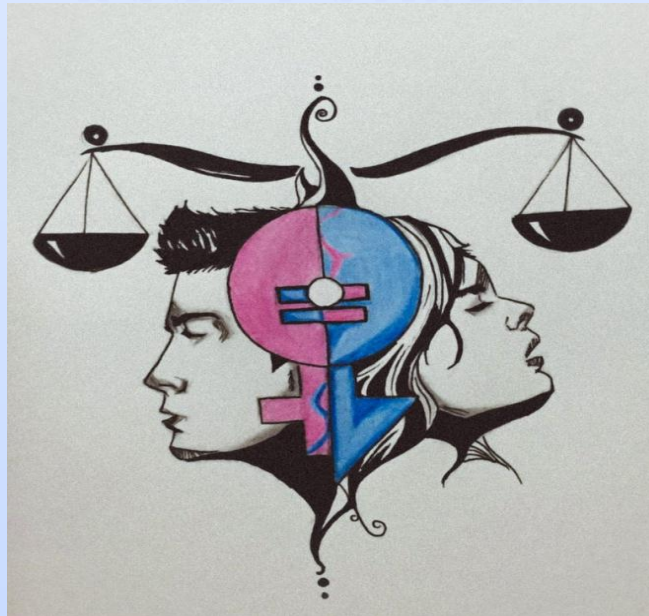


# GENDER CONTENT MONITORING IN SELECTED MEDIA OUTLETS OF BANGLADESH



**Third Quarterly Report: 1<sup>st</sup> January to 31<sup>st</sup> March 2022**  
**Submitted On 10<sup>th</sup> of April, 2022**

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## Executive Summary

This report has collected and analyzed the media contents from January to March 2022 on gender sensitive media contents. In the process, a standard set of Gender Media Monitoring tools was used. SACMID investigated the evidence-based gender gap in news content, the discrimination of men and women in producing (reporter) news, and the presence of people in the news (interviewee, appeared/quoted in news). Furthermore, it has investigated how men and women were portrayed as victims or survivors, or how women were placed in footage/pictures whether or not they were relevant to news, or how women were purposefully objectified in news. The report included a comparison of male and female representation in print media, online and electronic media news and stories, and, most importantly, situational facts and factors between 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, which is that women are giving a certain type of role to attract audience. Generally, when women were mentioned as first persons in stories, in most of the cases they were portrayed as victims (32.26% female vs. 11.57% 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 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 courses of action.

For the first time, SACMID has made an attempt to compare the performance of PRIMED and Non-PRIMED outlets by choosing a few indicators. The Comparison reveals that PRIMED hold comparatively better position than the Non-PRIMED outlets.

SACMID makes recommendations for the media outlets at the end of this report on how to improve their media content and publish gender neutral news stories. The recommendation section emphasizes the point that stories in which women are portrayed as leaders, change agents, or players in unconventional/exemplary roles in society should be highlighted in the media.

# Major Findings

## Reporting is dominated by male journalists



1461 news items have been monitored in this three-month monitoring time. Among them 380 news items were reported by male, and only 38 news items were reported by female. The rest of 1043 reports do not have bylines. Female contribution is visible in 2.6% and male contribution is visible in 26% stories. Male contribution is about 10 times more than female.

In Second quarterly report 385 news items were reported by male, and only 50 news items were reported by female, rest of the reports didn't have bylines. That means, no significant changes identified in this two reporting periods.

## But women are more visible in presenting news



66.10 % presenters of television are female, which was 69.9 % in Second quarter. In Second quarter, from 264 stories of Jamuna Television, 197 were female presenters and 67 were male presenters, where the 3<sup>rd</sup> quarter shows that among the 248 presenters 167 presenters are female in Jamuna Television.

## Women have been rarely found as experts or spokespersons



Total 62 expert opinions have been taken where they played role as main characters of the news. Only 9 of them are female. That means 14.52% of experts are women where 85.48% are men. In Second quarter the numbers of female experts were 6.

Out of 1461 stories, 591 spokespersons were identified as lead character of the news. Among them 116 (19.63%) are women and 475 (80.37%) are men. Women participation as spokesperson has been decreased slightly. In Second quarter 21.8% were women and 78.2% were men.

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



32.26% news stories showed women as 'victims' when they are 'Subject' of the news where 11.57% men are victims of the news when they are 'Subject' of the news. This was 37.5% for women and 15.5% for men in Second quarter.

## **Women have been identified by their male Family member**



Some stories referred family relationship of a respective person, like- ‘daughter of’, and ‘wife of’. Mostly women were defined in terms of their familial relationships. Out of 1461 stories, total 1214 lead characters have been found from 6 different media outlets; where 27.86% of total women have been identified by their family role, and 5.84% of total man identified by their family. The number of female Identified by their family was quite same in the Second quarterly report, previously it was 28.3%. But the number of male has decreased by half. It was 10.32% in the Second quarterly report.

## **Voice of women is significantly lower than men**



A total of 436 opinions have been taken from newspapers and online portals, among them 22.24% are from women and 77.75% are from men. The scenario was almost the same in the Second quarter, where female voices were found in 19.8% stories and male voices in 80.2% stories.

## **Challenging Stereotypes is still neglected**



Only 28 (1.92%) news among 1461 news challenged the stereotypes. Across the study it was observed that only 19 news from PRIMED media outlets challenged stereotypes (Gramer Kagoj-8, Bangla Tribune-8, Jamuna Television -3). Which were 21 in previous report (Gramer Kagoj-11, Bangla Tribune-4, Jamuna Television -6).

## Introduction

We live in a scientific and technological era in which all forms of media have become an integral part of our daily lives. The number of media outlets such as electronic, print, and social media is rapidly increasing with the pace of time. However, it is unlikely that the contents of these media outlets reflect society in terms of gender balance, and we can see a clear disparity in male and female representation in all categories of media. As media shape our outlook and influence our daily lives, these contents do not play the expected role in reforming our mindset. Only a few media houses highlight the role of women with a positive image in their contents.

SACMID's third quarterly media monitoring report has shown 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.

This quarterly gender media monitoring study is part of the PRIMED (Protecting Independent Media for Effective Development)<sup>1</sup> global project in Bangladesh, where SACMID is the local partner of FPU in Bangladesh, working to improve gender sensitivity among Bangladeshi media outlets and to increase the gender diversity of their contents. 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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<sup>1</sup> PRIMED is a project under a global consortium of BBC Media Action, Free Press Unlimited, International Media Support and Media Development Investment Fund, supported by FCDO. Under PRIMED SACMID has been engaged in PRIMED project from April 2021.

