Gender Content Monitoring in Selected Media Outlets of Bangladesh

Second Quarterly Report : 1st October to 31st Desember, 2021

Submitted on 10th of Janury, 2022

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Executive Summary

This report has collected and analyzed the media contents from October to December 2021 on gender sensetive media content. A standard set of Gender Media Monitoring tools has been applied in the process. Through the analysis we studied evidence-based gender gap in news content, discrimination of participation of men and women in produced (reporter) news and the presence of people in the news (interviewee, appeared/ quoted in news). Besides, it has investigated how men and women were pictured either as victim or survivor or how women have been placed in the forage/ picture whether it is relevant to news or women have been purposefully objectified in news. The report included a comparative analysis of male and female representation in printed media, online and electronic media news & stories, and most importantly the situational facts and factors between the PRIMED and Non-PRIMED media outlets.

According to the findings, women journalists are neglected in every medium. The only exception was the position of news presenter that was dominated by female. This supports the stereotyping about women visibility (giving women a certain type of role, responsibility, and appearance). Generally, when women were first persons in stories, in most of the cases they were portrayed as victims (37.5% female vs.15.5% male). Women voices (like her quotation, speech, comment, opinion, feedback) were noticeably ignored in news. Female characters were less addressed as an expert or opinion provider compared to male personality. Women vox pop was significantly lower than that of men. Moreover, every media has a common tendency to illustrate male personality more powerful and in maximum news,men are represented as spokesperson or expert. It has also been observed that most of the news ignored maternal identity or mother's name. Among the total news, a poor ratio of news was found that challenges gender stereotypes. Further analysis part will provide some new thoughts on the future course of action.

At the end of this report, SACMID suggests recommendations for the media sector on how to improve its media content gender neutral. The recommendation part particularly emphasized on the point that those stories should be highlighted in media where women are portrayed as leader, change maker or player in any unconventional/exemplary role in the society.

Major Findings

Reporting is dominated by Male Journalist

1467 news items have been monitored in this three-month monitoring time. Among them 385 news items were reported by male, and only 50 news items were reported by female. The Rest of 1032 the reports do not have byline. Female contribution is visible in 3.5% and male contribution is visible in 26.5% stories. In 1st quarterly report 383 news items were reported by male, and only 41 news items were reported by female, rest of the reports didn't have byline. Which indicates, there is no significant change identified in this two reporting period as a whole.

But women are more visible in presenting news

69.9 % presenters of television are female, which was 63.89% in first quarter.
In first quarter from 238 stories of Jamuna Television, 135 was female presenter and 103 were male presenter, where the second quarter showing that, among the 264 presenters 197 presenters are female in Jamuna Television.

Women have been rarely found as Experts or spokespersons

Total 46 expert opinion has been taken where they played role as main character of the news. Only 6 of them are female; 13% of experts are women where 87% are men. In first quarter also, number of female experts were 6.
Out of 1467 stories, 592 spokespersons were identified as lead character of the news. Among them 21.8% are women and 78.2% are men. Women participation as spoke person increased noticeably. In first quarter 12.61% were women and 87.39% were men.

When women are first persons in stories, in most of the cases they are portrayed as victims

37.5% news stories showed women as 'Victim' when they are 'Subject' of the news where 15.5% men are victim of the news when they are 'Subject' of the news. This was 58.06% for women and 38.31% for men in first quarter.

Women have been Identified by their male family member

Some stories referred family relationship of a respective person, like- 'daughter of', 'wife of'. Mostly women were defined in terms of their familial relationships. Out of 1467 stories, total 1241 lead character have been found from 6 different media outlets; where 28.3% women of total women have been identified by their family role, and 10.32% of total man identified by their family, it was quite same in first quarterly report, previously it was 30.2% of women and 8.86% men who have been given family role.

Voice of women is significantly lower than men

A total 415 opinions have been taken from lead characters of the news story from newspaper and Online portal, among them 19.8% are from women and 80.2% are from men. The scenario was the same in the 1st quarter, where female voice was in 20.53% stories and man in 79.47% stories. A total of 468 news stories from print media and 468 news contents from two online portals were scanned for this monitoring.

Challenging Stereotypes is still neglected

Only 1.19% news among 1423 news challenged the stereotypes.

Across the study it was observed that only 21 news from PRIMED media outlets challenged stereotypes (Gramer Kagoj-11, Bangla Tribune-4, Jamuna Television 6). Which was 8 in previous report (Gramer Kagoj-1, Bangla Tribune-0, Jamuna Television 7)

Introduction

The United Nations recognized the media monitoring as a tool for promoting gender equality in media, PRIMED project has also identified it as one of the main point of action under its 'Inclusion 'theme. PRIMED (Protecting Independent Media for Effective Development) is a global project under a global consortium of BBC Media Action, Free Press Unlimited, International Media Support and Media Development Investment Fund, supported by FCDO.

SACMID's previous work clearly shows that women are portrayed as the victims of sexual or physical violence in media and the contents are made mostly to attract male readers. From our experience of daily monitoring of the contents in selected media houses of Bangladesh, we can see that a disproportion between male and female representation in all types (print, electronic, online) of media prevails. As media shapes our outlook and influence our daily lives, these contents do not play the expected role in reforming our traditional mindset. Only a few media houses highlight the role of women with a positive image in their contents. In a recent roundtable discussion with media professionals and related stakeholders a few of the root causes have been identified. The discussants identified two as prime causes behind this disparity situation: i) lack of gender orientation of media professionals and ii) absence of any gender representation guideline.

Under PRIMED South Asia Center for Media in Development (SACMID) is the local partner of FPU in Bangladesh in this programme, working to improve gender sensitivity among Bangladeshi media outlets and to increase the gender diversity of their content. SACMID has been engaged in PRIMED project from April 2021.This quarterly gender media monitoring study is part of the PRIMED project in Bangladesh. Moreover, SACMID is also working on capacity building of the journalists and awareness raising of the concerned media-house authorities at a later stage of the project

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Methodology

Objective of Study:

The main objective of this monitoring is to investigate how different media of Bangladesh represent men and women in their news content.

Methodology and Sampling: Considering the resources FPU and SACMID team determined the sample and methodology maintaining research protocol. SACMID has developed a gender monitoring tool through month long consultation with FPU and on the basis of existing GMM international tools which constitutes 16-19 variables. For sampling PRIMED committee has pre-selected three media houses through background research (media-outlet assessment),

About all media House

Bangla Tribune

JagoNews24

Three Days a Week
6 Topmost Read Story each day

Jamuna Television

Bangla Vision

Three Days a Week
Prime time news, first 5 minutes and last 7 minutes

Gramer Kagoj

Dainik Purbanchal

Three Days a Week
6 News each day, randomly selected from first and last page

Findings

In the following pages we will discuss the major findings of the monitoring that we have done during the period from October to December. For more clarity, the analysis is accompanied with graphical presentation and the related table as annexed.

1. Gender of the Reporter:

The *gender of reporter* part has identified whether the news was reported by a male or a female reporter. This part is necessary for understanding the contribution of women in reporting news stories. If a report is by lined (news with reporter's name) by a woman, that means she did the report by her own and got the acknowledgment for the report
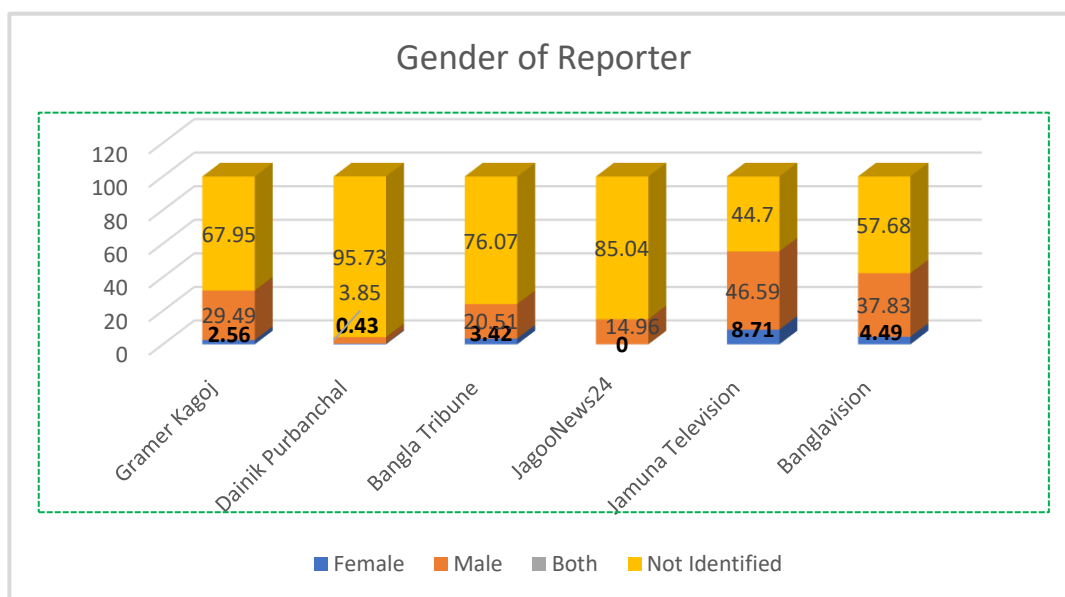

