

A Report on

Monitoring Gender Content

in

PRINT

ONLINE

ELECTRONIC

Media Channel

Period

Daily Prothom Alo	(April 1 - April 15, 2019)
Daily Ittefaq	(April 1 - April 15, 2019)
bdnews24.com	(April 1 - April 15, 2019)
Bangla Tribune	(April 1 - April 15, 2019)
Jamuna Television	(August 21- August 30, 2019)

Executive Summary

The media have a significant impact on how social and cultural norms relating to women and gender are perceived and evolve. Gender-neutral portrayals of women and men can be a key factor in promoting and strengthening social awareness of gender equality, but also in preventing and eradicating gender discrimination. Furthermore, community of this society as well as children get ideas about how male and female “should” act, or what it means to identify with one gender or another, on a near-constant basis. Specially kids are inundated with so many types of media: television, movies, music videos, advertisements, toys, games and a tremendous amount of digital media. While media can be empowering, they can also send confusing, limiting or even harmful messages about gender and what it means for a person to defy gender stereotypes. People need explicit strategies for viewing media critically, and for sorting through the messages they receive.

Media intends to present women as sexualized, in some cases brutalized. Women are pictured as passive, domesticated, as victims or as subordinate to men. Where women do figure as subjects of photos, it is most often the younger women who are portrayed. While men are usually pictured either from the head up or fully clothed, the comparative frequency with which women’s bodies are pictured in various states of slightly dresses is much higher.

Gender stereotypes are generalized views or preconceived ideas, according to which individuals are categorized into particular gender groups, typically defined as “women” and “men”, and are arbitrarily assigned characteristics and roles determined and limited by their sex. Stereotypes are both descriptive, in that members of a certain group are perceived to have the same attributes regardless of individual differences, and prescriptive as they set the parameters for what societies deem to be acceptable behaviour. Stereotyping becomes problematic when it is used as a vehicle to degrade and discriminate women. Abolishing negative gender stereotypes is essential to achieving gender equality, and the media are central to prompting this change while gender parity is one of the major goals for sustainable development goal.

As with the history of women, media have also evolved into what they are today, starting with the newspaper in the nineteenth century, radio in early 1900s, television, in the 1940s, and the explosion of new technologies in the 1990s¹. The development of media with respect to ownership, independence, pluralism and diversity can roughly be placed in four overlapping trajectories: Government controlled, private enterprises, pure public service models and community owned media. These four forms impact on levels of diversity in operation and content.

There is a clear intersection between women’s empowerment and media development. Media were explicitly implicated in the waves of women’s empowerment. The proliferation of media, the explosion of new technologies and the emergence of social media in many parts of the world have provided multiple sources for access to gender-related information and knowledge. The news media, regardless of the technology used, remain one of the main sources of information, ideas and opinion for most people around the world. While inequalities and gender stereotypes exist in social structures

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and the minds of people, media have the potential to propagate and perpetuate or to ameliorate these. Furthermore, many media professionals, both men and women, sometimes have towards one-sidedly reductionist masculine's perspectives consciously or unconsciously. Due to the capacity to report on women and gender more broadly, it is happening.

The global call for gender equality is beginning to gain widespread acceptability. It is the thinking of many that humans should not be discriminated against on the basis of gender. As the fourth estate of the realm, the media is expected to set social agenda and lead the campaign. The problem, therefore, is to ascertain the extent of gender balance in print media & electronic media.

Media (newspaper, radio, television) and social media (facebook, twitter) are a part of culture and society. It is widely accepted that media are transmitters of culture and engines behind globalizing cultures and reshaping relationship. In countries of high media density, there is no aspect of society on which media have not had an impact, albeit to varying degrees. Media can also be framed as social actors in and of themselves, with the power to give impetus to social development.

In the light of gender parity in line with SDG-5, gender monitoring in media is now one of the time demanding concerns across the globe. Considering its importance, South Asia Center for Media in Development (SACMID) has started media monitoring of gender contents as an on-going research under its current project titled "*Promoting Media Literacy in Bangladesh*" supported by Free Press Unlimited.

Major findings:

According to the study, few significant findings are articulated here. Like-women pictures are mostly portrayed in celebrity & entertainment associated news compared to male pictures (Print Media). As an expert or comment giver women contribution is very low than that of men. Men and women are marked as victim equally through print media.

Methodology:

This is an effort to study all significant and available monitoring guideline on Gender Content monitor and select some basics indicator from all the studies and integrate it with Bangladeshi context. Determines indicators will be followed to monitor news from Print media, Online media, Electronic media and Television advertisements. Each media has own approach of disseminating news with some uniqueness. To keep those individual pattern four different type of indicators have been integrated.

As an initial step, two of the most circulated Bangla newspapers (Prothom Alo, Daily Ittefaq) from 1st April to 15th April 2019 have been taken to monitor. From each day's newspaper, 2 contents from first page, 2 contents from last page, 1 content from sports page and 1 content from entertainment page have been selected to monitor following the random sampling process.

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Objectives:

The main objective of this study is to analyse the differences between the female and male characters portrayed in print, online and television commercials and compares images of female and male characters from different variability to identify differences in representation. In this context, the representation of women and men in print, online and electronic portals are evaluated through the lens of gender perspective. According to the findings, traditional roles and behaviours are more appropriate for women and they still use traditional and stereotypical gender roles to depict males and females.

Limitations:

Like other study, this study has some limitations. Firstly, this research does not cover all categories of news from the newspapers. It just took 6 stories from each day's newspaper contains. Moreover, the study did not cover economy & business page and international page. As all contents are picked following random selection process, so sometimes most important news may be ignored in this analysis. Lastly, only Bengali broadcasts have been taken to monitor while English newspapers are missed out from this study. Moreover, as gender monitoring in media is comparatively a new concern in Bangladesh, so relevant tools for monitoring contents or referral documents are not available.

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Monitoring Findings
Newspaper's Content Analysis (Prothom Alo, Daily Ittefaq)
1st April to 15th April 2019

Between the two print newspapers, 90 stories from Prothom Alo and 90 stories from Ittefaq newspaper were taken to monitor in light of gender parity. A total of 180 stories were monitored from the respective print media.

Topic/ Women story

A total of 63 women stories were found from both newspapers during the monitoring period. Among them 4 women stories are based on Government & politics related issue. But disappointingly 25 women associated stories are classified under on celebrity, arts and culture. Among the total, 20 women stories from both newspaper are categorised under gender based violence.

Topic/Women Picture

Media has a tendency to portray men as either from the head up or fully clothed, the comparative frequency with which women's bodies are pictured in various states of slightly dressed is much higher.