# Methodology

## Objective of Study

The main objective of this monitoring is to investigate the representation of men and women in different media contents of Bangladesh.

## 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 Gender monitoring tools which constitutes 16-19 variables. For sampling, PRIMED committee has pre-selected three media houses through background research (media-outlet assessment), these are Bangla Tribune, Jamuna Television and Gramer Kagoj. Later SACMID has selected three outlets of the same category as non-PRIMED samples to see whether any changes happen after interventions of PRIMED project.

## About all media House



Picture 1- All the media houses monitored by SACMID



## Findings

In the following pages we will discuss the major findings of the monitoring that we have done during the period from January to March 2022. 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 produced the report by her own and got the acknowledgment for the report.

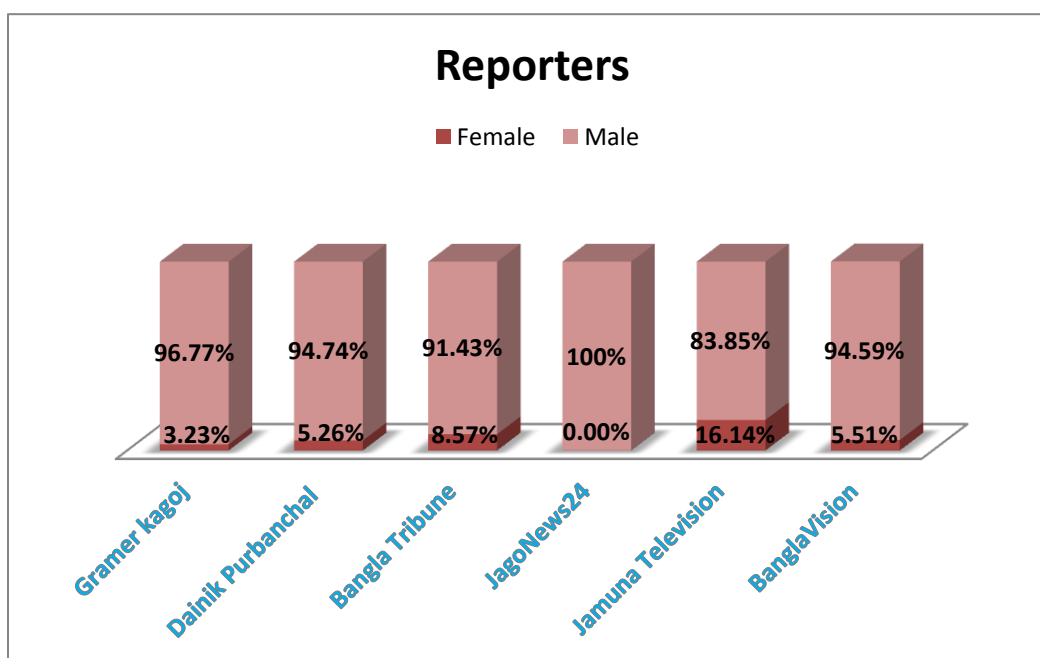


Chart 1- Gender of reporter

The study has explored that, among 1461 news items of two newspapers named *Gramer Kagoj* and *Dainik Purbanchal* and, two online portals named *Bangla Tribune* and *Jagonews24* and, two television channels named *Jamuna Television* and *Bangla Vision* only 38 news items were reported by female reporters. That means only 2.6% reports of newspapers and, online portals and, television channels have been reported by women. In the second quarter the numbers of female reporters were 50. Number of female reporter has been decreased. 380 (26%) news stories were reported by male in newspapers and online portals and television channels. It was 385 in the second quarter. Female contribution in reporting is still comparatively lower than the male.

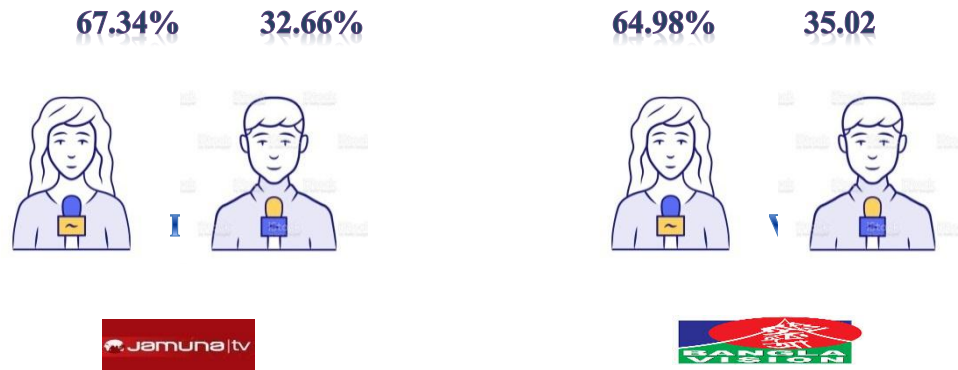
The *Dainik Purbanchal* has published only 1 byline report by female and *Jagonews24* did not have any female byline report. In general, women participation is very low comparing to the male reporters in all media houses. However, exceptionally, women participation is very visible as presenter on TV screens. This supports the stereotyping about women visibility. For example, male audiences are attracted by female presenters. This is a biological fact about heterosexuals.



As men are the wage earner of most of the typical Bangladeshi families, they are the target audiences of these media. [Table: 4-5]

## 2. Presenters of Television

It has been identified that 66% presenters in televisions are female; it was 69.9% in the second quarterly report. Among 525 presenters in Jamuna TV and Bangla Vision, 347 presenters are female and 178 presenters are male. In second quarter the scenario was almost same. [Table: 6]



Picture 2- Comparison between second and third quarter about presenters of televisions

## 3. Function of First Person

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 1<sup>st</sup> 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 1214 persons are identified as main character of the stories, where 341 are women and 873 are men. A total of 182 (53.37%) women were identified as 'subject' when they are main characters of the news, where men are 'subject' in 267 (30.58%) news when they were main characters. In second quarter women were the first person in 350 news items. Among those 350 news items, 187 (53.5%) female were subjects of the news. So the scenario remains almost same in the third quarter. [Table: 14-19]



