health Organization (WHO, 2022a) identifies the postnatal period as a critical stage for maternal mental and physical recovery and recommends that postnatal services include the identification and management of maternal depression and anxiety. WHO (2022b) also emphasizes that perinatal mental-health problems require appropriate identification, support and care within maternal and child health services.

The problem is relevant to Nigeria, where research has continued to examine postnatal depression and appropriate approaches to its management. For example, Jidong et al. (2025) conducted a multicenter pilot randomized controlled trial involving Nigerian women and examined a culturally adapted psychological

intervention for postnatal depression. The study demonstrates both the presence of postnatal depression as a concern among Nigerian women and the importance of developing interventions that are appropriate to the Nigerian cultural context. The availability and effectiveness of interventions, however, depend partly on awareness, recognition of symptoms and willingness to seek appropriate assistance.

Despite increasing attention to postpartum depression in Nigerian health research, there remains limited empirical attention to how the condition is constructed in Nigerian online journalism. Existing Nigerian research has largely focused on the clinical and psychosocial dimensions of postnatal depression and on interventions for affected women. The 2025 study by Jidong et al. (2025), for instance, focused on treatment through a culturally adapted psychological intervention rather than on media representation. This leaves an important communication gap concerning how Nigerian audiences encounter postpartum depression through online news.

PUNCH and Premium Times provide appropriate cases for examining this issue because they are established Nigerian online news platforms that publish health-related reports. However, the mere presence of postpartum-depression stories on these platforms does not reveal how the condition is framed. It is necessary to examine systematically the frequency and prominence of reports, the dominant frames, the tone of coverage, the sources whose perspectives are represented, and the solutions or interventions emphasized. The problem

addressed by this study, therefore, is the lack of sufficient empirical evidence on how postpartum depression is framed in Nigerian online news reports. In particular, it is not adequately known which aspects of postpartum depression receive prominence in PUNCH and Premium Times, what dominant frames are used in presenting the condition, what tone characterizes the reports, whose voices are represented as sources of information, and what solutions or interventions are promoted. Examining reports published from January 2025 to July 2026 will provide recent evidence on the media construction of postpartum depression and contribute to scholarship in health communication, journalism and maternal mental-health communication.

Objectives of the Study

The broad objective of the study is to examine the framing of postpartum depression in PUNCH and Premium Times online reports from January 2025 to July 2026 while the specific objectives are to:

1. Determine the frequency and prominence of postpartum depression reports published by PUNCH and Premium Times from January 2025 to July 2026;
2. Identify the dominant frames used by PUNCH and Premium Times in reporting postpartum depression;
3. Examine the tone of postpartum depression reports published by PUNCH and Premium Times;

4. Examine the solutions and interventions emphasized in the reporting of postpartum depression by PUNCH and Premium Times.

Significance of the Study

This study will have both theoretical and practical significance. For theoretical significance, the study will serve as a reference for researchers interested in media framing, health journalism, maternal mental health and the representation of health issues in Nigerian digital media.

For practical significance, the study will be beneficial to journalists and online media organizations. Findings from the study will reveal the dominant frames, sources, tone and solutions used in reporting PPD in PUNCH and Premium Times. This may help health journalists and editors identify strengths and possible gaps in their coverage of maternal mental health. For health professionals and maternal mental-health practitioners, the findings may provide insight into how information about PPD is being communicated to the public through prominent online news platforms. The study may help practitioners understand which aspects of PPD receive media attention and whether professional voices are adequately represented. The study will also be useful to government. The study will also be relevant to women, families and the wider public because online news coverage can provide information about health conditions, available support and appropriate responses.

Concept of Postpartum Depression

Postpartum depression (PPD), also referred to as postnatal depression, is a significant mental-health problem associated with the period following childbirth. It should be distinguished from the temporary emotional changes that some women experience after delivery because postpartum depression can be persistent and may require professional assessment and treatment. The World Health Organization (WHO, 2022b) identifies depression among the mental-health conditions that may occur during the perinatal period and emphasizes the need for early identification, appropriate support and effective management within maternal and child health services. PPD can affect a woman's emotional well-being and ability to function during the period after childbirth. Maternal mental-health problems can also have implications for the mother-infant relationship and the wider family environment. WHO (2022b) notes that untreated perinatal mental-health conditions can affect women's well-being and may also have consequences for infants' development. Consequently, the identification and management of postpartum depression are important not only for individual mothers but also for families and public health.