Among the total (180 stories), 59 stories added female pictures, 56 stories added male picture, 12 stories attached graphics and 45 stories did not attach any picture.

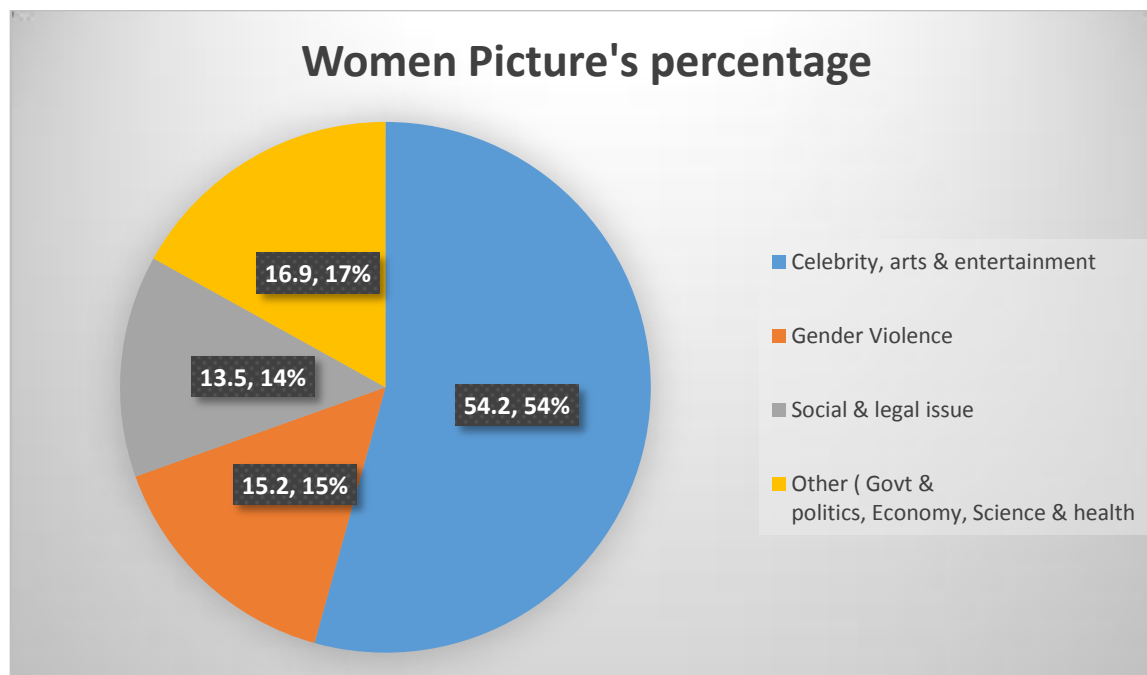
The study of gender monitoring of media exposed that a large amount of women pictures are encompassed in celebrity, art and entertainment news which is 54.2% stories. 15.2% stories added female pictures those are classified under gender violence. It indicates that media has a tendency to illustrate women as vulnerable, fragile, victim of an accident. 13.5% stories also attached female photo which are based social & legal issue. 16.9% stories included women picture which are based on Government & politics, economy, science & health related issue.

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Quotation/ Sex

This study also discovered that 155 stories mentioned a specific person's speech or quotation. Among them 68 stories mentioned women speech directly whereas male are directly quoted in 87 news which is higher than those of women. This ratio certainly breaks gender parity.

Function (First leading character)/ Person's Sex

There are several people in a story, some of them may have the same function. But the story could be about two people, in which case both of these people have marked as subject. Furthermore, if two people of a particular news played the most dominant role then first person has been considered as first leading character. However, second person has been considered as second leading character.

According to the study findings, total 148 stories portrayed a person as most prominent character of respective stories. Among them female character has been marked as major character or subject within 66 stories. 72 stories highlighted a male as the most prevailing character of the news.

A total of 6 stories portrayed a person as an expert considering his/her expertise. Among them 3 stories marked a female as an expert. Equal number of stories also described a male character as an expert.

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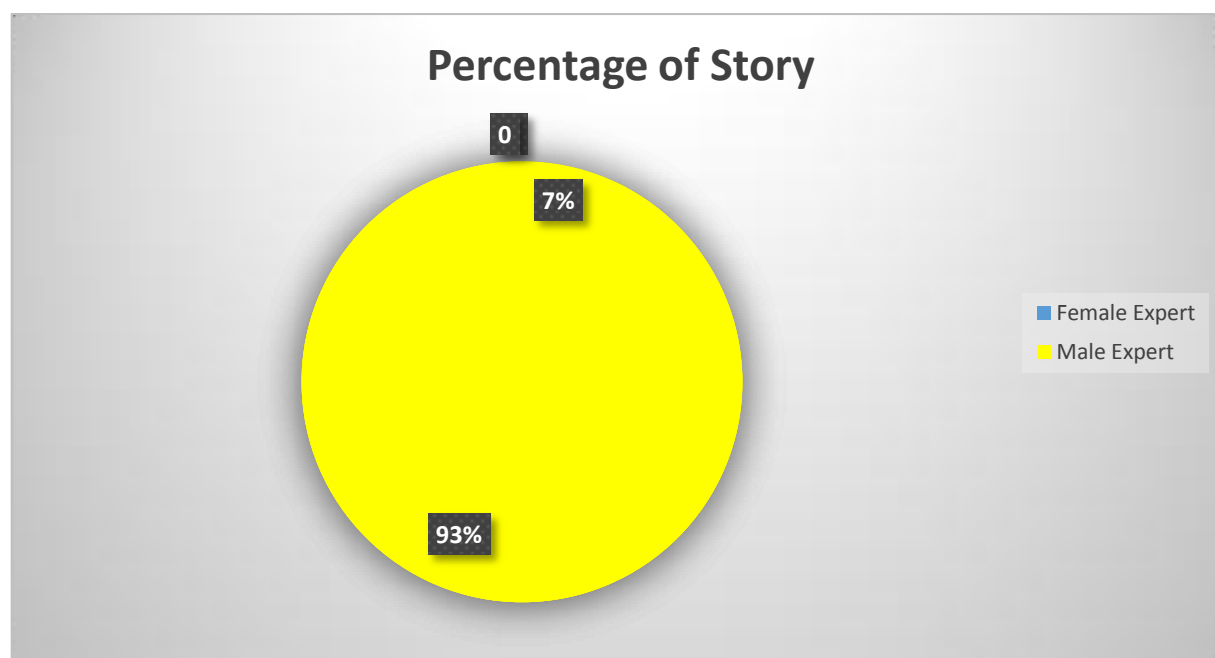
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Function (Second leading character)/ Person's Sex

Findings showed that total 67 stories portrayed a person as most prominent character of respective stories. Among them female character has been marked as major character or subject within 20 stories. 47 stories highlighted a male as the most prevailing character of the news. A clear gender disparity was noticed considering the second leading character of particular news.