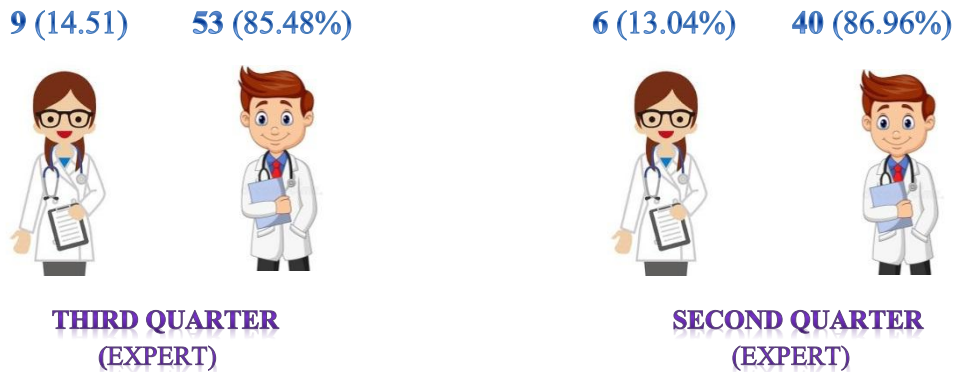
Picture 3- Comparison between second and third quarter about male and female ratio when they are subject of the news

### 3.1 Women as expert

Previous two quarterly reports have shown that expert opinion from women has been neglected in all the 6 media outlets. This time the scenario is almost the same. Among 1461 news only 9 news portrayed women as experts. Dainik Purbanchal and Gramer Kagoj did not take any expert opinion from female experts.

Other 4 media outlets have taken a total 9 expert opinions from women (Bangla Tribune- 3, Jagonews24- 3, Jamuna Television- 2, and Bangla Vision- 1)

On the other hand, 53 Expert opinions have been taken from male in these 6 media outlets, which is almost 6 times more than the female numbers. The scenario was almost same in the second quarter, where women experts were 6, but the male experts were 40. [Table: 14-19]



Picture 4- Comparison between second and third quarter about expert opinion taken by 6 media outlets

### 3.2 Women as Spokesperson

A total of 591 times the person of the story was spokesperson. Among them 116 (19.63%) spokespersons were female in all the 6 media outlets. On the contrary male were 475 (80.37%).

Gramer Kagoj has 15 (2.54%) female spokespersons and 63 (10.66%) male spokespersons. Dainik Purbanchal has 21 (3.55%) female spokespersons and 51 (8.63%) male spokespersons.

The scenario is same in online portals. In Bangla Tribune female spokespersons are 19 (3.21%) and male spokespersons are 80 (13.64%). In Jagonews24 there are 18 (3.21%) female spokespersons on the other hand 87 (14.72%) are male spokespersons.

In Jamuna Television, there are 19 (3.21%) female spokespersons; on the other hand, 78 (13.20%) spokespersons are male. In Bangla Vision there are 24 (4.06%) female spokespersons and 116 (19.63%) male spokespersons.

We can see that in all media outlets the number of female spokespersons are very low than male spokespersons. The second quarterly report had depicted almost the same scenario. In that time, in a total of 592 times the person of the story was spokesperson. Among them 129 spokespersons were female. On the other hand, male was 463. [Table: 14-19]

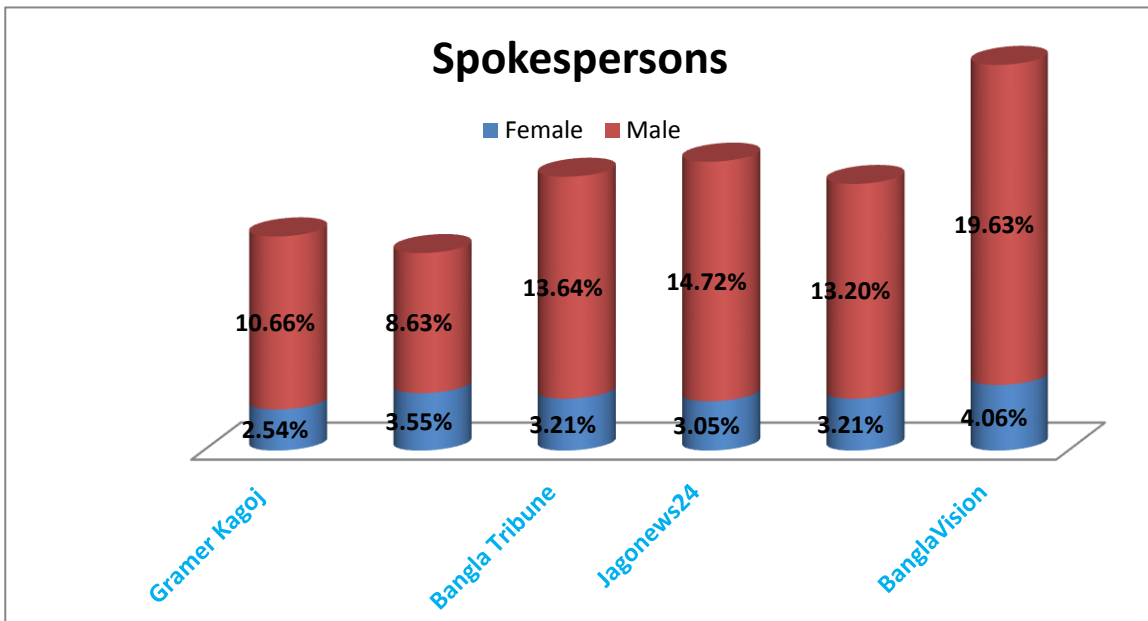
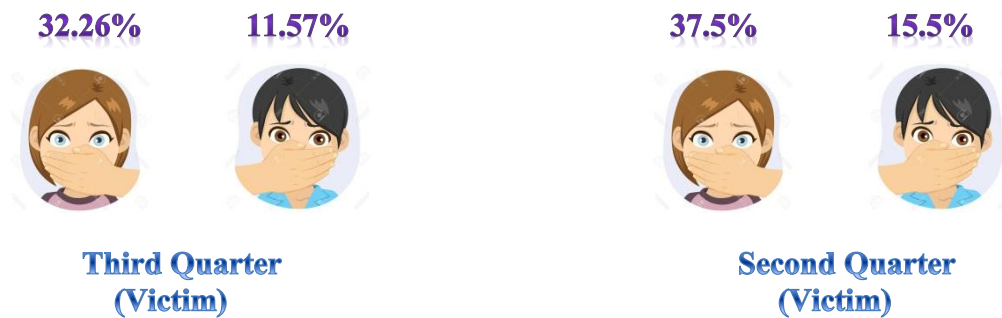


Chart:2 Spokesperson Male vs Female

#### 4. Victim of Stories

A victim is the person in the story who is being mistreated by another. In a story, the victim can for example facing troubles or he/she can be died by accident or loses his/her properties. 32.26% (110) news stories showed women as ‘victims’ when they are the main character of the news where 11.57% (101) men are victims of the news when they are the main characters. It was 37.5% for women and 15.5% for men in the second quarter. The ratios of male and female victims in third quarter are almost same like the previous quarter.