Chart : 1 Gender of Reporters in Different types of Media

The study has explored that, among 936 news items of two newspapers named *Gramer Kagoj* and *Dainik Purbanchal* and two online portals named *Bangla Tribune* and *Jagonews24,* only 15 news items were reported by female reporters. That means only 1.6% reports of newspapers and

online portals have been reported by women. In the first quarter the number of female reporters were 8, which means it has nearly doubled by the time. On the other hand, 161 news stories were reported by male in newspapers and online portals, it was 136 in first quarter. Female contribution in reporting is comparatively low than the male. The scenario of Television Channel is quite similar but women contribution is found little bit higher than Newspaper and online portal. Only 8.8% reporters are women in *Jamuna Television which was 10.92% in first quarter* and 4.5% reporters are women in *Bangla Vision which was* 2.75% in first quarter. On the other side male

reporters are found 46.5% and 37.8% respectively in these two television channels. Another significant finding has been found that both Newspapers and Online portals don't use byline. 68% & 96% news form Gramer Kagoj and Dainik Purbanchal do not mention reporter's name. 76% & 85% news from Banglatribune and Jagonews24 did the same.

In general, women participation is very low comparing to the male reporters in all media houses. However, exceptionally, women participation is very visible as presenter on TV screens. This supports the stereotyping about women visibility. Table 1, tried to show the scenario in brief.

(All related Tables)

2. **Presenters of Television**

It has been explored that 70% presenters in televisions are female, it was 63.89% in first quarterly report. Among 531 presenters in Jamuna TV and Bangla Vision,371 presenters are female and 160 presenters are male. In first quarter Jamuna Television shown more gender balance in presenting news but in second quarter gender difference is more visible in Jamuna Television than Banglavision.

Picture 1: Presenter of Television channel by Gender

3. **Function of First Person:** (All Related Table)

This part of the report has identified the function of the first person in the news stories. The first person is the person who plays main character in the story; like the story is about him/her, or quoted his/her opinion in headline or in introductory passage. This research has tried to analyze the character of first person by addressing what role the person is playing, his/her opinion has been taken or not and is the person is appearing as victim or not.

The 1ˢᵗ person can be a subject or a spokesperson in the news. He/she can give opinion on specific topic or can be an expert. He/she also can be mentioned as an eyewitness or can share his/her personal experience.

Total 1241 persons are identified as main character of the stories, where 350 are women and 891 are men. 53.5% women were identified as 'subject' of the news in total women where men are 'subject' in 36% news. In first quarter women were the first person in 304 news items. Among those 304 news items, 71.38% female were subjects of the news

Number of Men and Women as First person of the Story

■ Total Men First Person   ■ Total Women First person

Second Quarter	891	350
First Quarter	820	264
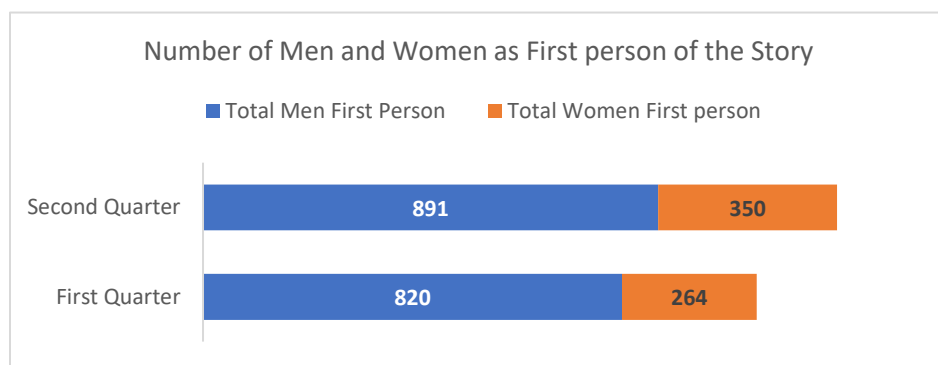
3.1 Women as expert:

Dainik Purbanchal did not take opinion from any female expert while Gramer Kagoj took a single female expert's opinion.

Women's role as an expert have been reported in 30% and 7.14% news stories of *Banglatribune* and *Jagonews24* respectively, where man's contribution as expert is significantly higher with 70% male experts in Banglatribune and 92.86% male expert in Jagonews24.

Jamuna TV took women as experts in 10% of their news stories where took men expert in 90% news, in contrast Banglavision did not take a single women expert in 267 sample news stories, number of male expert was 2

Though men's role as expert is not that visible but significantly higher than female expert in all media houses.

Number of Expert - Gender Comparison

Media House	Male	Female
Bangla Vision	2	0
Jamuna TV	9	1
JagoNews24	13	1
Bangla Tribune	7	3
Dainik Purbanchol	0	
Gramer Kagoj	9	1

■ Male   ■ Female
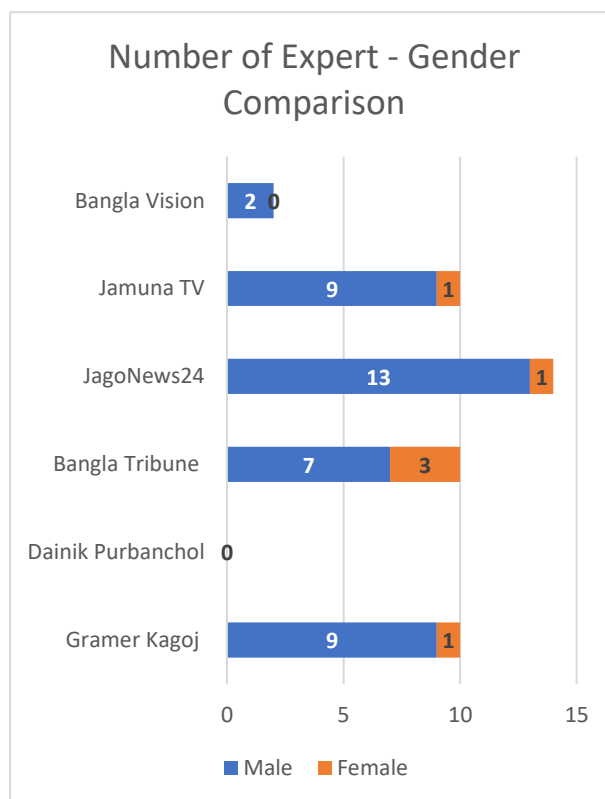
3.2   Women as Spokesperson

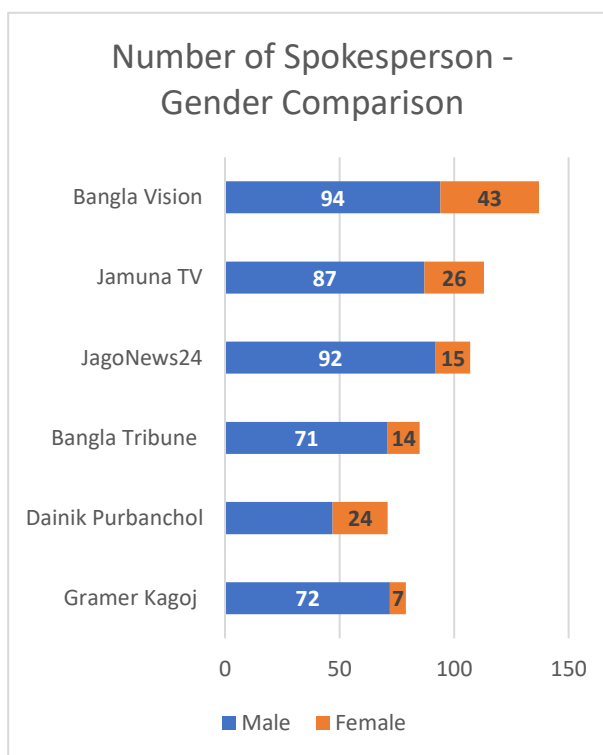*Gramer Kagoj* has shown women as spokespersons in 8.86% news items where men are 91.9% . Dainik Purbanchal has showed women as spokespersons in 32.88% news items, where men made 64.38% participation as spokesperson

Male was shown as Spokesperson in 80.68% news stories of *Banglatribune* and 84.40% news stories of *Jagonews24,* where women's contribution remained 15.91% and 13.76% respectively.