A total of 42 stories portrayed the second leading person as an expert considering his/her expertise. Among them 7% stories marked a female as an expert although 93% stories also described a male character as an expert. Therefore, it can be said media has tendency to portray a male personality as an skilled & proficient rather than women.



Victim-Survivor (First leading character) /Person's Sex

Women are often brutalized, are pictured as passive, domesticated, as victims or as subordinate to men. This study aims to show how women are usually portrayed in media whether as victim or survivor.

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According to the research findings, total 44 stories (180 stories) described a person as a victim of any accident. Among them 22 stories showed a women as victim and male personality has been identified as victim over 22 stories.

A total of 12 stories (180 stories) where a person (first leading person) has been showed as a survivor. From the total only 3 stories labelled a female character as survivor while 9 stories a male as survivor of any incident.

Victim-Survivor (Second leading character) /Person's Sex

As data revealed, total 18 stories (180 stories) described a person as a victim of any accident. Among them 9 stories showed a women as victim and male personality has been identified as victim over 9 stories.

A total of 15 stories (180 stories) where a person has been showed as a survivor. From the total 15 stories labelled a male character as survivor while there was not a single story where female character has been identified as survivor.

Name of Newspaper/Challenge stereotype

Both newspapers published only a few stories those broke gender stereotype. Among the total monitored contents, story 8.9%news challenged gender stereotype. But unfortunately both newspapers do not challenge gender stereotype within three fourth of total covered news which is 91.1%.

Topic/ Page number

Study showed that 24 news based on Government & politics published in front and back page. Among the total covered news only 9 news contents are based on economy which were located in front page and back page. A total of 14 crime related news were printed in front & back page of respective newspapers. As dada revealed, 44 news based on social & legal issue were located in front, back & sports page. Furthermore, most of the celebrity, arts and entertainment related mews are in sports and entertainment page.

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Most the news ignored maternal identity

It has also been observed that most of the news ignored maternal identity or mother's name. Hence, father's identification have been mentioned significantly through print media.

Discussion

A total of 63 women stories were found from both newspapers during the monitoring period. Among them 25 women associated stories are classified under on celebrity, arts and culture. *It can be said that most of the women stories are based on celebrity, art and entertainment issue rather than economy, science or political concern.*

Among the total (180 stories), 59 stories added female pictures. A large amount of women pictures are encompassed in celebrity, art and entertainment news which is 54.2% stories. 16.9% stories included women picture which are based on Government & politics, economy, science & health related issue. *So women pictures were mostly portrayed in celebrity & entertainment area in respective newspaper.*

This study also discovered that 155 stories mentioned a specific person's speech or quotation. Among them 68 stories mentioned women speech directly whereas male are directly quoted in 87 news which is higher than those of women. *Women voices/quotation/speech were noticeably ignored.*

Findings showed that total 67 stories portrayed a person the second prominent character of respective stories. Among them female character has been marked as major character or subject within 20 stories. 47 stories highlighted a male as the most prevailing character of the news. *A clear gender disparity was noticed considering the second leading character of particular news.*

A total of 44 stories portrayed the second leading person as an expert considering his/her expertise. Among them 3 stories marked a female as an expert although 39 stories also described a male character as an expert. *Therefore, it can be said media has tendency to portray a male personality as an skilled & proficient rather than women.*

A total of 12 stories (180 stories) where a person (first leading person) has been showed as a survivor. *From the total only 3 stories labelled a female character as survivor while 9 stories a male as survivor of any incident. Only a few story attempted to portray female as a survivor.*

Among the total monitored contents, story 8.9% news challenged gender stereotype. But unfortunately both newspapers did not challenge gender stereotype within one tenth of total covered news which is 91.1%.

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It has also been observed that most of the news ignored maternal identity or mother's name. Hence, father's identification have been mentioned significantly through print media. *Most the news ignored maternal identity over both newspapers.*

Study showed that 24 news based on Government & politics published in front and back page. So, it can be mentioned that most of the Government & politics related news have been printed in front and back page of respective newspapers.

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Executive Summary

The media have a significant impact on how social and cultural norms relating to women and gender are perceived and evolve. Gender-neutral portrayals of women and men can be a key factor in promoting and strengthening social awareness of gender equality, but also in preventing and eradicating gender discrimination. Furthermore, community of this society as well as children get ideas about how male and female “should” act, or what it means to identify with one gender or another, on a near-constant basis. Specially kids are inundated with so many types of media: television, movies, music videos, advertisements, toys, games and a tremendous amount of digital media. While media can be empowering, they can also send confusing, limiting or even harmful messages about gender and what it means for a person to defy gender stereotypes. People need explicit strategies for viewing media critically, and for sorting through the messages they receive.

Media intends to present women as sexualized, in some cases brutalized. Women are pictured as passive, domesticated, as victims or as subordinate to men. Where women do figure as subjects of photos, it is most often the younger women who are portrayed. While men are usually pictured either from the head up or fully clothed, the comparative frequency with which women’s bodies are pictured in various states of slightly dresses is much higher.

Gender stereotypes are generalized views or preconceived ideas, according to which individuals are categorized into particular gender groups, typically defined as “women” and “men”, and are arbitrarily assigned characteristics and roles determined and limited by their sex. Stereotypes are both descriptive, in that members of a certain group are perceived to have the same attributes regardless of individual differences, and prescriptive as they set the parameters for what societies deem to be acceptable behaviour. Stereotyping becomes problematic when it is used as a vehicle to degrade and discriminate women. Abolishing negative gender stereotypes is essential to achieving gender equality, and the media are central to prompting this change while gender parity is one of the major goals for sustainable development goal.

As with the history of women, media have also evolved into what they are today, starting with the newspaper in the nineteenth century, radio in early 1900s, television, in the 1940s, and the explosion of new technologies in the 1990s². The development of media with respect to ownership, independence, pluralism and diversity can roughly be placed in four overlapping trajectories: Government controlled, private enterprises, pure public service models and community owned media. These four forms impact on levels of diversity in operation and content.