Recent Nigerian research demonstrates the continuing importance of developing appropriate responses to postnatal depression. Jidong et al. (2025) conducted a multicentred pilot randomized controlled trial involving Nigerian women and evaluated a culturally adapted psychological intervention for postnatal depression. The

researchers reported that the intervention was culturally appropriate and acceptable and showed preliminary clinical effectiveness among participating mothers in Nigeria. The study reinforces the importance of considering cultural context when designing responses to postnatal depression.

The concept of postpartum depression is therefore relevant to communication as well as clinical practice. The extent to which women, families and communities recognize symptoms, understand possible causes and know where to obtain assistance may be influenced by the information available to them. The WHO (2022a) explicitly recognizes information and support as components of quality postnatal care. Consequently, communication channels that provide information about postpartum depression have an important potential role in increasing awareness and encouraging appropriate responses.

For the present study, postpartum depression is understood as a significant mental-health condition occurring in the period following childbirth and requiring recognition, appropriate support and, where necessary, professional intervention. This conceptualization provides the basis for examining how Nigerian online newspapers represent the condition and which aspects of it they make prominent in their reports.

Postpartum Depression in Nigeria

Postpartum depression has increasingly attracted attention within Nigerian maternal and mental-health research. This attention reflects broader recognition that maternal health encompasses both physical and psychological well-being. The WHO (2022a) recommends comprehensive postnatal care that addresses women's physical, emotional and social needs, while its perinatal mental-health guidance emphasizes identification and management of mental-health conditions within maternal and child health services (WHO, 2022b).

The Nigerian context presents particular reasons for examining the condition from both health and communication perspectives. Maternal mental health can be influenced by social relationships, cultural expectations, access to health services and the availability of appropriate support. The WHO (2022b) recommends that perinatal mental-health services be adapted to local and cultural contexts, indicating that responses developed without consideration of women's social environments may be less appropriate or acceptable.

Recent Nigerian intervention research provides evidence of efforts to address postnatal depression through culturally responsive approaches. Jidong et al. (2025) evaluated a culturally adapted cognitive behavioural intervention combined with learning through play among Nigerian mothers experiencing postnatal depression. The

researchers found the intervention to be culturally appropriate and acceptable, with preliminary evidence of clinical effectiveness. This finding is important because it demonstrates that Nigerian research is moving beyond simply identifying the existence of postnatal depression towards developing contextually appropriate responses.

The Nigerian literature also highlights the importance of making maternal mental-health information accessible to women and families. The WHO (2022b) recommends creating an environment in which women feel safe to discuss mental-health difficulties and can receive respectful, non-stigmatizing care. Communication is therefore relevant to the Nigerian PPD problem because information can influence recognition of symptoms, understanding of the condition and awareness of possible sources of support.

The present study addresses this communication dimension by examining PPD reports published by PUNCH and Premium Times between January 2025 and July 2026. Rather than investigating the prevalence or clinical causes of PPD, the study focuses on the ways online news reports select and emphasize particular aspects of the condition. This distinction is important because the study is concerned with media representation and framing, not clinical diagnosis.

Media Framing of Health Issues

Media framing provides a useful approach for understanding how news organizations construct and

present issues to their audiences. Entman (1993) conceptualizes framing as the selection of certain aspects of perceived reality and making them more salient within a communicating text. Frames can therefore influence how audiences understand what a problem is, what causes it, how it should be evaluated and what solutions may be appropriate.

The application of framing to health communication is particularly useful because health problems can be represented from different perspectives. A health condition may be framed primarily in terms of medical diagnosis and treatment, individual responsibility, social circumstances, public policy or institutional responsibility. Each frame highlights certain dimensions while potentially giving less attention to others.

In reporting postpartum depression, for example, a medical frame may emphasize symptoms, diagnosis, professional expertise and treatment. A personal frame may focus on the experiences of individual mothers. A social or family frame may emphasize relationships, social support and the responsibilities of partners and relatives. A cultural frame may draw attention to cultural practices and beliefs surrounding childbirth. A public-health frame may focus on prevention, health systems, access to care and institutional responsibility. A stigma frame may emphasize misunderstanding, discrimination and barriers to seeking assistance.

Framing is therefore appropriate for the present study because the objective is not simply to count PPD stories

but to identify the dominant patterns of meaning contained in those stories. Examining frames can reveal which explanations, actors, causes and solutions receive prominence in Nigerian online reporting of postpartum depression.

For this study, framing is operationalized through observable characteristics of PUNCH and Premium Times reports, including the dominant problem definition, causes attributed to postpartum depression, sources used, tone, emphasis and solutions or interventions proposed. This operationalization will enable the study to move from the theoretical concept of framing to measurable content-analysis categories.