In Banglavision 68% male, 32% Female monitored as spokesperson where in

Number of Spokesperson - Gender Comparison

Outlet	Male	Female
Bangla Vision	94	43
Jamuna TV	87	26
JagoNews24	92	15
Bangla Tribune	71	14
Dainik Purbanchol		24
Gramer Kagoj	72	7

■ Male ■ Female

Jamuna Television 77% were male and 23% were female spokesperson.

4. Victim of Stories: A victim is the person, who is being mistreated or faces troubles

or he/she can be died by accident or lose their properties. 37.5% news stories showed women as 'Victim' when they are 'Subject' of the news where 15.5% men are victim of the news when they are 'Subject' of the news. It was 58.06% for women 38.31% for men in last quarter. During the monitoring it have been found that though women's representation as first person was is comparatively low, but when cross checked by 'Portraying Victim versus Survivor' a clear dircrimination found between men and women (All related Table)
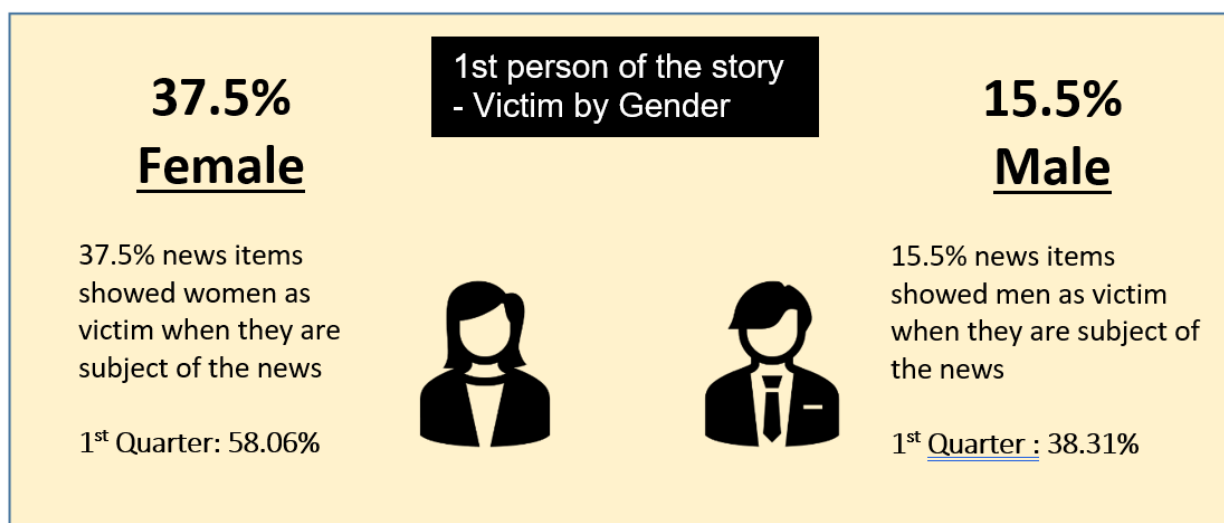
Picture 2: First person of story – Victim by Gender

In *Gramer Kagoj, 57.69% female and 20.58% male presented as victims, which was 44.23%* and 55.77% respectively in first quarter. On the other hand, In *Dainik Purbanchal,* 54.00% female and 32.60% male were found as victims. Though women weren't the first persons as much times as their male counterparts, but the number of their victimization cases is almost three times higher than male. Moreover, *Jagonews24* had 29.03% female victims and 7.10% male victims. Female victims are three times higher than the male victims. In *Bangla Tribune* the female victims were 39.66% and male victims were 11.60%. Jamuna Television showed 20.37% women and 7.10% men as victims, it was 64% and 36% respectively in previous reporting time. Despite this decline, the ratio of women victims is nearly three times higher than the men. Bangla Vision showed 15.16% women and 12.50% men as victims.
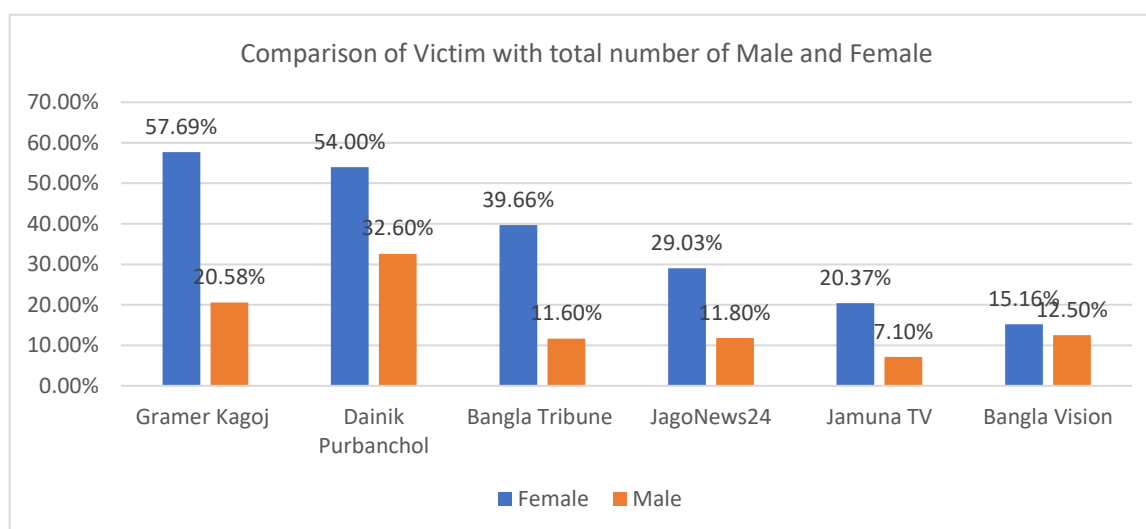
5. Identifying First person by Family Relationship :

Despite having their own identity, women are often defined in the news in terms of their familial relationships such as wife of, daughter of etc. It has also been observed that most of the news ignored the maternal identity or mother's name Hence, father's identification has been mentioned significantly both in print, electronic and online news.