Picture 5- Comparison between second and third quarter about victim of the stories

In *Gramer Kagoj*, 15 (30.67%) female and 28 (20.29%) male persons were presented as victims, and 3 males and 2 females were the survivors. *Gramer Kagoj* has one transgender victim. On the other hand, in *Dainik Purbanchal*, 59 (59%) female and 24 (20%) male was found as victims. Though women weren't the first persons as many times as their male counterparts, but the numbers of their victimization cases are almost three times higher than male.

Moreover, *Bangla Tribune* has 17 (30.36%) female victims and 19 (13.48%) male victims. They have showed one male, one female as survivor. They also showed a transgender as survivor. *Jagonews24* had 6 (17.65%) female victims and 12 (9.45%) male victims. *Jamuna Television* has showed 7 (13.96%) women and 5 (3.21%) men as victims. *Bangla Vision* has showed 6 (12.24%) women and 13 (6.81%) men as victims. The numbers of female victims are almost twice time more than male victims in all the 6 media outlets. [Table: 20-25]

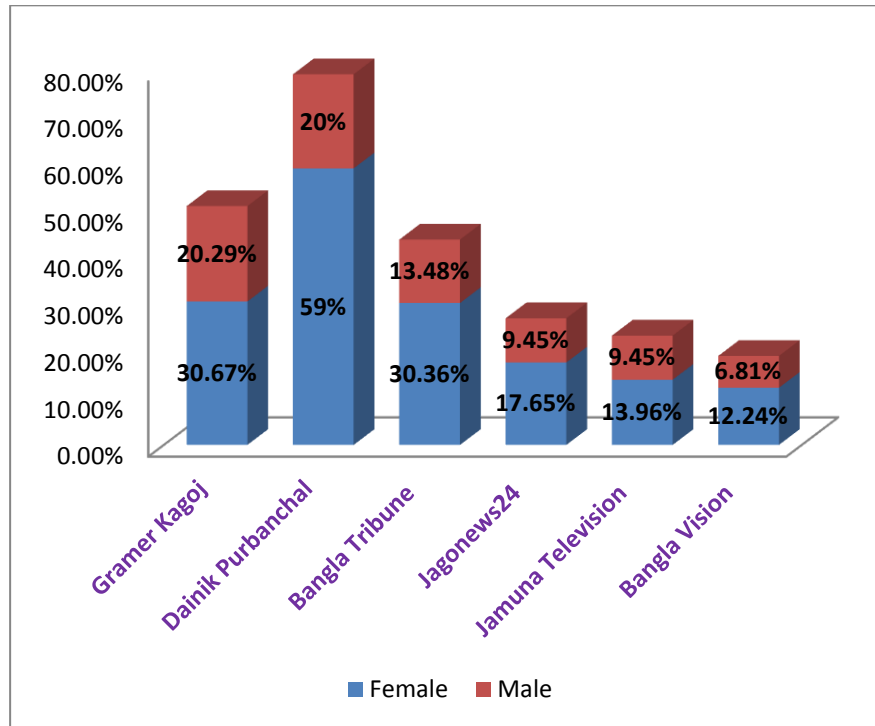


Chart 3- Comparison between male and female Victims

## 5. Identifying First person by Family Relationship

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.

95 (27.86%) times women were identified by their family role when they were the main characters of the news. It was almost same in second quarter as 28.3% women were identified by their family members. In those news women were identified by their father's or husband's identity. On the other hand, the family role of men has been showed in 51 (5.48%) news stories, which was 10.32% in the previous report.

When a person becomes the main character of the news, he/she is identified by his/her father. For example, 'Rashid Mia died in accident. He was son of Khaled Mia.' The identification of mother has been neglected in all the three quarter. [Table: 25-31]

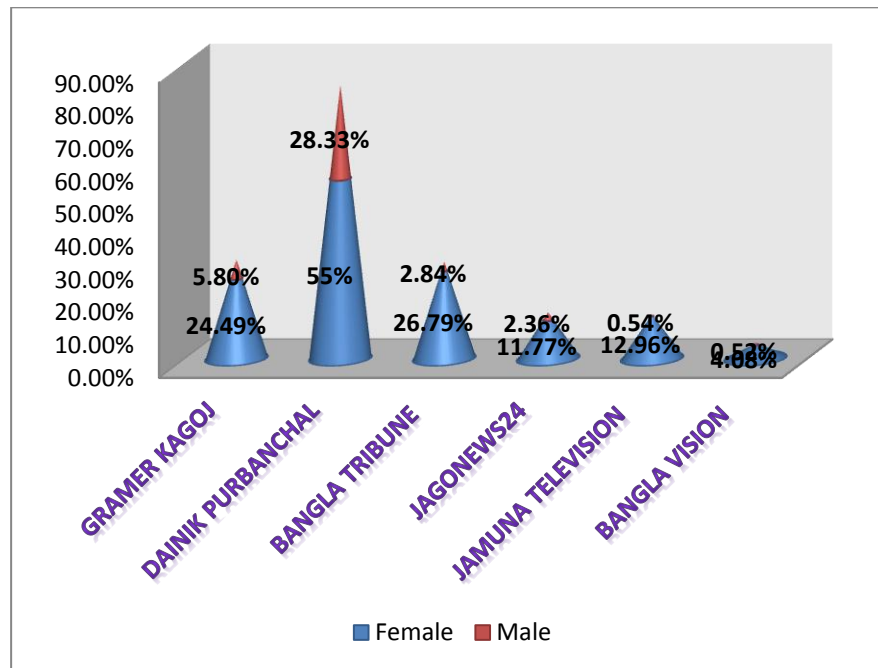


Chart 4- Comparison between male and female family role in different media outlets

## 6. Voice of people

Total 436 opinions have been taken from newspapers and online portals. Among them 97 (22.25%) are from women and 436 (77.75%) are taken from male. Female opinion has been increased in third quarter which was 19.8% in the second quarter.

During data coding, if the person was directly quoted then code 'yes' was used. If the person did not give any direct speech or comment code 'no' has been put. It has been observed that newspapers and online portals represented men's opinion, comment or quotation as spokesperson or expert more than female. Women are neglected in this section.

The scenario is almost same in television where only 235 (23.76%) female voxpop has been taken among 989 voxpops. While male voxpop were 754 (76.24%). Female voxpop has been increased notably in this quarter as it was 17.7% in the second Quarterly report.