There is a clear intersection between women’s empowerment and media development. Media were explicitly implicated in the waves of women’s empowerment. The proliferation of media, the explosion of new technologies and the emergence of social media in many parts of the world have

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provided multiple sources for access to gender-related information and knowledge. The news media, regardless of the technology used, remain one of the main sources of information, ideas and opinion for most people around the world. While inequalities and gender stereotypes exist in social structures and the minds of people, media have the potential to propagate and perpetuate or to ameliorate these. Furthermore, many media professionals, both men and women, sometimes have towards one-sidedly reductionist masculine's perspectives consciously or unconsciously. Due to the capacity to report on women and gender more broadly, it is happening.

The global call for gender equality is beginning to gain widespread acceptability. It is the thinking of many that humans should not be discriminated against on the basis of gender. As the fourth estate of the realm, the media is expected to set social agenda and lead the campaign. The problem, therefore, is to ascertain the extent of gender balance in print media & electronic media.

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In the light of gender parity in line with SDG-5, gender monitoring in media is now one of the time demanding concerns across the globe. Considering it's importance, South Asia Center for Media in Development (SACMID) has started media monitoring of gender contents as an on-going research under its current project titled "*Promoting Media Literacy in Bangladesh*" supported by Free Press Unlimited.

Major findings:

Number of female reporters is lower in both BTV & Jamuna TV. Female character is less addressed as an expert or comment giver compared to male personality. Women vox pop is significantly lower than that of men.

Methodology:

To find out the present scenario of television news, two television channels have been selected. One is government owned channel named Bangladesh Television (BTV) and another is private owned titled Jamuna TV. An episode of thirty minutes (8.00 PM to 8.30PM) news was taken to investigate from BTV. Similarly, an hour (10.00 PM to 11.00 PM) news episode was monitored from Jamuna TV in light of a set of monitoring indicators. News episodes from both channel were selected from 21st August to 30th August 2019. The ratio of male and female journalist, opinion from female experts, numbers of women stories, portrayal of women as a victim or survivor, type of women presence, the person's function in the news story has been coded under this research.

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Objectives:

The main objective of this study is to analyze the differences between the female and male characters portrayed in print, online and television commercials and compares images of female and male characters from different variability to identify differences in representation. In this context, the representation of women and men in print, online and electronic portals are evaluated through the lens of gender perspective. According to the findings, traditional roles and behaviours are more appropriate for women and they still use traditional and stereotypical gender roles to depict males and females.

Limitations:

Only Bengali TV news have been taken to monitor while English news are missed out from this study. Celebrity & Entertainment associated stories were absent within TV news. Moreover, as gender monitoring in media is comparatively a new concern in Bangladesh, so relevant tools for monitoring contents or referral documents are not available.

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Television News
BTV (8.0-8.30 Pm) & Jamuna TV (10.00-11.00PM)
21 -30 August 2019

Between the two TV channels, Bangladesh television has telecasted 181 reports and Jamuna TV also aired 232 reports during the monitoring period. A total of 413 stories were monitored in the light of gender from the respective TV channels.

TV channel/ Sex of Presenter

In Bangladesh television, 80.1% news were presented by female anchors whereas 19.8% stories were presented by the male. There was not a single news found which has been presented by male-female anchors jointly. Hence, 16.8% male hosts presented news in Jamuna television. However, 13.7% news have been presented by female presenter in the same channel. 69.3% of news has been presented by male & female hosts jointly within Jamuna TV.

TV Channel/ Sex of Reporter

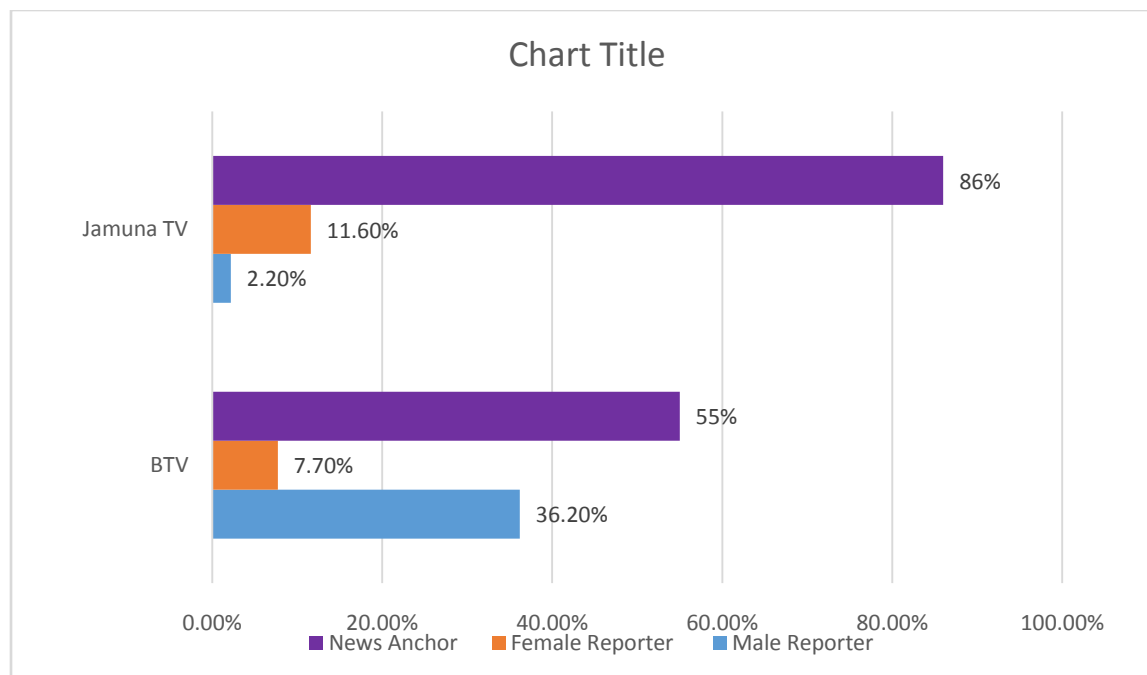
Merely 7.7% news were reported by female reporters while male reporters produced 36.2% stories in Jamuna TV. Findings also showed 55% news have been presented by the news anchors in Jamuna TV. Female correspondents produced only 2.2% reports in BTV. However, 11.6% news have been reported by male correspondents which is 5 times higher than those of female. In the same TV channel 86% were presented by the news presenter.

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TV Channel/ Challenge stereotype

Some stereotypes about women and men are fairly universal. For example, women are generally perceived to be unambitious, irrational, fragile, less qualified, dependent; men are usually regarded as ambitious, rational, strong, independent. It is needed to be aware of the stereotypes that are commonly attached to women and men in your own culture. Many news stories clearly reinforce stereotypes. Some stories clearly challenge these stereotypes.