Empirical Review

Adeniran, Kayode, and Oso (2019) examined the framing of maternal and child healthcare (MCH) issues in Nigerian newspapers. The study was based on the premise that the frame adopted in reporting health issues can influence how audiences understand health problems. Using content analysis, the researchers examined 1,235 MCH-related editorial items published by four Nigerian national newspapers over a 12-month period. The study focused particularly on the public-health frame and the coping-versus-alarm message frame. The findings showed limited adoption of the public-health frame, with only 12% of the analyzed items reflecting the frame, while coping messages were more dominant than alarm messages. The researchers also observed considerable reliance on official sources,

which they argued could limit the contextual depth of health reporting.

The study is closely related to the present research because both employ content analysis to investigate the framing of health-related issues in Nigerian newspapers. It also provides useful methodological support for examining frames, sources and the nature of health reporting. However, Adeniran et al. focused broadly on maternal and child healthcare rather than postpartum depression as a specific maternal mental-health condition. Their study also examined four newspapers and was conducted using an earlier 12-month period, whereas the present study focuses specifically on PPD reports in PUNCH and Premium Times from January 2025 to July 2026. Although Adeniran et al. established that Nigerian newspapers may frame maternal and child-health issues in particular ways, the study did not establish how postpartum depression specifically is framed. It also did not examine the more recent online-media environment represented by PUNCH and Premium Times. The present study fills this gap by concentrating specifically on PPD and examining the dominant frames, tone, sources, prominence and proposed interventions in recent online reports.

Ahmad, Ismail, and Mat (2025) investigated the framing of exclusive breastfeeding in Nigerian newspapers. The study examined how Nigerian online newspapers presented exclusive breastfeeding and paid particular attention to the predominant tone used in the reporting. The researchers adopted a qualitative content-analysis

approach and purposively selected four newspapers based on readership and circulation. The study is particularly relevant because it demonstrates the application of media-framing analysis to a maternal and child-health communication issue in Nigerian online newspapers.

The study is similar to the present research in three important respects. First, both studies investigate health communication through Nigerian online newspapers. Second, both employ content analysis to examine media treatment of a maternal-health-related issue. Third, both are concerned with the way news organizations give prominence to particular aspects of a health issue and the tone through which the issue is presented. However, Ahmad et al. focused on exclusive breastfeeding, not postpartum depression. Exclusive breastfeeding is primarily maternal and infant nutrition/health behaviour, whereas PPD is a maternal mental-health condition involving psychological, social and cultural dimensions. Consequently, the frames relevant to PPD may extend beyond those applicable to breastfeeding. In addition, the present study focuses specifically on PUNCH and Premium Times and covers January 2025 to July 2026. Whereas Ahmad et al. demonstrate that framing analysis can reveal how Nigerian online newspapers communicate maternal and child-health issues, they did not explain how Nigerian online newspapers construct the meaning of postpartum depression. The present study addresses this gap by examining PPD-specific frames, including medical, personal, social/family, cultural,

stigma, public-health and solution-oriented frames, together with the sources and tone associated with those frames.

Onaolapo et al. (2024) investigated the framing of maternal-health news in three Nigerian newspapers. The researchers selected PUNCH, The Guardian and Nigerian Tribune purposively and analyzed 370 articles. The study was motivated by concerns about the attention given to maternal-health reporting and the possible implications of media coverage for public awareness. The study is highly relevant to the present research because it examines maternal-health news framing in Nigerian newspapers and includes PUNCH, one of the two media organizations selected for the present study. It therefore provides a useful basis for understanding how maternal-health issues have previously been investigated through Nigerian newspaper content analysis. Their study, while the present research compares PUNCH with Premium Times. In addition, the present study is concerned with the online reports published during a clearly defined contemporary period of January 2025 to July 2026. The earlier study establishes that maternal-health issues receive particular forms of framing in Nigerian newspapers but does not reveal the specific frames used when postpartum depression is reported. The present study consequently extends the literature by narrowing the subject from maternal health generally to PPD specifically and by comparing the framing practices of two prominent Nigerian online news platforms.

However, an important gap emerges from the reviewed literature. None of the identified studies combines the specific subject of postpartum depression with systematic analysis of its framing in PUNCH and Premium Times online reports during January 2025–July 2026. Existing framing studies have concentrated on maternal and child health generally, exclusive breastfeeding, or maternal health as a broad category, while the Nigerian PPD study identified above concentrated on clinical intervention rather than media representation.