It has been observed that female opinion has increased in these three quarters. Chart-5 has shown the comparison of female quotation and voxpop of these three quarters. [Table: 32-36]

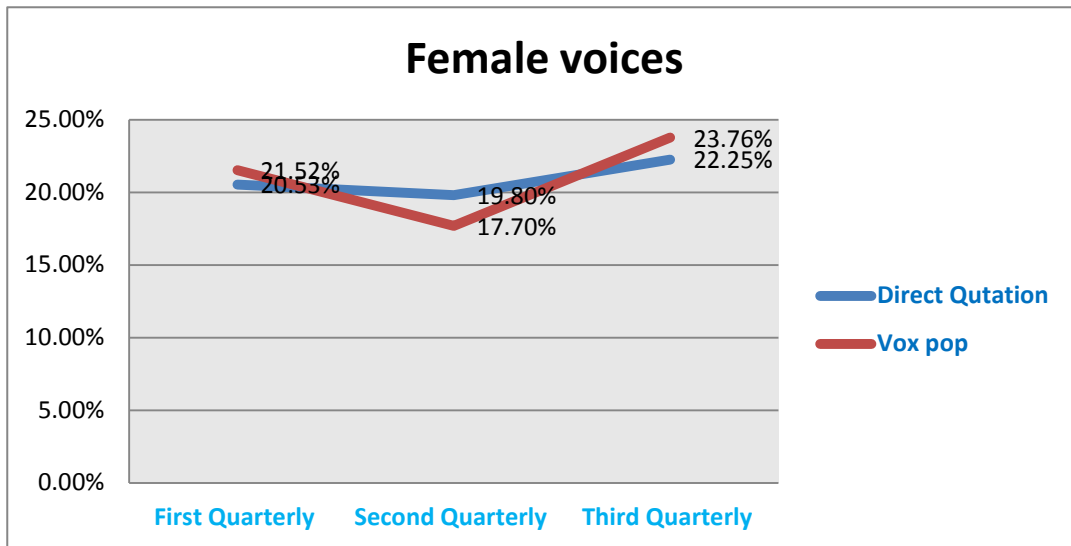


Chart 5- Comparison of female opinion in all three quarterly reports

## 7. Character of News

The character of news refers to the nature or type of news. We can understand the essence of news by character 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 Media Acton team to monitor how much their intervention on public interest media is being practiced.

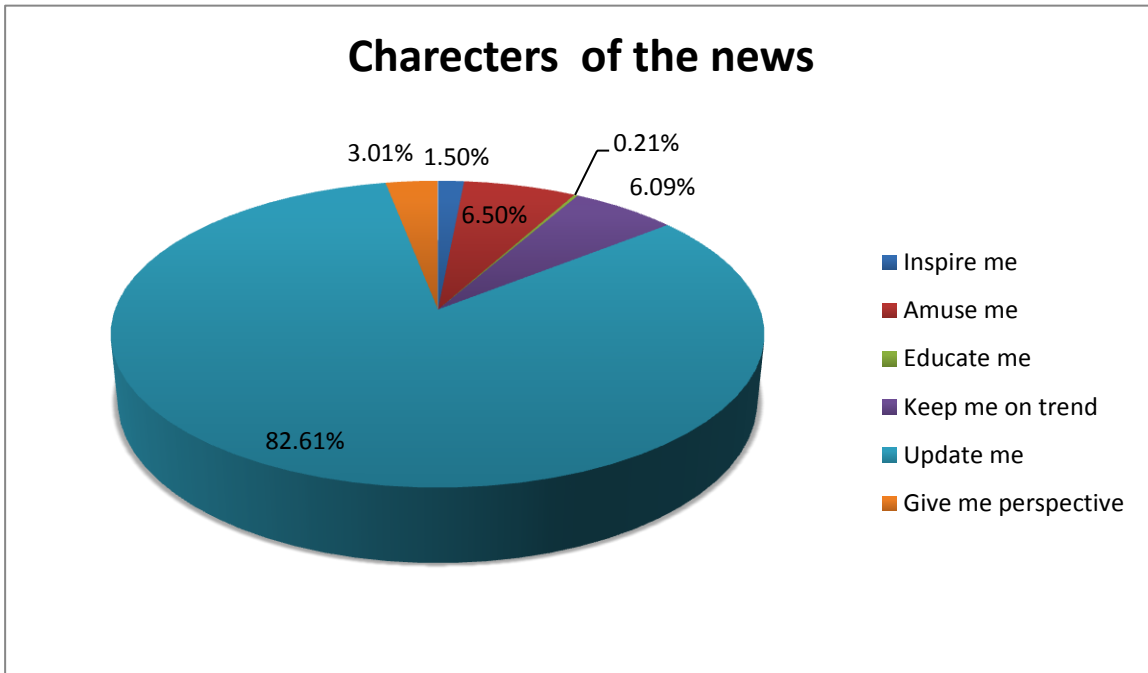
News that inspire us and give us positive energy are characterized by '*Inspire me*'. News that entertain us are characterized by '*Amuse me*'. News that increase our knowledge and change our outlook are characterized by '*Educate me*'. News about hot topic of discussions are characterized by '*Keep me on trend*'. '*Update me*' means the news that keeps us updated. *Give me perspective* helps us to think further about a news and helps to make or shape opinion.

Characters	Gramer Kagoj	Dainik Purbanchal	Bangla Tribune	Jagonews 24	Jamuna Tv	Bangla Vision
Inspire me	8	3	9	1	0	1
Amuse me	21	6	25	5	28	10
Educate me	0	1	1	1	0	0
Keep me on trend	0	2	0	0	57	30
Update me	204	214	194	225	150	220
Give me perspective	0	8	5	2	13	16

Chart 6- Comparison of Character of news in different media outlets.