It has been noticed that only 3 stories (from 413 stories) challenged gender stereotype through both of the channel. Rest of (410 stories) the news did not break gender stereotype while producing contents.

TV Channel/ Victim-Survivor/Sex

A total of 56(413) contents portrayed a person as victim through both TV channels. Female has been marked as victim within 41.07% stories and male has been showed as victim over 58.9% contents.

Jamuna TV has portrayed female as victim over 38.4% reports and 61.5% news illustrated men as victim. Among the monitored contents from BTV, female has been portrayed as victim through 75% and male has been marked as victim over 25% stories.

Function (First leading character)/ Sex of the person

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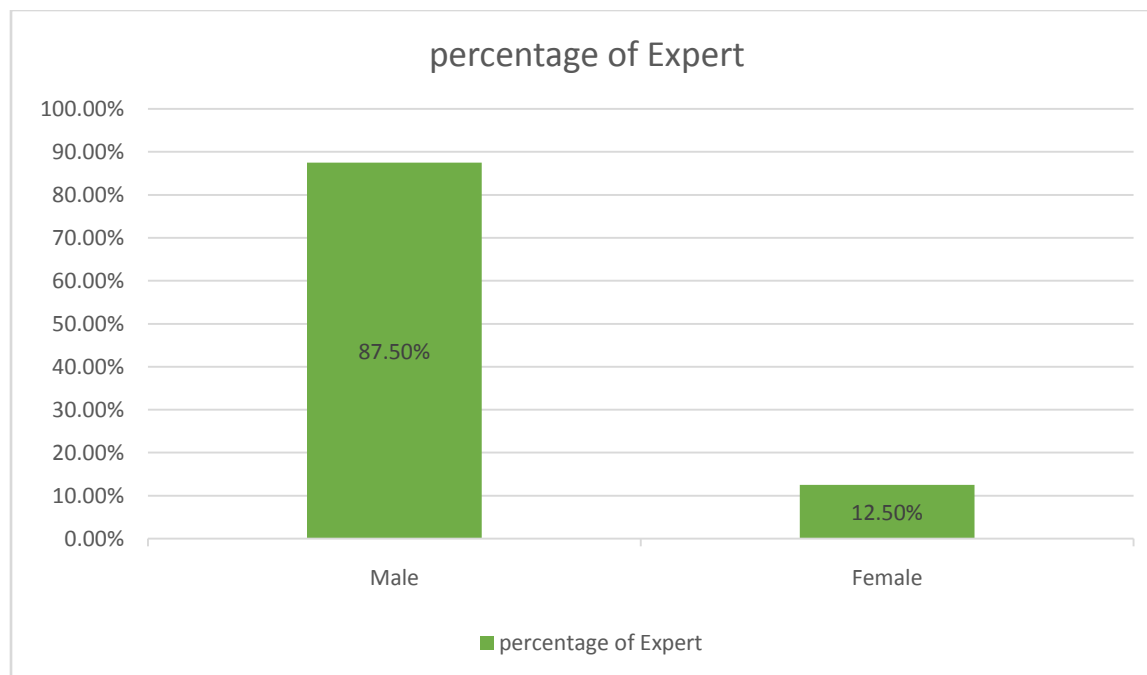
A total of 155 stories (413 stories) described a person as the first dominating character of respective news from both channels. Usually, most dominating character of the respective news story was considered as subject or key person. According to the both TV channels, only 34.8% contents addressed women as one of the key characters of the respective stories. Male personality has been highlighted as major character over 64.5% news which is almost double of female.

6.Function (Second leading character)/Sex

From both channel, 91 (from 413 stories) stories found where a person has been addressed as second prevailing character of particular news. Only 26.3% contents addressed women as second main character of the respective stories in both TV news. Male personality has been highlighted as second major character within 73.6% news. Considering the second prevalent role of respective stories, male participation is three times higher as second dominant subject than that of female.

Expert, comment giver(First leading person)/ Sex of the person

Among 413 contents from both channels, 208 contents portrayed a person as an expert or comment giver. 87.5% story covered male character as an expert or comment giver. Besides, 12.5% story described women as a comment giver considering her expertise or opinion of additional value. Therefore, it has been perceived that female participation as an expert is lower than that of male.



It has also been noted that most of the news episode covered different ministers as an expert or comment givers of particular episodes in BTV. Like- Information minister; Foreign minister; Roads, Transports & Bridges minister, Mayors. Similarly, some of the female characters portrayed as an expert were-Prime Minister, Education Minister, Speaker of the country and Late Ivy Rahman through BTV news.

Expert, comment giver (Second leading person)/Sex

A total of 160 contents (413 contents) has addressed a person as expert or comment giver. As data showed, 12.5% stories referred female character as an expert or comment giver. Hence, 86.2% story described a male character as comment giver considering his expertise. Only 1.25% reports marked a transgender as an expert or comment giver.

TV Channel/ Source

A total of 407 stories (413 stories) were reported based on primary sources through both TV news. Only 6 contents were taken considering secondary sources, like- any report or article.

According to the findings, all (9 stories) women stories were also produced based on primary source.

Topic/ Number of male-female voxpup

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From 413 contents, 90 stories covered male voxpop. Among 90 stories, 21 social & legal reports added male voxpop. Total 18 reports also covered male opinion which are classified as science & health. Rest of reports which included male voxpop are specially based on gender based violence, crimes & violence, government & politics, economy or international affairs.

Similarly, 35(413) stories covered female voxpop. 10 stories (35 stories) added female voxpop which categorized as social & legal issue. 9 stories also covered women opinion which are classified as science & health related. Rest of reports those added female voxpop are covered government & political issue; celebrity, art & entertainment, gender violence and international issues.

TV Channel/Women story

Most newsmakers the people whose actions and opinions are reported in the news - are men. But women do sometimes 'make the news' in a significant way. We want to establish the kinds of story that focus centrally on women. Some news stories focus on a group of women, or on an individual woman - e.g. a story about a women's football team, or about a woman who commits a crime. A total of 9 stories (from 413 stories) focused on women have been broadcasted through both TV channels.

Types of presence/ Women Presence

Women are actively present on screen over 27.3% contents over both channels. 41.4% stories showed women on screen relevantly but they were not active. 4.1% reports presented women neither actively nor relevantly. Rest of stories (27.1%) did not show women on screen.

Topic/ Women active presence

37.1% Government & political contents showed women's active presence. Apart from this, women are also seen to participate actively in 20.3% social & legal subject. 12.3% international issues also highlighted women active presence on screen. However, 30.3% news also showed women active participation those are categorized under science & health; economy; celebrity art & culture and so on.