More than 28.3% news was presenting the active family role of women which was 30% in the previous quarter. In those news women were identified by their father or husband's identity. While both mother and father are equally important to the child, the identity of the mother is abandoned when it comes to providing identity. On the other hand, less than 10.32%news stories were

Family role given by Gender

Outlet	Female	Male
Gramer Kagoj	53.85%	13.97%
Doinik Purbanchol	50.56%	34.81%
Banglatribune	20.69%	12.95%
Jagonews24	16.13%	2.80%
Jamuna TV	7.41%	1.78%
Banglavision	7.58%	0.59%

■ Female ■ Male
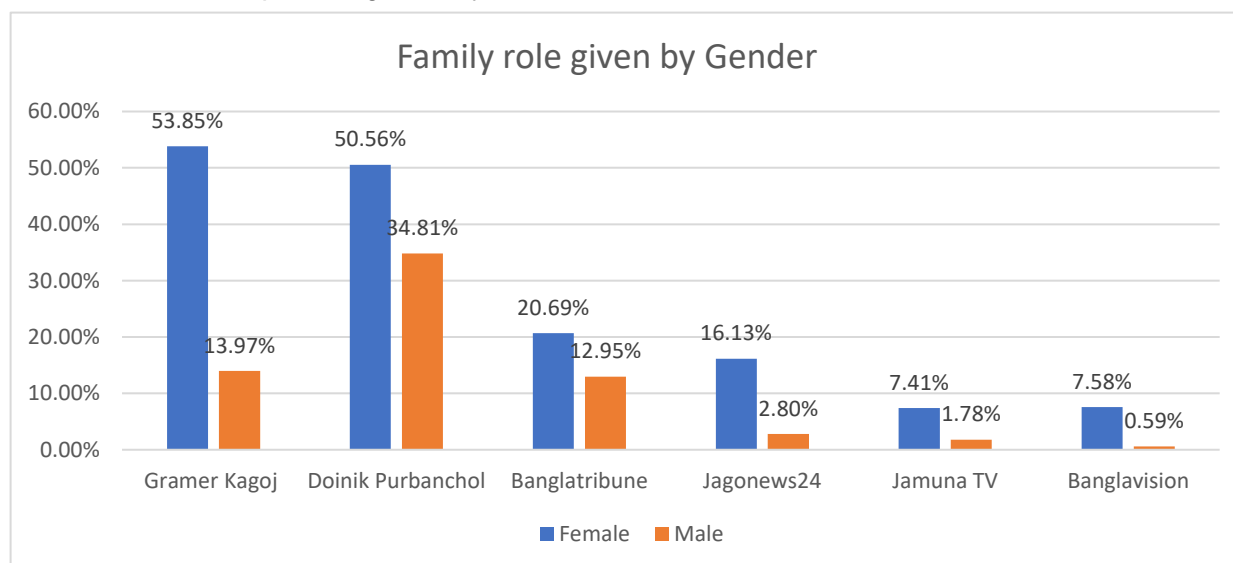
showing the family role of men which was 9% in previous report. (All related table)

6. Voice of people

Total 415 opinion has been taken from lead character of the news story from newspaper and Online portal, among them 19.8% are from women and 80.2% are from male. Scenario was same in 1st quarter, where female voice was in 20.53% stories and man in 79.47% stories. A total of 468 news stories from print media and 468 news contents from two online portals were scanned for this monitoring.

During data coding, it has been observed that sometimes the people existed in the story were directly quoted while others did not give any direct comment, opinion, or feedback. In any of the news or stories if the person was directly quoted then code 'yes' was used. However, when the person did not give any direct speech or comment code 'no' has been put. It has been observed that newspaper, online portal represented men's opinion, comment or quotation as spokesperson or expert. Women are neglected in this section

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Voice of people

19.8% Opinion or Direct quote

17.7% VOX POP

80.2% Opinion or Direct Quote

82.37% VOXPOP

Voice of People by Gender - 2nd Quarter

	Female	Male
Gramer Kagoj	30.77%	64.71%
Dainik Purbanchol	14.61%	22.22%
Bangla Tribune	53.45%	74.10%
JagoNews24	70.97%	78.32%
Jamuna TV	18.32%	81.68%
Banglavision	16.92%	83.08%
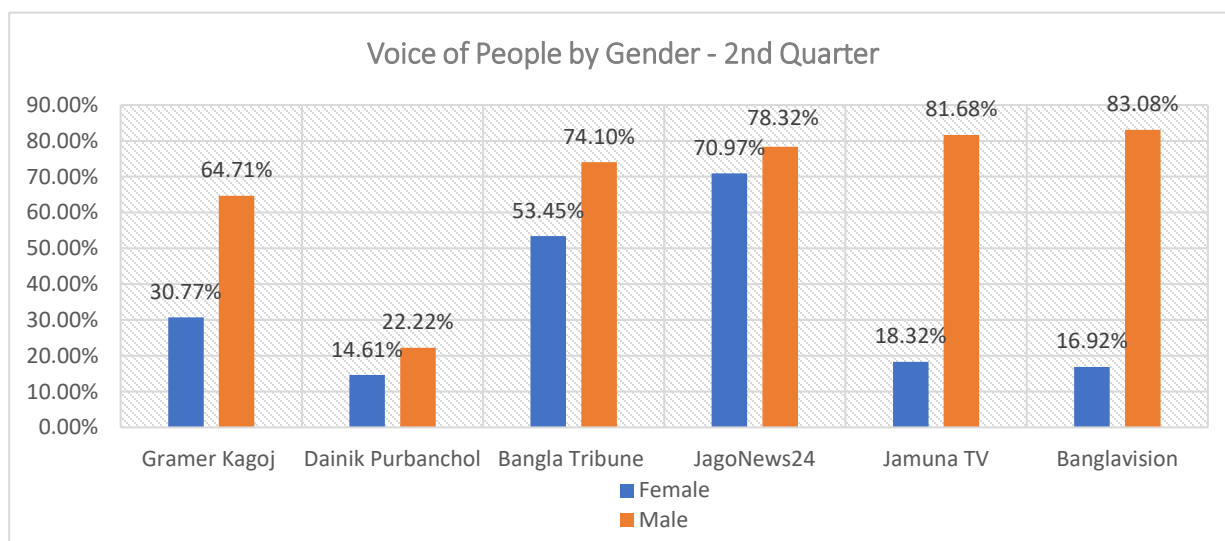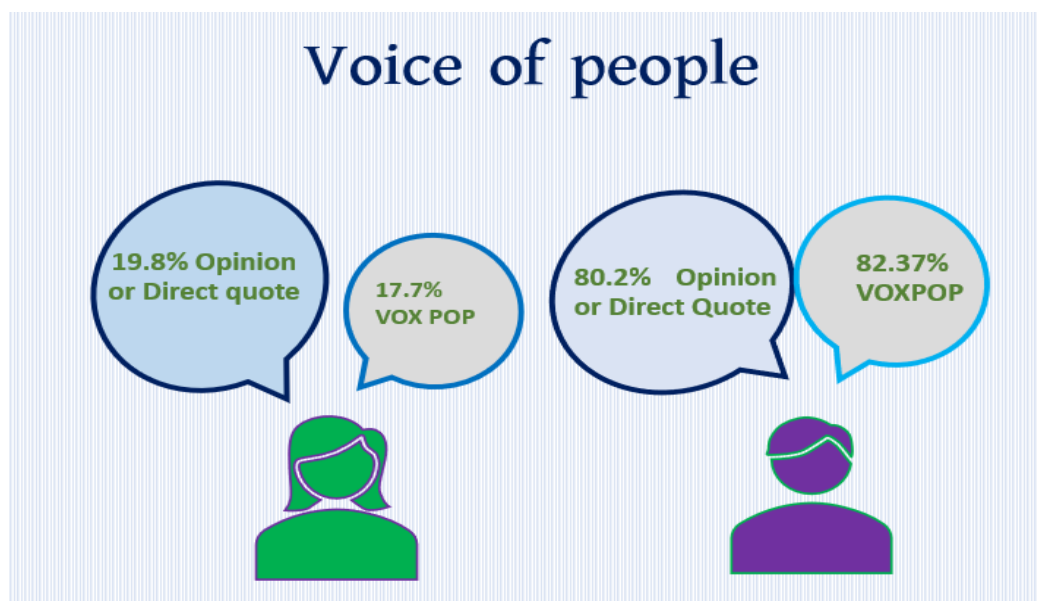
Among 468 news in Gramer Kagoj and Dainik Purbanchal only 155 news cited quotation where 29 female source used mentioning direct speech or comment and 118 opinion from men sources. Out of 234 news in Bangla Tribune, 58 lead news character's gender is female and 139 are male. Out of 58 female 31 female have been quoted in the news story, that makes 53.45% of total female. In contrast, out of 139 male lead character 103 of them have been quoted. 18.32% stories and 16.92% stories cover female voxpop in both Jamuna television and Bangla Vision which is remarkably lower than male voxpop. Voxpop means voice of people. It represents the comments of general people and statement of spokesperson or expert. It was nearly same in previous report, with 19.89% of women and 23.49% of men voxpop. (All related Table)

7. Character of News

The character of news refers to the nature of type of news. By this, we understand the essence of news. This essence can be made of 6 possible nature of news. These are inspiring, amusing, educating, keep on trending, updating, giving perspective. This monitor will help BBC MA team to monitor how much their intervention on public interest media is being practised.