Among 1461 news, 82.61% news were on updating nature. 1.50% news inspired the audience. 6.5% news was amusing news. 0.21% news has educated the audience, which is quite low. Nowadays media are not willing to educate people. 6.09% news has kept the audiences on trend. And 3.01% news has given perspective to the audiences. [Table: (37-39)]



*Chart 7- Comparison between different kinds of Characters of news*

## 8. Difference between second and third quarterly report

Second Quarterly	Third Quarterly Report	Observation
385 news items were reported by male and only 50 news items were reported by female.	380 news items were reported by male and only 38 news items were reported by female.	Female reporting has been decreased
69.9 % presenters of television channels are female	66% presenters of television channels are Female	Female participation Slightly decreased
350 are women and 891 are men: identified as main character of the stories	341 are women and 873 are men.	Both male and female numbers decreased, no significant difference identified
37.5% news stories showed women as 'Victim' when they are 'Subject' of the news where 15.5% men are victims of the news when they are 'Subject' of the news.	32.26% news stories showed women as 'Victim' when they are 'Subject' of the news where 11.57% men are victims of the news when they are 'Subject' of the news.	'Portraying women as Victim' decreased in second quarter. male victim also decreased.
Total 46 expert opinions have 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.	Total 62 expert opinions have been taken where they played role as main character of the news. Only 9 of them are female; 14.51% of experts are women where 85.48% are men.	Number of Women experts increased.
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.	Out of 1461 stories, 591 spokespersons were identified as lead character of the news. Among them 19.63% are women and 80.37% are men.	Number of women Spokesperson has decreased

<p>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.</p>	<p>Total 436 opinions have been taken from lead character of the news, among them 22.25% are from women and 77.75% are from male.</p>	<p>Female opinion has been increased</p>
<p>28.3% of total women have been identified by their family role. On the other hand 10.32% of total man identified by their family role</p>	<p>27.86% of total women have been identified by their family role, On the other hand 5.48% of total man identified by their family role</p>	<p>Male family role decreased about half of the second quarter. But female family role remains almost same</p>

## 9. Comparison between PRIMED and Non-PRIMED outlets on a few indicators

Findings		PRIMED			Non-PRIMED		
		Gramer Kagoj (%)	Bangla Tribune (%)	Jamuna Tv (%)	Dainik Purbancha 1 (%)	Jago news2 4 (%)	Bangla Vision (%)
Gender of Reporter	Female	0.85	1.28	10.48	0.43	0.00	2.17
	Male	25.64	13.68	54.44	7.69	12.82	37.91
	Both	0.00	0.00	0.00	0.00	0.00	0.00
	Not identified	73.50	85.04	35.08	91.88	87.18	59.93
Presenters of Television	Female			67.34			64.98
	Male			32.66			35.02
	Both			0.00			0.00
	Not identified			0.00			0.00
Voice of people	Female			27.74			18.82
	Male			72.26			81.18

Chart 8 - Comparison between PRIMED and Non-PRIMED Outlets

When we compare the news published by PRIMED and non-PRIMED media outlets, we can see that PRIMED has performed better in the field of Gender of Reporter than non-PRIMED media outlets. In the case of television presenters, both PRIMED and non-PRIMED media outlets prefer female presenters. Despite the fact that male presenters are nearly half of all presenters in both outlets. However, when comparing male news presenters from PRIMED and non-PRIMED media outlets, it is clear that non-PRIMED media outlets have more prominence than PRIMED media outlets. Male dominance is prevalent in both PRIMED and non-PRIMED outlets of Voice of People. However, Women's voices, are more represented in PRIMED media outlets than in non-PRIMED media outlets.

## Further Analysis

The goal of this section is to explore the story more deeply to evaluate how uneven or unjust the portrayals are in various media. Whether the narrative challenges beliefs about women's roles and responsibilities or assumptions about men's roles and responsibilities, some stories need detailed investigation. Whether the title accurately captures the content of the news or promotes prejudices; Whether the images accurately depict the story's content or if they reflect stereotypes; Whether or not the language is obviously male-chauvinistic or biased against women.

SACMID aims at improving gender sensitivity among Bangladeshi media outlets and to increase the gender diversity of their contents. As a result, this section will review that whether the news promotes or challenges societal stereotypes. We garnered 1.92 percent of the news that refuted the stereotype in our society. The following are some notable examples of news that rejects and/or promotes stereotypes.

### News that breaks stereotypes

1. According to the context of this news portrayed that as the wife is crippled, the husband has been carrying her on his back for the past 15 years. As per the news, the husband is holding her on his back out of love (45min 57 sec. – 47 min 17 sec). [Women](#) are frequently represented as inferior in the media in patriarchal societies. In the media, even the subtle notion of portraying the image that men would always work outside while women will manage the family is shown. This news, however, paints a different image. The image of a caring husband toward his wife is not always seen, but it was given in this news story. So this story is considered as the success story
2. Assessing to the background of news, a girl was sexually assaulted on the bus and she protested. Despite the fact that no one came forward to assist the girl, but she did not give up and continue beating the oppressor. [This news](#) (15 min 56 sec – 19 min 25 sec) has slapped the so-called society where women must fight against sexual harassment. The woman has been depicted in the news as a survivor. In addition, statistics regarding sexual harassment of women on public transportation were disclosed as part of the narrative.

This news has challenged stereotyped actions by demonstrating that women do not give up even when they do not receive support from others; instead, they remain steadfast in their goals.

3. It is [desirable](#) for all to have uniformity in the attire of the school's kids. In this scene, boys and girls are wearing the same uniforms instead of boys wearing pants and girl's skirts. This is a very good example of photo in the media that is challenging stereotypes.

### কেরালার স্কুলে ছাত্র-ছাত্রীদের অভিন্ন পোশাক



4. [In a photo](#) featured in the news, the mother's face has been blurred. The mother was helpless and sold her child to finance the hospital bills. The image of the person who adopted the child has been masked as well. Despite the names being made public, no photos of the two mothers were shared. This is unquestionably a healthy practice.
5. One news in online portal explains that, '3 tourists injured in attack of resort manager and staff in Bandarban' [In the aftermath](#) of an accident, the victims are frequently identified by the names of male family members. This, however, was not the case with this news. This news challenged stereotypes.

### News that promotes stereotypes

1. An [analysis](#) of the context of this news reveals that the issue of women not being able to vote on religious grounds has been raised in a union in Chandpur. According to this [election-related news](#) (12min 58 second-15 min 47 second), due to the fatwa of the pir (so called saint), women voters do not participate in the election. It is believed that if a woman votes, she and her family will be infected with an epidemic. As per a Pir, women are not allowed to vote because it is against Vail's religious practice. The news also includes remarks from local female voters as well as victimized female legislators who do not acquire any female votes. Local women and victimized women politicians have spoken out in response to this news. As a result, this news calls into question stereotyped thinking.
2. This [news](#) focuses ( 54min 11 second-56 min 33 second) on men's and women's marathon running. A couple competed in a marathon, according to the news. Although the husband runners' opinions were taken into consideration, his wife, who was next to him and had also participated in the race, was purposefully avoided.

It is infrequent for men and women to participate in the same sport at the same time. Undoubtedly, this news could have challenged the stereotype, but it did not. Because the viewpoint of a female runner has been willfully overlooked.