Women visual is noticeable in Government & political concerns. Social & legal issues took the second place considering women visual. A big fraction of international news also displayed women on screen. A small number of celebrity, arts & entertainment contents showed women on screen.

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It has also been observed that mostly Prime Minister, Education Minister, Speaker of the country and the President of BGMEA were present on screen actively in BTV.

It should be mentioned here, celebrity, arts & entertainment news usually covers the area of sports, culture, model, celebrity's life, fashion, beauty aids and so on. However, in this research most of the sports related news were covered under celebrity, arts & entertainment category. Consequently, most of the characters are taken from male cricket team, male football team, female football team and so on. The typical entertainment related news were excluded from this study.

Family Relationship/Topic/TV channel

It has come out from the findings that family relationship was mentioned over 30 contents (413 stories). Among them, BTV telecasted 9 stories and Jamuna TV aired 21 stories where family relationship was stated specifically. Some stories described the family relationship of present Prime Minister and Late IVY Rahman.

TV Channel/ Types of news

It has been observed from the findings, a total of 228 stories (from 413 stories) were based on current affairs which were classified under descriptive news through both channels. Similarly, BTV and Jamuna TV jointly telecasted 159 desk reports. A total of

18 development news, 5 stories based on press conference and 3 investigative reports also aired by both channels.

TV Channel/ Topic

BTV telecasted 85 news (181) based on Government & Politics, 23 news of celebrity, art & culture, 22 stories of social & legal issue, 11 stories of economics, 25 international issue related reports. Surprisingly, there was not a single story of gender based violence which was broadcasted during monitoring BTV news.

However, Jamuna TV aired 51 stories (232 stories) of Government & political issue, 45 stories based on social & legal concern, 33 news of crimes & violence and 26 stories focused on science & health. It has also been noticed that a total of 8 stories based on gender violence were aired by Jamuna TV.

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From both TV channels, one third of total contents covered Government & Politics related topic which is 32.9%. Social & legal issues were covered through 16.2% stories. International subjects were focused within 15.5% contents. 9.2% news classified under science & health issue. Merely 1.9% news were reported which were based on gender violence. Apart from this, rest of the contents focused on celebrity, arts & entertainment, crimes & violence associated topic.

Discussion

In Bangladesh television, 80.1% news were presented by female anchors whereas 19.8% stories were presented by the male. *So it can be said that Proportion of female presenter is higher in Bangladesh Television.*

As per findings, merely 7.7% news were reported by female reporters while male reporters produced 36.2% stories in Jamuna TV. *Number of female reporter is lower in both TV channels.*

Jamuna TV has portrayed female as victim over 38.4% reports and 61.5% news illustrated men as victim. Male personality marked as victim is higher than female in Jamuna TV.

According to both TV channels, only 34.8% contents addressed women as one of the key characters of the respective stories. Male personality has been highlighted as major character over 64.5% news which is almost double of female. *There is clear indication of gender disparity.*

Among 413 contents from both channels, 208 contents portrayed a person as an expert or comment giver. 87.5% story covered male character as an expert or comment giver. Besides, 12.5% story described women as a comment giver considering her expertise or opinion of additional value. *Therefore, female character is less addressed as an expert or comment giver within monitored news stories.*

From both channels, 91 (from 413 stories) stories found where a person has been addressed as second prevailing character of particular news. Only 26.3% contents addressed women as second

main character of the respective stories in both TV news. *So it is clearly showed that male presentation is higher as second leading character.*

A total of 407 stories (413 stories) were reported based on primary sources over both TV news. *So it can be stated that most of the news considered from primary source.*

From 413 contents, 90 stories covered male voxpop. Similarly, 35 (413) stories covered female voxpop. *Consequently, women voxpop is significantly lower than men.*

Some stereotypes about women and men are fairly universal. Like, women are generally perceived to be unambitious, dependent, associated with household work & family relationship while men are usually regarded as ambitious, rational, strong, independent. *Both TV channel did not emphasize to challenge gender stereotype but only 3 stories (from 413 stories) challenged gender stereotype which is very neglectable.*

Some stories mentioned family relationship of a respective person, like- daughter of, wife of. During this study, family relationship was mentioned over 30 contents (413 stories). Among them, BTV telecasted 9 stories and Jamuna TV aired 21 stories where family relationship was stated specifically.

10.1% Government & political contents showed women's active presence. Apart from this, women are also seen to participate actively in 5.5% social & legal subject. 3.3% international issues also highlighted women active presence on screen. *So it can be said that women presence is significantly higher in Government & political area rather than other segment.*

As data showed, both TV channels broadcasted a total of 228 stories (from 413 stories) were based on current affairs which were classified under descriptive news. *Half of the total news are classified as descriptive reports. Besides, One third of the total contents covered Government & Politics related topic.*

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Executive Summary

The media have a significant impact on how social and cultural norms relating to women and gender are perceived and evolve. Gender-neutral portrayals of women and men can be a key factor in promoting and strengthening social awareness of gender equality, but also in preventing and eradicating gender discrimination. Furthermore, community of this society as well as children get ideas about how male and female “should” act, or what it means to identify with one gender or another, on a near-constant basis. Specially kids are inundated with so many types of media: television, movies, music videos, advertisements, toys, games and a tremendous amount of digital media. While media can be empowering, they can also send confusing, limiting or even harmful messages about gender and what it means for a person to defy gender stereotypes. People need explicit strategies for viewing media critically, and for sorting through the messages they receive.

Media intends to present women as sexualized, in some cases brutalized. Women are pictured as passive, domesticated, as victims or as subordinate to men. Where women do figure as subjects of photos, it is most often the younger women who are portrayed. While men are usually pictured either from the head up or fully clothed, the comparative frequency with which women’s bodies are pictured in various states of slightly dresses is much higher.

Gender stereotypes are generalized views or preconceived ideas, according to which individuals are categorized into particular gender groups, typically defined as “women” and “men”, and are arbitrarily assigned characteristics and roles determined and limited by their sex. Stereotypes are both descriptive, in that members of a certain group are perceived to have the same attributes regardless of individual differences, and prescriptive as they set the parameters for what societies deem to be acceptable behaviour. Stereotyping becomes problematic when it is used as a vehicle to degrade and discriminate women. Abolishing negative gender stereotypes is essential to achieving gender equality, and the media are central to prompting this change while gender parity is one of the major goals for sustainable development goal.