Inspire me news means that news which inspires us and give us positive energy. *Amuse me* that types of news which entertains us. *Educate me* news helps us to know something new. *Keep me on trend* becomes the hot topic of discussion in our daily lives. *Update me* means the news that keeps us updated. *Give me perspective* helps us to think further about a news and helps to make/shape opinion.

92.31% updating news were found in Gramer Kagoj and 84.62% updating news were specified in Dainik Purbanchal. Other characters included 2.99% news about 'inspire me', 3.42% news about 'amuse me', 0% news about 'educate me', 0.43% news about 'keep me on trend', 0.85 'give me perspective'. In this arena, huge place was occupied by 'Update me' section. Some changes were found in online category. (all related table)

Character of The news
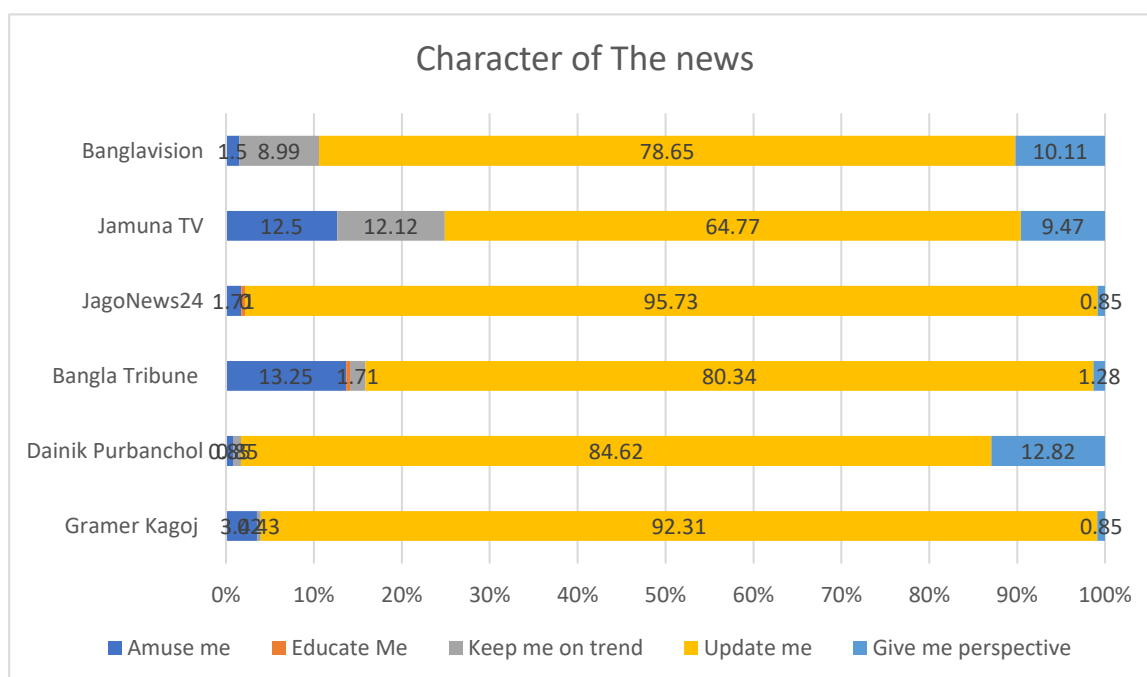
8. Difference between first and second quarterly report

First Quarterly Report	Second Quarterly Report	Observation
383 news items were reported by male, and only 41 news items were reported by female	385 news items were reported by male, and only 50 news items were reported by female.	No significant change identified in this two-reporting
63.89% presenters of television were female in first quarter	69.9 % presenters of television are female	Female participation slightly increased
In first quarter women were the first persons in 311 news items, where men were first person in 835 news	350 are women and 891 are men.	Both male and female increased, no significant difference identified
In first quarter 58.06% news stories showed women as 'Victim' when they are 'Subject' of the news whereas 38.31% for men in last quarter	37.5% news stories showed women as 'Victim' when they are 'Subject' of the news where 15.5% men are victim of the news when they are 'Subject' of the news.	'Portraying women as Victim' decreased in second quarter
In first quarter also, number of female experts were 6	Total 46 expert opinion has been taken where they played role as main character of the news. Only 6 of them are female; 13% of experts are women where 87% are men.	Number of Women experts remain same
12.61% of all people that were identified as first person were women and 87.39% were men.	Out of 1467 stories, 592 spokespersons were identified as lead character of the news. Among them 21.8% are women and 78.2% are men.	Number of women Spokesperson has increased
In 1st quarter, where female voice was in 20.53% stories and that of male in 79.47% stories	Total 415 opinions have been taken from lead character of the news, among them 19.8% are from women and 80.2% are from male.	No significant change identified in this two-reporting period
30.2% of women and 8.86% men who have been given family role.	28.3% women of total women have been identified by their family role, and 10.32% of total man identified by their family	No significant change identified

9. <u>Further Analysis:</u>

Some stories demand details analysis, whether the story challenges assumptions about women's roles and their responsibilities, or men's roles and their responsibilities; Whether the story respects the human dignity and rights of the people in it; Whether the headline reflects the essence of the story fairly or whether it conveys stereotypes; Whether the images illustrate the content of the story fairly or whether they convey stereotypes; Whether the language is overtly sexist or gender-biased.

1. In this news the woman has been presented as victim(24 min 12 sec.-27 min 20 sec.), while the woman has made her own identity by escaping from the trap of deception despite enduring torture. Even she handed over the fraud to the police and fought back. This news could be presented in such way as to challenges the stereotype of society but in the headline and story the woman has been shown as helpless.

Analysis 1

2. Another news (26 min 34 sec – 28 min 35 sec) from Jamuna TV on vaccination program took opinion from four people. None of them were women though in visual it could be seen that there were number of women who have been facilitating vaccination program and waiting for receiving vaccine.

3. A news is about violence and attack of Pirganj (4 min 15 sec- 6 min 40 sec) focused on both male and female victim . Only female voxpop as victims were taken in the news as if women were the only victim.

4. In this news (19 min 54 sec – 22 min 19 sec.) the footage of housewife rape had been mentioned, although authority had blurred the footage. But the footage was insensitive and it was an unethical practice of showing insensitive footage. Moreover, this story could be produce without a footage of a person being raped.

5. One news (27 min 20 sec-29 min 46 sec) was about the distribution of rice among needy people, number of voxpop have been taken from involved stakeholders and the help recipients, but all voxpop givers were male; not a single female voxpop was taken.

6. Another news from Bangla Vision (16 min 15 sec - 18 min 30 sec) was about durga puja. Both men and women were participated equally in Durga Puja but most of the time women were shown in the footage as if only women participated in worship.

7. One news (15 min 24 sec-16 min14 sec) was about a road accident in highway, four people died in that accident. The women who died in the accident had been identified by her husband's identity but the man had been identified by his own name.

8. When a region is submerged under water, both men and women suffer equally. But this news did not mention any female victims voxpop and their loses, although it did mention the loss of agricultural land and crops of male victims. There were two women in the visual of this news.

9. We all know that garments is a unisex place but in this news (29 min 05 sec-32 min 15 sec) as a garment worker only the plight of women have been mentioned and no men sufferings have not been referred.

10. This news (25 min 37 sec-27 min 50 sec) from Bangla Vision is mainly related to the award distribution ceremony of industrial entrepreneurs; in this news the statement of women has been silenced. Same practice had been seen another news of Banglavision ; the speech of women minister had been silenced but male ministers of this news were not silenced.

11. When journalist use footage or picture, they prefer to use female footage or picture mostly. In this news about public exam (3 min 40 sec-6 min 26 sec) from Bangla Vision ,female picture have been used though exam are related both male and female students. This is a common practice in all media house.

12. Both men and women were suffered by the increase in bus fares. Although this news (11 min 30 sec-14 min 5 sec) mentioned male victims speech, women's statement were not highlighted at all.