3. According to the context of the television news broadcast, a girl from Tangail district has come to the house of a girl from Noakhali district because of love. The headline of the news is 'To Akhi... to love'. Love is not a crime, but the culprits in this news are those who made the news. Homosexuality has been portrayed as a crime throughout the news.

Homosexuality is a natural human desire. However, the two characters are portrayed in such a way throughout the news, and all comments are taken as if they are both criminals. The faces of the two characters about whom the entire story has been published are not blurred in the video footage. Although the news was later removed by the authorities. But it promoted stereotypical mentality.

4. Analyzing the context of this story, it is clear that the kidney dialysis patients began protesting on the road because the hospital refused to offer medical services. It is obvious that [when a woman](#) (1min 29 second-4 min 52 second) is not served in a hospital, she suffers in the same way that a male does. Therefore, when taking opinions, men as well as women should be considered. Despite the fact that other female victims were seen at the location of the incident, their statements were nowhere to be found.
5. This report is based on a public hearing on gas prices at the consumer level. [Men](#) (1 min 52 sec – 5 min 52 sec) are featured as experts and spokesperson in the report. However, the news showed a woman working as a housewife in the kitchen, but she was not asked for comment. This news promoted stereotypical mentality.
6. [Men and women](#) (3 min – 6 min 17 second) are equally victims when the route is closed. Despite the fact that the report depicts female victims in several scenes, no female statements were taken.
7. Parimani is one of Bangladesh's most popular actresses. Various media outlets have previously reported flashy news about Parimani's character, and this time was no exception. This time, one of Bangladesh's leading media used the name of the unborn child's father in the headlines of a story about Parimani becoming a mother. [It is](#) always lovely to be a mother. In motherhood, however, determining who the child's father is a pointless job.

As other news shows that, Nusrat Imrose Tisha, another well-known heroine of Bangladesh, had given birth to a baby girl before the news of Parimani becoming a mother was made public. However, there was no obnoxious headline to be found there.

It is clear that Parimani has been the subject of numerous scathing reports in the past and is still maintained by the news authority. As a result, this news does not challenge stereotypical behavior.



## মা হচ্ছেন পরীমণি, বাবা চিত্রনায়ক রাজ

বিনোদন রিপোর্ট

১০ জানুয়ারি ২০২২, ১৭:০৬



Analyse11

8. [In the news](#), the reporter included images of both female and male students, but the emphasis is on female students.
9. [Both men](#) and women suffer when the price of a commodity rises in the market. As a result, in addition to the statements of male consumers, it is essential to highlight the statements of female consumers also.
10. [Every day](#), a large number of men and women succumb to the corona virus. However, the news of a woman's death has drawn a lot of attention. When a man dies, however, it is not written in this way. As a result, this news does not challenge stereotypical behavior.

## ২৪ ঘণ্টায় করোনায় এক নারীর মৃত্যু, শনাক্ত ৫৫৭



11. [In a national](#) dialogue-based program, it is desirable that both men and women have an opinion. The views of a number of well-known male figures have been explicitly reported. Although a female spokesperson is depicted in the picture, no female spokesperson's statements are addressed.

12. [In our society](#), using the word 'woman' in deceptive headlines has become frequent practice. The headlines of crime-related news depict women significantly. One news said, 'In one year, 1872 men, women, and children detained at the Maheshpur border'. This news explained that maximum accused were male in that story, but they used manipulative headline to attract the audience attraction. Another news about women's punishment in drug cases, the word woman has been given additional significance in the headline.

মহেশপুর সীমান্তে এক বছরে  
১৮৭২ নারী পুরুষ শিশু আটক

13. [Winter misery](#) affects both men and women. As a result, it's essential to highlight in the news how much the males have been wounded, as well as the statements of the women who have been affected.

উত্তেজনার লড়াই বৃষ্টিতে শেষ

ক্রীড়া সংবাদ

একপ পর্বের দুই দলের নিজেদের শেষ লড়াইটা ছিল শীর্ষস্থান দখলের। সে কারণে আগে আগেই এ ম্যাচ খিলে ছিল উত্তেজনার আলো। কিন্তু শেষ পর্যন্ত কারো ভাগ্যই ছুটলো না শীর্ষস্থান। বৃষ্টিতে ভেঙে পোছে ম্যাচটি। পক্ষেট ডাগান্ডানি চিকে মার্চ ছাড়াই উত্তর দলের খেলোয়াড়রা। যশোর শামস-উল-হুদা সের্বিডিয়ামে সকাবলের প্রথম পদক্ষেপে টস জিতে ব্যাট করতে আর এন রোড ক্রীড়া চক্রকে আমন্ত্রণ জানায় যশোর ক্রিকেট ক্লাব। ব্যাট করতে নেমে শুরুটা হয়ে একবারে সাদামাটা। দলীয় ২৯ রানে প্রথম উইকেটের পতন ঘটে আর এন রোড ক্রীড়া চক্রের। জাওয়াদ মোঃ রয়েন আউট হয়ে ফেলার (২-এর পূর্ব ৭-এর কলামে)



14. There is an innate tendency to use images of women to attract viewers unreasonably. [One story](#) in newspaper is mainly about male cricketers, yet the reporter utilized an offensive photo of a female without context. This news promotes stereotypes.

15. [Men were](#) depicted as heroically standing and sitting in front of a table during the blanket distribution ceremony, while women were illustrated as helpless as they sat on the ground.



বৃহত্তর করিমপুর কল্যাণ সমিতির উদ্যোগে যশোর শহরের শংকরপুর আশ্রম মোড়ে তিন শতাধিক মানুষের মধ্যে কম্বল বিতরণ অনুষ্ঠানে প্রধান অতিথির বক্তৃতা করেন সদর উপজেলা চেয়ারম্যান ও জেলা আওয়ামী লীগের সাংগঠনিক সম্পাদক মোস্তফা ফারিদ আহমেদ চৌধুরী -এমের কাগজ

## Conclusion

The findings of gender content monitoring in six selected media outlets in the country were collected and analyzed for this study. According to the findings, women journalists are underrepresented in all forms of media. Women's participation in all media outlets is very low when compared to male reporters. Women's participation is particularly visible as presenters on television screens. This contributes to the stereotyping of women's visibility. Women are seldom found as experts or spokespersons. When women are portrayed as first persons in stories, they are portrayed as victims. In these media, maternal identity is ignored. Women are also identified by their fathers and husbands.