As with the history of women, media have also evolved into what they are today, starting with the newspaper in the nineteenth century, radio in early 1900s, television, in the 1940s, and the explosion of new technologies in the 1990s³. The development of media with respect to ownership, independence, pluralism and diversity can roughly be placed in four overlapping trajectories: Government controlled, private enterprises, pure public service models and community owned media. These four forms impact on levels of diversity in operation and content.

There is a clear intersection between women’s empowerment and media development. Media were explicitly implicated in the waves of women’s empowerment. The proliferation of media, the explosion of new technologies and the emergence of social media in many parts of the world have

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provided multiple sources for access to gender-related information and knowledge. The news media, regardless of the technology used, remain one of the main sources of information, ideas and opinion for most people around the world. While inequalities and gender stereotypes exist in social structures and the minds of people, media have the potential to propagate and perpetuate or to ameliorate these. Furthermore, many media professionals, both men and women, sometimes have towards one-sidedly reductionist masculine's perspectives consciously or unconsciously. Due to the capacity to report on women and gender more broadly, it is happening.

The global call for gender equality is beginning to gain widespread acceptability. It is the thinking of many that humans should not be discriminated against on the basis of gender. As the fourth estate of the realm, the media is expected to set social agenda and lead the campaign. The problem, therefore, is to ascertain the extent of gender balance in print media & electronic media.

Media (newspaper, radio, television) and social media (facebook, twitter) are a part of culture and society. It is widely accepted that media are transmitters of culture and engines behind globalizing cultures and reshaping relationship. In countries of high media density, there is no aspect of society on which media have not had an impact, albeit to varying degrees. Media can also be framed as social actors in and of themselves, with the power to give impetus to social development.

In the light of gender parity in line with SDG-5, gender monitoring in media is now one of the time demanding concerns across the globe. Considering it's importance, South Asia Center for Media in Development (SACMID) has started media monitoring of gender contents as an on-going research under its current project titled "*Promoting Media Literacy in Bangladesh*" supported by Free Press Unlimited.

Major findings:

Women pictures are mostly added in entertainment contents which is three times higher than those of male pictures. Voices of women are significantly ignored through online media. Most of the women stories are categorized as gender based violence within online portals.

Methodology:

This is an effort to study all significant and available monitoring guideline on Gender Content monitor and select some basics indicator from all the studies and integrate it with Bangladeshi context. Determines indicators will be followed to monitor news from Print media, Online media, Electronic media and Television advertisements. Each media has own approach of disseminating news with some uniqueness. To keep those individual pattern four different type of indicators have been integrated

Two online portals were taken to analyse the present situation, these are- Bangla Tribune, Banglanews24. Four stories were taken from first, third, sixth and ninth page from a respective online broadcasts following a random sampling method.

Objectives:

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The main objective of this study is to analyse the differences between the female and male characters portrayed in print, online and television commercials and compares images of female and male characters from different variability to identify differences in representation. In this context, the representation of women and men in print, online and electronic portals are evaluated through the lens of gender perspective. According to the findings, traditional roles and behaviours are more appropriate for women and they still use traditional and stereotypical gender roles to depict males and females.

Limitations:

Like other study, this study has some limitations. Firstly, this research does not cover all categories of news from the respective portals. Moreover, the study did not cover economy & business page and international page. As all contents are picked following random selection process, so sometimes most important news may be ignored in this analysis. Lastly, only Bengali portals have been taken to monitor while English portals are missed out from this study. In addition, as gender monitoring in media is comparatively a new concern in Bangladesh, so relevant tools for monitoring contents or referral documents are not available.

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Monitoring Findings
Online Portals (Bangla Tribune, Banglanews24)
1st April to 15th April 2019

Between the two online portals, 60 reports from Banglanews24 and 60 reports from Bangla Tribune were taken to monitor. A total of 120 stories were monitored in the light of gender parity from the respective online portals.

1. Topic/Women story

Among the total women contents, 21 (32 stories) stories are categorised as gender based violence. According to findings, 7 news contents are classified celebrity, arts and culture. 1 story was categorised under economy and 2 stories were covered crimes & violence related reports.

2. Topic/Women Picture (Graph)

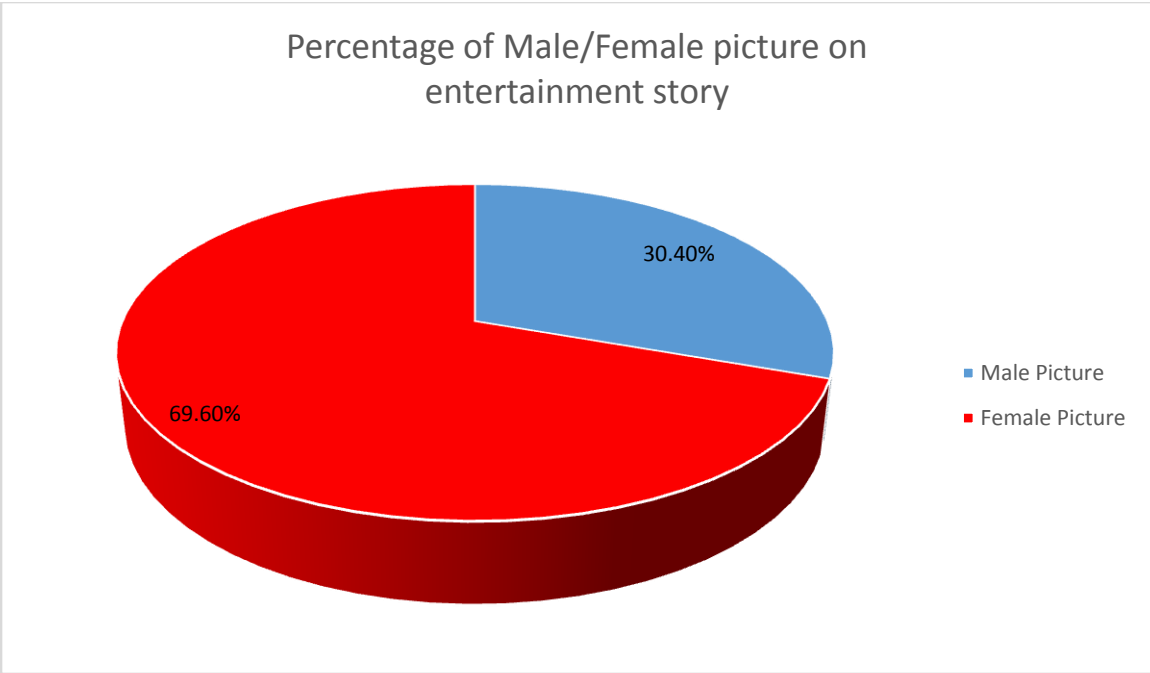
While monitoring the online media, it is noticed from findings that pictures of women are being used in entertainment contents remarkably. Compared to male picture, it is more than double where women pictures are published. On entertainment sections 69.6% female pictures are attached although male pictures are added in 30.4% news. At the same time, 33.3% male, 20.8% female, 29.1% graphics and 16.6% other picture were attached which are classified as gender based violence. Government & politics related report attached 42% male, 14.2% female and 42.8% other pictures. News of science & health related contents also added 62.5% male, 12.5% female and 25% other pictures.