The present study therefore seeks to bridge this gap by examining how postpartum depression is framed in PUNCH and Premium Times online reports from January 2025 to July 2026. Beyond determining the amount of coverage, the study will examine the dominant frames, prominence, tone, sources and solutions/interventions represented in the reports. This focus provides a distinct contribution to Nigerian health-communication and journalism scholarship.

Theoretical Framework

This study was anchored on Framing Theory, The theory is particularly relevant because the study is concerned not simply with the amount of coverage given to PPD, but with the particular aspects of the condition that the selected online newspapers emphasize, the sources they use, the tone of their reports, the causes they identify and the solutions they propose. The intellectual roots of framing can be traced to the work of Goffman (1974),

who explained frames as interpretive structures through which individuals organise and make sense of everyday experiences. In the field of mass communication, Entman (1993) developed the concept further by explaining framing as the process through which communicators select certain aspects of perceived reality and make them more salient in a communicating text. From a media perspective, framing suggests that news organizations do not simply reproduce reality in an entirely neutral manner. Journalists and editors make choices about what events or issues deserve attention, which aspects should appear in headlines and leads, whose views should be quoted, what information should be emphasized and what information should receive less attention. These decisions can give audiences particular ways of interpreting an issue. Entman (1993) therefore argues that framing involves selection and salience: some elements of an issue are selected and made more noticeable than others.

For the present study, Framing Theory provides a basis for identifying the different ways PUNCH and Premium Times construct postpartum depression in their online reports. The study will examine whether reports define PPD primarily as a medical/clinical problem, a personal or psychological problem, a family/social problem, a cultural problem, a stigma-related problem, or a public-health and institutional problem. These categories will be operationalized in the coding instrument so that the frames can be systematically identified and compared across the two media organizations. The theory also

provides a basis for examining how causes of postpartum depression are presented. Identifying such causal explanations is important because the way a problem is explained can influence how responsibility for the problem is understood. Entman's (1993) conception of framing specifically recognizes causal interpretation as one of the important functions of a frame.

Methodology

The study adopted a quantitative content analysis research design to examine the framing of postpartum depression (PPD) in online reports published by PUNCH and Premium Times from 1 January 2025 to 31 July 2026. The population comprised all accessible online reports published by the two newspapers within the specified period in which postpartum depression or postnatal depression constituted a substantive focus. PUNCH and Premium Times were purposively selected because of their established presence in Nigerian online journalism and their publication of health-related reports. The individual online report constituted the unit of analysis, while a census sampling technique was used, meaning that every report that satisfied the inclusion criteria was analyzed. Data were collected using a structured coding sheet. Cohen's kappa coefficient was used to determine the level of inter-coder agreement. A coefficient of 0.70 or above was considered acceptable. The coded data were analyzed using frequencies and percentages. The results were presented in tables and interpreted according to the four objectives of the study

Results

Table 1a: Frequency of PPD Reports by Online Newspapers

Online Newspapers	Frequency	Percentage (%)
PUNCH	5	83.3
Premium Times	1	16.7
Total	6	100

Source: Author's Analysis 2026

Table 1a shows that, PUNCH accounted for the greater proportion of PPD reports during the period under study.

Table 1a: Prominence of PPD Reports by Online Newspapers

Online Newspapers	High Moderate Low (%)	(%)	Total
PUNCH	4(80.0) 0(0.0)	1(20.0)	5(100.0)
Premium Times	1(100.0) 0(0.0)	0(0.0)	1(100.0)

Total	5(83.3) 1(16.7) 0(0.0)	6(100.0)
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Source: Author's Analysis 2026

Table 1b shows that five (83.3%) of the reports had high prominence and one (16.7%) had moderate prominence.

**Table 2: Dominant Frames used in Reporting PPD
PPD Reports by Online Newspapers**

Medical/Clinical	Frequency	Percentage (%)
PUNCH	2	33.3
Social/Family/Cultural	3	50.0
Stigma/Misinformation	1	16.7
Total	6	100.0

Source: Author's Analysis 2026

Table 2 indicates that the social/family/cultural frame was the most dominant, accounting for three reports (50.0%). The January 31 PUNCH report provided a distinct misinformation/stigma frame by reporting a false attribution concerning PPD and the subsequent correction.