13. This news (13 min 52 sec-18 min 11 sec) is basically an integrated version of the events that took place in 2021, in one event reporter used personal footage of convicted women blurring the man's face who is in the footage, but in another story reporter used a footage of convicted men where women's faced is not blurred.

14. Sometimes journalists draw attention by using the word 'woman' or 'female' in the headline, even not using women could make any sense. Like this news from Gramer Kagoj says, 'Women leader Runu died' word like 'men leader' or 'male leader' never been seen. Another news of Gramer Kagoj used some insensitive word such as 'Abandoned by husband' but we did not find any news about a husband being abandoned by his wife.

Picture 1 Analysis 14

15. One news was about the sufferings of transportation strike, number of interviews have been taken from the involved people, sufferer including local people, but all interviewees were male, though sufferings were indistinguishable for both men and women. Women were seen in the picture but no women's comment were taken in the news.
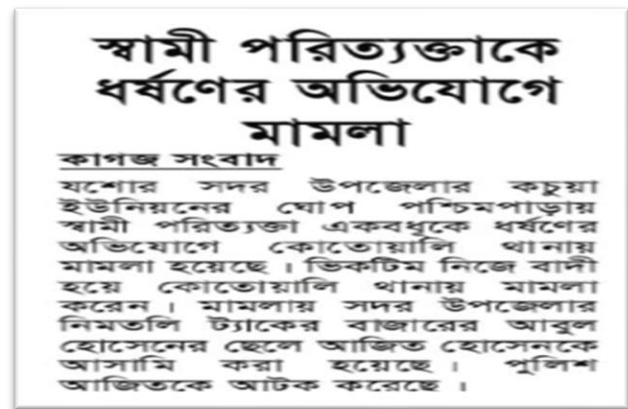
16. The main accused of this news has slit his girlfriend's throat, later he committed suicide. The teenage boy killed a school girl Is a heinous crime but according to the language of this news, the issue of boyfriend's suicide after killing his girlfriend has been justified.

Picture 2 Analysis 14

17. The use of women in picture can be seen in different ways. It is seen that most of the time journalist don't give equal importance to women in published news and used picture. Like this news from Gramer Kagoj says, 'The women of Jessore are earning lakh taka sitting at home'. In this news, The president and host of the event were women, but no other women were seen in the picture except the award-winning women. Another political story's headline said, 'Broom procession against chairman in Kaliganj'. Although women were seen carrying broom in their own hand in the picture but there was no mention of women anywhere in the whole news.

Picture 3 Analysis 17

18. Manipulative headlines with woman's name has become a frequent practice in our country. One news in Gramer Kagoj

said,'Truck seized with Phensidyl consignment in Jessore, four arrested including women'. This news explained that maximum accused were male in that story, but they used manipulative headline to attract the audience attraction.

19. One news from Bangla Tribune was about the punishment of a rape case; chairman was the main accused of this case. The accused of the case explained that the women trapped him and forced him to get married. The reporter of this news could have used sensitive language if he wanted but through chairperson's statement he has described the woman as greedy and swindler by writing. The story clearly one sided since, no interview taken from the women who filed the case.

20. In one political news was about the defeat of electoral candidates. In this story the reporter has focused on female voter's picture as if only women voted in the election.

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21. Now a day, the opinions of both male and female experts are available in different fields but in the case of receiving opinion the majority of male experts are seen more in Bangla Tribune. hey could take the opinion of health related female experts as well as male. Another news from Bangla Tribune on executing 'Detailed Area Plan- DAP' by RAJUK. This report is an explanatory report but has not received any comments from female urban planner. Same practice have been seen in Jagonews24.com

22. In one political news was about criticism of the opposition. In this news we find that no statement has been taken from female politicians and in picture they have been placed behind male's row.

23. Using female student's picture has become a common tendency in jagonews24 news.

24. Job employment exam is crucial for both male and female. Although pictures of female job seekers were used in the news, no female job seeker's opinion were taken in the story but they also facing losses.

25. Few days ago a common gender candidate won the election but almost all the media outlets reported that third gender candidate won. Besides, the story has been told, its about the person who finally won after facing so many difficulties in life, but in headline is trivializing saying 'Awami league nominated candidate lost to third gender candidate'

তৃতীয় লিঙ্গের প্রার্থীর কাছে ৫ হাজার ভোটে হারলো নৌকা

Picture 4 Analysis 25

Conclusion

This study has collected and analyzed the findings of gender content monitoring in 06 selected media outlets of the country. According to the analysis, women journalists are found neglected in every types of medium. Women participation is very low comparing to the male reporters in all media houses and it is remarkable that in comparison with the first quarter, it has become even double now in the second quarter. However, exceptionally, women participation is very visible as presenter on TV screens. This supports the stereotyping about women visibility. Women have been rarely found as experts or spokespersons. When women are first persons in stories, they are portrayed as victims (37.5% female vs.15.5% male). Maternal identity is ignored by most of the media outlets, which is a sheer violation of women independent identity rights. Women voice is suppressed by lowering than that of men. Challenge stereotyping is continuing to be neglected.

Recommendation:

As according to the above analysis of the key findings, we can recommend almost the same as we have made during our 1st quarter, to draw attention of the media outlets and other relevant stakeholders. These are given below:

- Women participation in producing news can be increased and most importantly using byline in newspaper and online news portals should be practiced more.
- Taking female expert's opinion is highly recommended, especially when there are significant number of women specialists are available. SACMID's Women Expert Directory **[CONTACT]** can be useful in this respect.
- Women's voice should be increased more, when men and women both are related to the story, taking women's opinion is must.
- To avoid the common practice of Identifying women by their husband's or fathers name, journalists can start using mother's / wife's name too as media has responsibility to shape the society towards an equal living place for all.
- Media can also portray more challenging stereotype stories where men and women are playing different role by breaking the old stereotype – like women takes financial responsibility of her family or men are taking care of his children.
- Those stories should be highlighted where women are portrayed as leader, change maker or player in any unconventional/exemplary role in the society

Annexes :

a. Topic of Stories

Topic	Gramer Kagoj		Doinik Purbanchol	Percentage %
Code 1: Government & Politics	46	19.66	26	11.11
Code 2: Economy	30	12.82	15	6.41
Code 3: Science & Health	23	9.83	11	4.70
Code 4: Celebrity, Arts & Culture	40	17.09	11	4.70
Code 5: Crimes & Violence	30	12.82	79	33.76
Code 6: Social & Legal	55	23.50	67	28.63
Code 7: Gender based Violence	0	0.00	24	10.26
Code 8: Environment & Climate change	6	2.56	0	0.00
Code 9 : Others	4	1.71	1	0.43
	234	100.00	234	100.00

Table : 1 (Newspaper)

Topic	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Government & Politics	44	18.80	43	18.38
Code 2: Economy	46	19.66	58	24.79
Code 3: Science & Health	21	8.97	49	20.94
Code 4: Celebrity, Arts & Culture	44	18.80	19	8.12
Code 5: Crimes & Violence	22	9.40	11	4.70
Code 6: Social & Legal	52	22.22	49	20.94
Code 7: Gender based Violence	0	0.00		0.00
Code 8: Environment & Climate change	3	1.28	5	2.14
Code 9 : Others	2	0.85	0	0.00
	234	100.00	234	100.00

Table :16 (Online)

Topic	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Government & Politics	67	25.38	83	31.09
Code 2: Economy	18	6.82	34	12.73
Code 3: Science & Health	26	9.85	25	9.36
Code 4: Celebrity, Arts & Culture	48	18.18	11	4.12
Code 5: Crimes & Violence	40	15.15	51	19.10
Code 6: Social & Legal	53	20.08	58	21.72
Code 7: Gender based Violence	7	2.65	3	1.12
Code 8: Environment & Climate change	3	1.14	2	0.75
Code 9 : Others	2	0.76	0	0.00
	264	100.00	267	100.00

Table : 31 (Television)

b. Sex of Reporter & Presenter

Gender	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1: Female	6	2.56	1	0.43
Code 2 : Male	69	29.49	9	3.85
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	159	67.95	224	95.73
	234	100.00	234	100.00

Table : 2 (Newspaper)