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3.Function of Person/ Sex

Study showed that merely 16.6% news showed women as an expert. On the other hand, men have been designated as an expert within 83.3% news contents which is ten times higher than women. As a part of this study, it has also observed that in 41.4% stories, women are labelled as subject or one of the major characters of the news. However, through 54.2% stories male has been identified as subject which apparently indicates gender disproportion in online media. Findings also showed that 3.19% news highlighted transgender as subject. Data revealed that 16.6% news published women’s personal experience. However, men’s personal experience have been shared in 83.3% news.

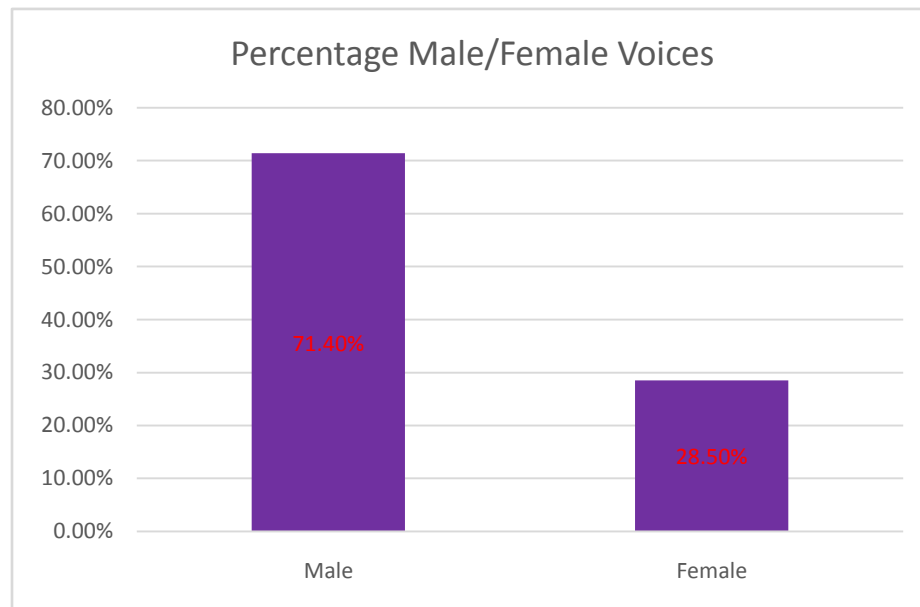
4.Victim-Sex (Graph)

It has been observed that media has a general tendency to illustrate women as victim, subject of an accident, fragile, shabby while men have been marked as strong, career oriented and independent personality. Through online portals 58.3% news portrayed women as victim while men have been identified as victim in 35.4% news which clearly indicates gender stereotype in online newspapers. 6.2% reports illustrated transgender as victim.

5.Quotation/ Sex

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It has been observed that women voices, quotations, opinions, thoughts are left out from media. Only 28.5% news published women voices or quotation which is three times less than men. Men's voice has been published in 71.4% stories.



6. Online Portals name/ women story

From the two online portals, a total of 32 (from 120 stories) women stories were found. Among them Bangla Tribune 40.6% and Banglanews24 59.3% women story published.

7. Online portals name/ gender stereotype

Women are generally perceived to be unambitious, irrational, fragile, less qualified, dependent, associated with household work, working as subordinate while men are usually regarded as ambitious, rational, strong, independent. It is needed to be aware of the stereotypes that are commonly attached to women and men in your own culture. Many news stories clearly reinforce stereotypes. Some stories clearly challenge these stereotypes.

Only 5 stories (from 120 stories) found which challenged stereotype. Between the two online portals, Bangla Tribune published 80% news and Banglanews24 published 20% news those challenged gender stereotype. The tendency of breaking gender stereotype is prominently low within the both online portals.

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8. Online/Sex of Reporter

From the online portals, only 3 news (120 stories) were reported by female reporters and male reporters produced 4 stories. Hence, 119 news were produced by staff correspondents within both online portals. As most of the news were produced by staff correspondents so reporter's name, sex remained beyond identification.

9. Paternal/ Maternal Identity

It has been observed that most of the news ignored maternal identity or mother's name. Hence, father's identification have been mentioned significantly through online portals. Though there is no specific indicator in the coding guideline regarding paternal-maternal identification. But this finding has been noticed by the research team.

Discussion

Among the total women stories, 21 (32 stories) stories are categorised as gender based violence. So it could be said that *most of women stories are categorised under gender based violence.*

On entertainment sections 69.6% female pictures are attached although male pictures are added in 30.4% news. *Therefore, women pictures are mostly added in entertainment contents which is three times higher than that of male pictures.*

Study showed that merely 16.6% news showed women as an expert. On the other hand, men have been designated as an expert within 83.3% news contents which is ten times higher than women. *Women presentation is noticeably lower as an expert/comment giver in comparison with male.*

Through online portals 58.3% news portrayed women as victim while men have been identified as victim in 35.4% news which clearly indicates gender stereotype in online newspapers. *According to the findings, women have been addressed as an victim is higher than that of men.*

Only 28.5% news published women voices or quotation which is three times less than men. Men's voice has been published in 71.4% stories. *Thus women voices are significantly ignored through online portals media.*

Bangla Tribune 40.6% published women story. Hence, Banglanews24. 59.3% published women story. *Considering the number of women story, Banglanews24 is advanced than Bangla Tribune.*

Only 5 stories (from 120 stories) found which challenged stereotype. Between the two online portals, Bangla Tribune published 80% news and Banglanews24 published 20% news those challenged gender stereotype. *The tendency of breaking gender stereotype is prominently low within the both online portals.*

Banglanews24. Published 49.1% news which were reported by staff correspondents. *As most of the news were produced by staff correspondents so that reporter's name, sex remained beyond identification.*

It has been observed that most of the news ignored maternal identity or mother's name. Hence, father's identification have been mentioned significantly through online portals. Though there is no specific indicator in the coding guideline regarding paternal-maternal identification. *So it can be said most the news ignored maternal identity within both online portals.*

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