Table 3: Tone of Postpartum Depression Reports

Tone	Frequency	Percentage (%)
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Neutral/Informational	4	66.7
Positive/Supportive	2	33.3
Negative/Stigmatizing	0	0.00
Mixed	0	0.0
Total	6	100.0

Source: Author's Analysis 2026

Table 3 shows that informational tone is evident in the reports that relied on medical experts to explain PPD, its risk factors and available interventions. The supportive tone was particularly evident in reports emphasizing family, partner and traditional support for new mothers.

Table 4: Solutions and Interventions Emphasized in PPD Reports

Solution/Intervention	Frequency	Percentage of Reports (%)
Family, partner/social support	5	83.3
Professional treatment/Counselling	3	50.0
Awareness/Education	3	50.0
Early identification/Screening	1	16.7
Responsible Information/Correction of Misinformation	1	16.7

Source: Author's Analysis 2026

Table 4 shows that family, partner and social support was the most frequently emphasized intervention, appearing in five of the six reports (83.3%). Professional treatment and counselling and public awareness/education each appeared in three reports (50.0%). Early identification/screening and correction of misinformation appeared in one report each (16.7%). The emphasis on social support is particularly clear in the PUNCH reports on husbands' support and Omugwo, while the Premium Times report recommends psychotherapy, medication, mental-health screening and stronger.

Discussion of Findings

The first objective sought to determine the frequency and prominence of postpartum depression (PPD) reports published by PUNCH and Premium Times from January 2025 to July 2026. The findings shows that five (83.3%) of the reports gave PPD high prominence, while one (16.7%) gave it moderate prominence. This indicates that although PPD received relatively limited coverage in terms of frequency, the reports that substantially focused on the condition generally accorded it considerable editorial attention. The finding also suggests that postpartum depression had not yet become a consistently prominent issue within the online health-news agenda of the selected newspapers during the study period. The finding is consistent with Adeniran,et al (2019), who found that Nigerian newspapers give

varying levels of attention to maternal and child-health issues and that the nature of media attention can influence the visibility of such issues. The present study extends this observation by focusing specifically on postpartum depression and contemporary online newspaper reports.

The second objective examined the dominant frames used by PUNCH and Premium Times in reporting postpartum depression. The study found that the social/family/cultural frame was the most dominant, accounting for three (50.0%) of the six reports. The medical/clinical frame accounted for two (33.3%), while the stigma/misinformation frame accounted for one (16.7%). The dominance of the social/family/cultural frame indicates that the selected newspapers did not construct postpartum depression solely as a medical disorder. This finding is significant within the Nigerian context because postpartum experiences are influenced by family structures, cultural expectations and social relationships.

The third objective examined the tone of PPD reports published by the two newspapers. The study found that four (66.7%) reports adopted a neutral/informational tone, while two (33.3%) adopted a positive/supportive tone. No report was classified as predominantly negative or stigmatizing. The predominance of a neutral/informational tone suggests that the selected newspapers generally approached postpartum depression as a health issue requiring explanation and public understanding. Rather than portraying women

experiencing PPD in a negative manner, the reports largely provided information about the condition, its manifestations and possible responses.

The fourth objective examined the solutions and interventions emphasized in the reporting of postpartum depression. The study found that family, partner and social support was the most frequently emphasized intervention, appearing in five (83.3%) of the six reports. The findings therefore indicate that the selected newspapers generally framed solutions to PPD in a supportive manner, with particular emphasis on family and social support

Summary of Major Findings

The major findings are summarized in line with the four specific objectives of the study.

1. The study found that six eligible reports on postpartum depression were identified within the study.
2. The finding indicates that the selected newspapers presented postpartum depression not only as a medical condition but also as an issue associated with family relationships, cultural practices, social support and information.
3. The finding indicates that the selected newspapers generally approached postpartum depression from an informational and supportive perspective rather than using overtly negative or stigmatizing representations.

4. The finding shows that the reports largely emphasized supportive interventions involving families and partners, while professional care, counselling and public education were also recognized as important responses to postpartum depression.

Recommendations

1. PUNCH and Premium Times should increase the frequency and continuity of their coverage of postpartum depression.
2. Journalists should maintain the valuable social and cultural dimensions of PPD reporting while also providing adequate medical and psychological information.
3. Journalists should avoid language that blames ridicules or portrays women experiencing postpartum depression as weak or incapable mothers. Reporting should instead promote understanding and encourage appropriate help-seeking.
4. Journalists should continue to highlight the role of husbands, partners, families and caregivers in supporting women experiencing postpartum depression. However, coverage should also provide more information about professional treatment, counselling, early identification and appropriate mental-health services so that social support is presented as complementary to, rather than a substitute for, professional care when needed.

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