Gender	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Female	8	3.42	0	0.00
Code 2 : Male	48	20.51	35	14.96
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	178	76.07	199	85.04
	234	100.00	234	100.00

Table :17 (Online)

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	23	8.71	12	4.49
Code 2 : Male	123	46.59	101	37.83
Code 3: Transgender	0	0.00	0	0.00
Code 4 : Not Applicable	118	44.70	154	57.68
	264	100.00	267	100.00

Table : 34 (Television)

Gender of Presenter	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	197	74.62	174	65.17
Code 2 : Male	67	25.38	93	34.83
Code 3: Transgender	0	0.00	0	0.00
Code 4 :Both	0	0.00	0	0.00
	264	100.00	267	100.00

Table : 35 (Television/Presenter)

c. Function of first person in the story

Function in the story (1st person)

Type of Source	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1: Subject	84	35.90	152	64.96
Code 2: Spokesperson	82	35.04	73	31.20
Code 3: Expert	10	4.27	0	0.00
Code 4: Personal Experience Code	15	6.41	1	0.43
Code 5: Eyewitness	2	0.85	3	1.28
Code 6: Not Applicable	41	17.52	5	2.14
	234	100.00	234	100.00

Table : 5 (Newspaper)

Function in the story (1st person)

Type of Source	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Subject	87	37.18	43	18.38
Code 2: Spokesperson	88	37.61	109	46.58
Code 3: Expert	10	4.27	14	5.98
Code 4: Personal Experience Code	14	5.98	12	5.13
Code 5: Eyewitness	2	0.85	0	0.00
Code 6: Not Applicable	33	14.10	56	23.93
	234	100.00	234	100.00

Table : 20 (Online)

Function in the story (1st person)

Type of Source	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Subject	75	28.41	71	26.59
Code 2: Spokesperson	113	42.80	137	51.31
Code 3: Expert	10	3.79	2	0.75
Code 4: Personal Experience Code	17	6.44	20	7.49
Code 5: Eyewitness	9	3.41	4	1.50
Code 6: Not Applicable	40	15.15	33	12.36
	264	100.00	267	100.00

Table : 38 (Television)

d. Sex of First Person

Sex of first person

Sex of first person	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1 :Female	52	22.22	89	38.03
Code 2: Male	136	58.12	135	57.69
Code 3: Transgender	1	0.43	1	0.43
Code 4:Not Mentioned	4	1.71	4	1.71
Code 5 : Not Applicable	41	17.52	5	2.14
	234	100.00	234	100.00

Table :6 (Newspaper)

Sex of first person

Sex of first person	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1 :Female	58	24.79	31	13.25
Code 2: Male	139	59.40	143	61.11
Code 3: Transgender	0	0.00	1	0.43
Code 4:Not Mentioned	4	1.71	3	1.28
Code 5 : Not Applicable	33	14.10	56	23.93
	234	100.00	234	100.00

Table : 21 (Online)

Sex of first person

Sex of first person	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1 :Female	54	20.45	66	24.72
Code 2: Male	169	64.02	169	63.30
Code 3: Transgender	0	0.00	0	0.00
Code 4:Not Mentioned	1	0.38	0	0.00
Code 5 : Not Applicable	40	15.15	32	11.99
	264	100.00	267	100.00

Table : 39 (Television)

e. Crosstab : Function in the story by Gender

Function_of_first_Person * Sex_of_first_Person Crosstabulation (Gramer Kagoj)

Count

	Sex_of_first_Person					Total
	:Female	Male	Transgender	Not Mentioned	Not Applicable	
Subject Code	39	44	1	0	0	84
Spokesperson	7	72	0	3	0	82
Expert Code	1	9	0	0	0	10
Personal Experience Code	5	10	0	0	0	15
Eye witness Code	0	1	0	1	0	2
Not Applicable	0	0	0	0	41	41
Total	52	136	1	4	41	234

Function_of_first_Person * Sex_of_first_Person Crosstabulation (Dainik Purbanchal)

Count

	Sex_of_first_Person					Total
	:Female	Male	Transgender	Not Mentioned	Not Applicable	
Subject Code	65	85	1	1	0	152
Spokesperson	24	47	0	2	0	73
Personal Experience Code	0	1	0	0	0	1
Eye witness Code	0	2	0	1	0	3
Not Applicable	0	0	0	0	5	5
Total	89	135	1	4	5	234

Function_of_first_Person * Sex_of_first_Person Crosstabulation (Bangla Tribune)

Count

	Sex_of_first_Person				Total
	:Female	Male	Not Mentioned	Not Applicable	
Subject Code	37	50	0	0	87
Spokesperson	14	71	3	0	88
Expert Code	3	7	0	0	10
Personal Experience Code	4	10	0	0	14
Eye witness Code	0	1	1	0	2
Not Applicable	0	0	0	33	33
Total	58	139	4	33	234

Function_of_first_Person * Sex_of_first_Person Crosstabulation (JagoNews24)

Count

	Sex_of_first_Person					Total
	:Female	Male	Transgender	Not Mentioned	Not Applicable	
Subject Code	10	32	1	0	0	43
Spokesperson	15	92	0	2	0	109
Expert Code	1	13	0	0	0	14
Personal Experience Code	5	6	0	1	0	12
Not Applicable	0	0	0	0	56	56
Total	31	143	1	3	56	234

Function_of_first_Person * Sex_of_first_Person Crosstabulation (Jamuna Television)

Count

	Sex_of_first_Person				Total
	:Female	Male	Not Mentioned	Not Applicable	
Subject Code	18	56	1	0	75
Spokesperson	26	87	0	0	113
Expert Code	1	9	0	0	10
Personal Experience Code	6	11	0	0	17
Eye witness Code	3	6	0	0	9
Not Applicable	0	0	0	40	40
Total	54	169	1	40	264

Function_of_first_Person * Sex_of_first_Person Crosstabulation (Bangla Vision)

Count

	Sex_of_first_Person			Total
	:Female	Male	Not Applicable	
Subject Code	18	53	0	71
Spokesperson	43	94	0	137
Expert Code	0	2	0	2
Personal Experience Code	4	16	0	20
Eye witness Code	1	3	0	4
Not Applicable	0	1	32	33
Total	66	169	32	267

f. Victim of the story

Sex_of_first_Person * Identify_Victim_or_survivor Crosstabulation (Gramer Kagoj)

Count

	Identify_Victim_or_survivor				Total
	Victim	Survivor	Neither victim nor survivor	Not applicable	
Female	30	1	21	0	52
Male	28	0	108	0	136
Transgender	0	0	1	0	1
Not Mentioned	1	1	2	0	4
Not Applicable	0	0	0	41	41
Total	59	2	132	41	234

Sex_of_first_Person * Identify_Victim_or_survivor Crosstabulation (Dainik Purbanchal)

Count

	Identify_Victim_or_survivor			Total
	Victim	Neither victim nor survivor	Not applicable	
Female	48	41	0	89
Male	44	91	0	135
Transgender	0	1	0	1
Not Mentioned	1	3	0	4
Not Applicable	0	0	5	5
Total	93	136	5	234

Sex_of_first_Person * Identify_Victim_or_survivor Crosstabulation (Bangla Tribune)

Count

	Identify_Victim_or_survivor				Total
	Victim	Survivor	Neither victim nor survivor	Not applicable	
:Female	23	5	30	0	58
Male	16	2	121	0	139
Not Mentioned	0	1	3	0	4
Not Applicable	0	0	0	33	33
Total	39	8	154	33	234

Sex_of_first_Person * Identify_Victim_or_survivor Crosstabulation (JagoNews24)

Count

	Identify_Victim_or_survivor			Total
	Victim	Neither victim nor survivor	Not applicable	
:Female	9	22	0	31
Male	17	126	0	143
Transgender	0	1	0	1
Not Mentioned	1	2	0	3
Not Applicable	0	0	56	56
Total	27	151	56	234

Sex_of_first_Person * Identify_Victim_or_survivor Crosstabulation (Jamuna Television)

Count

	Identify_Victim_or_survivor			Total
	Victim	Neither victim nor survivor	Not applicable	
:Female	11	42	1	54
Male	12	157	0	169
Not Mentioned	1	0	0	1
Not Applicable	0	0	40	40
Total	24	199	41	264

Sex_of_first_Person * Identify_Victim_or_survivor Crosstabulation (Bangla Vision)

Count

	Identify_Victim_or_survivor				Total
	Victim	Both	Neither victim nor survivor	Not applicable	
:Female	10	0	56	0	66
Male	21	0	148	0	169
Not Applicable	0	1	0	31	32
Total	31	1	204	31	267

g. Identified by Family relationship

Sex_of_first_Person * Family_role_given Crosstabulation (Gramer Kagoj)

Count

	Family_role_given			Total
	Yes	No	NA	
Female	28	24	0	52
Male	19	117	0	136
Transgender	1	0	0	1
Not Mentioned	0	4	0	4
Not Applicable	0	0	41	41
Total	48	145	41	234

Sex_of_first_Person * Family_role_given Crosstabulation (Dainik Purbanchal)

Count

	Family_role_given			Total
	Yes	No	NA	
Female	45	44	0	89
Male	47	88	0	135
Transgender	0	1	0	1
Not Mentioned	0	4	0	4
Not Applicable	0	0	5	5
Total	92	137	5	234

Sex_of_first_Person * Family_role_given Crosstabulation (Bangla Tribune)

Count

	Family_role_given			Total
	Yes	No	NA	
Female	12	46	0	58
Male	18	121	0	139
Not Mentioned	0	4	0	4
Not Applicable	0	0	33	33
Total	30	171	33	234

Sex_of_first_Person * Family_role_given Crosstabulation (JagoNews24)

Count

	Family_role_given			Total
	Yes	No	NA	
Female	5	26	0	31
Male	4	139	0	143
Transgender	1	0	0	1
Not Mentioned	0	3	0	3
Not Applicable	0	0	56	56
Total	10	168	56	234

Sex_of_first_Person * Family_role_given Crosstabulation (Jamuna Television)

Count

	Family_role_given			Total
	Yes	No	NA	
:Female	4	49	1	54
Male	3	166	0	169
Not Mentioned	0	1	0	1
Not Applicable	0	0	40	40
Total	7	216	41	264

Sex_of_first_Person * Family_role_given Crosstabulation (Bangla Vision)

Count

	Family_role_given			Total
	Yes	No	NA	
:Female	5	61	0	66
Male	1	167	1	169
Not Applicable	0	3	29	32
Total	6	231	30	267

h. Voice of people

Sex_of_first_Person * Directly_quoted Crosstabulation (Gramer Kagoj)

Count

	Directly_quoted			Total
	Yes	No	Not Applicable	
:Female	16	36	0	52
Male	88	48	0	136
Transgender	1	0	0	1
Not Mentioned	3	1	0	4
Not Applicable	0	0	41	41
Total	108	85	41	234

Sex_of_first_Person * Directly_quoted Crosstabulation (Dainik Purbanchal)

Count

	Directly_quoted			Total
	Yes	No	Not Applicable	
:Female	13	76	0	89
Male	30	105	0	135
Transgender	1	0	0	1
Not Mentioned	3	1	0	4
Not Applicable	0	0	5	5
Total	47	182	5	234

Sex_of_first_Person * Directly quoted Crosstabulation (Bangla Tribune)

Count

	Directly_quoted			Total
	Yes	No	Not Applicable	
:Female	31	27	0	58
Male	103	36	0	139
Not Mentioned	4	0	0	4
Not Applicable	0	0	33	33
Total	138	63	33	234

Sex_of_first_Person * Directly_quoted Crosstabulation (JagoNews24)

Count

	Directly_quoted			Total
	Yes	No	Not Applicable	
:Female	22	9	0	31
Male	112	31	0	143
Transgender	1	0	0	1
Not Mentioned	3	0	0	3
Not Applicable	0	0	56	56
Total	138	40	56	234

Number of VOXPOP

	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Number of VOXPOP Male	388	81.68	388	83.08
Number of VOXPOP Female	87	18.32	79	16.92
	475	100.00	467	100.00

Table : 37

i. Character of News

Character (Newspaper)	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1: Inspires me	7	2.99	2	0.85
Code2: Amuse me	8	3.42	2	0.85
Code 3: Educate Me	0	0.00	0	0.00
Code 4: Keep me on trend	1	0.43	2	0.85
Code 5: Update me	216	92.31	198	84.62
Code 6: Give me perspective	2	0.85	30	12.82
Total	234	100.00	234	100.00

Character (Online)	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Inspires me	7	2.99	3	1.28
Code2: Amuse me	31	13.25	4	1.71
Code 3: Educate Me	1	0.43	1	0.43
Code 4: Keep me on trend	4	1.71	0	0.00
Code 5: Update me	188	80.34	224	95.73
Code 6: Give me perspective	3	1.28	2	0.85
Total	234	100.00	234	100.00

Character (Television)	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Inspires me	3	1.14	2	0.75
Code2: Amuse me	33	12.50	4	1.50
Code 3: Educate Me	0	0.00	0	0.00
Code 4: Keep me on trend	32	12.12	24	8.99
Code 5: Update me	171	64.77	210	78.65
Code 6: Give me perspective	25	9.47	27	10.11
Total	264	100.00	267	100.00

J. About selected media houses:

1 **Jamuna Television (Television Channel - National)**
This leading news channel is owned by one of the biggest business groups with an acquaintance of the parliamentary opposition party but there is no significant clash or conflict with the government. This TV channel is now being treated as the public interest generating media as it availed some sort of editorial autonomy comparing to others. It tries to conduct audience research with a dedicated media research team. But, due to the political restrictions and government guidelines, it does not have the scope to apply free editorial practices which led this to work in a balanced mode. Although a very good set of media professionals are working there, the corporate and political agendas of the owners and steering body don't allow them to create people's debate platforms. The online platform of this channel is also very popular among wider audience. Investigative reports on corruption, crime are well reputed in news time.

2 **Bangla Tribune (Online News Portal - National)**
The owner of this online news portal has a firm business background with several entrepreneurship of media outlets. With a very sophisticated editorial value, this outlet got a different audience particularly educated one. Multi-dimensional news and write-ups with a very less political dominance made the contents more acceptable among its audience. It has diversity in cultural and inclusive issue-based story pitching rather than mass people's political interest. Besides, the editorial panel has some very efficient staff who have a keen eye to produce inclusive quality content. But again, to some extent this outlet is also aware of not challenging govt. sensitive issues which may create chaos in restrictions drawn by the ruling political power.

3 **Gramer Kagoj (Newspaper – Regional)**
Operated by one of the renowned journalists in Jashore district. It has a good editorial panel as it is the most prominent daily in the district. Politically neutral outwardly but supported by the local ruling leaders which made it careful in content production. People of this locality find their interests and expectations reflected through this house. So, it can be seen attempting to ensure minimal accountability of government bodies with gender inclusivity.

These three media houses were pre-selected from different genres, FPU and SACMID team have decided to take another three media houses from three types of media as 'control group' and monitor their content with the same tools, so by the end of the project it would be easy to understand the improvement of treatment group and validate the treatment activities. So, Team has brought another three media houses under monitoring activities as non -PRIMED sample. These are –

1. Bangla Vision (Television Channel - National)
Bangla Vision is one of the popular Bengali language TV channels in Bangladesh that offers unbiased & comprehensive news and entertainment programs started from 2006.

2. JaagoNews24 (Online News Portal – National)

Jagonews24 is one of the most popular Bangla news portals in Bangladesh. The online news portal has started its operations with the commitment of fearless, investigative, informative and neutral journalism. The portal provides real time news update, using utmost modern technology since 2014. It also provides archive of previous news, and printing facility of the specific news items.

3.Dainik Purbanchal (Newspaper – Regional)
This is the biggest media house in Khulna (located in South West region of the country) with a circulation of 55,000 daily newspapers. Apparently, this house does not have any political affiliation as traditionally it is owned by a locally influential family. But, like other dailies, it also keeps an amicable relationship with local leaders and bureaucrats. Although it is a local news-based media house it has a good integration of national and international news. The contents reflect a relatively better editorial standard. Moreover, it plays the leading role of accountability in journalism in Khulna. Interest in producing public interest contents grew an audience base e.g., 36,517 people follow this newspaper on Facebook.