Women's voices are underreported in the media. When we compare the news published by PRIMED and non-PRIMED media outlets, we can see that PRIMED has a greater dominance in the field of Gender of Reporter than non-PRIMED media outlets. In the case of television presenters, both PRIMED and non-PRIMED media outlets prefer female presenters. Despite the fact that male presenters are nearly half of all presenters in both outlets. However, when comparing male news presenters from PRIMED and non-PRIMED media outlets, it is clear that non-PRIMED media outlets have more prominence than PRIMED media outlets. Male dominance is prevalent in both PRIMED and non-PRIMED outlets of Voice of People. Women's voices, however, are more represented in PRIMED media outlets than in non-PRIMED media outlets.

A comparison of PRIMED and non-PRIMED media outlets reveals that PRIMED hold comparatively better position than non-PRIMED outlets.

SACMID trained the PRIMED media outlets. Although the results of the training did not fully emerge, but it is understood that the position of PRIMED is getting relatively better than that of non-PRIMED outlets.

Challenge stereotyping is also still being overlooked. However, the number of female direct quotations and female voxpop has increased significantly in comparison to the first and second quarters.

## Recommendations

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

- Women participation in producing news can be increased
- Female byline news in newspapers and online news portals should be practiced more.
- Taking female expert's opinion is highly recommended, especially when there are significant numbers of women experts are available. SACMID's Women Expert Directory 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.

- Avoid the common practice of identifying women by their husband's or father's name.
- Journalists can start using mother's or 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 stereotyped stories where men and women are playing different role by breaking the old stereotypes 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

# ANNEX

## 1. Topic of Stories

### Topic: Newspaper

Topic	Gramer Kagoj		Doinik Purbanchol	Percentage %
Code 1: Government & Politics	26	11.11	22.00	9.40
Code 2: Economy	32	13.68	19.00	8.12
Code 3: Science & Health	37	15.81	17.00	7.26
Code 4: Celebrity, Arts & Culture	34	14.53	36.00	15.38
Code 5: Crimes & Violence	21	8.97	51.00	21.79
Code 6: Social & Legal	63	26.92	52.00	22.22
Code 7: Gender based Violence	4	1.71	36.00	15.38
Code 8: Environment & Climate change	9	3.85	0.00	0.00
Code 9 : Others	8	3.42	1.00	0.43
	234	100.00	234.00	100.00

Table: 1

### Topic: Online

Topic	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Government & Politics	44	18.80	55	23.50
Code 2: Economy	48	20.51	51	21.79
Code 3: Science & Health	33	14.10	52	22.22
Code 4: Celebrity, Arts & Culture	32	13.68	13	5.56
Code 5: Crimes & Violence	11	4.70	15	6.41
Code 6: Social & Legal	55	23.50	43	18.38
Code 7: Gender based Violence	5	2.14	1	0.43
Code 8: Environment & Climate change	4	1.71	4	1.71
Code 9 : Others	2	0.85	0	0.00
	234	100.00	234	100.00

Table: 2

## Topic: Television

Topic	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Government & Politics	78	31.45	101	36.46
Code 2: Economy	21	8.47	39	14.08
Code 3: Science & Health	38	15.32	33	11.91
Code 4: Celebrity, Arts & Culture	42	16.94	30	10.83
Code 5: Crimes & Violence	27	10.89	31	11.19
Code 6: Social & Legal	36	14.52	38	13.72
Code 7: Gender based Violence	5	2.02	5	1.81
Code 8: Environment & Climate change	0	0.00	0	0.00
Code 9 : Others	1	0.40	0	0.00
	248	100.00	277	100.00

Table: 3

## 2. Sex of Reporter & Presenter

### Sex of Reporter: Newspaper

Gender	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1: Female	2	0.85	1	0.43
Code 2 : Male	60	25.64	18	7.69
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	172	73.50	215	91.88
	234	100.00	234	100.00

Table: 4

### Sex of Reporter: Online

Gender	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Female	3	1.28	0	0.00
Code 2 : Male	32	13.68	30	12.82
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	199	85.04	204	87.18
	234	100.00	234	100.00

Table: 5

### Sex of Reporter: Television

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	26	10.48	6	2.17
Code 2 : Male	135	54.44	105	37.91
Code 3: Transgender	0	0.00	0	0.00
Code 4 : Not Applicable	87	35.08	166	59.93
	248	100.00	277	100.00

Table: 6

### Sex of Presenter: Television

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	167	67.34	180	64.98
Code 2 : Male	81	32.66	97	35.02
Code 3: Transgender	0	0.00	0	0.00
Code 4 :Both	0	0.00	0	0.00
	248	100.00	277	100.00

Table: 7

## 3. Function of first person in the story

### Sex of first person: Newspaper

Sex of first person	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1 :Female	49	20.94	100	42.74
Code 2: Male	138	58.97	120	51.28
Code 3: Transgender	1	0.43	0	0.00
Code 4:Not Mentioned	4	1.71	3	1.28
Code 5 : Not Applicable	42	17.95	11	4.70
	234	100.00	234	100.00

Table: 8

### Sex of first person: Online

Sex of first person	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1 :Female	55	23.50	34	14.53
Code 2: Male	141	60.26	127	54.27
Code 3: Transgender	1	0.43	0	0.00
Code 4:Not Mentioned	4	1.71	4	1.71
Code 5 : Not Applicable	33	14.10	69	29.49
	234	100.00	234	100.00

Table: 9



### Sex of first person: Television

Sex of first person	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1 :Female	54	21.77	49	17.69
Code 2: Male	156	62.90	191	68.95
Code 3: Transgender	0	0.00	0	0.00
Code 4:Not Mentioned	0	0.00	1	0.36
Code 5 : Not Applicable	38	15.32	36	13.00
	248	100.00	277	100.00

Table: 10

## 4. Sex of First Person

### Sex of first person (Newspaper)

Sex of first person	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1 :Female	49	20.94	100	42.74
Code 2: Male	138	58.97	120	51.28
Code 3: Transgender	1	0.43	0	0.00
Code 4:Not Mentioned	4	1.71	3	1.28
Code 5 : Not Applicable	42	17.95	11	4.70
	234	100.00	234	100.00

Table: 11

### Sex of first person (Online)

Sex of first person	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1 :Female	55	23.50	34	14.53
Code 2: Male	141	60.26	127	54.27
Code 3: Transgender	1	0.43	0	0.00
Code 4:Not Mentioned	4	1.71	4	1.71
Code 5 : Not Applicable	33	14.10	69	29.49
	234	100.00	234	100.00

Table: 12

### Sex of first person (Television)

Sex of first person	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1 :Female	54	21.77	49	17.69
Code 2: Male	156	62.90	191	68.95
Code 3: Transgender	0	0.00	0	0.00
Code 4:Not Mentioned	0	0.00	1	0.36
Code 5 : Not Applicable	38	15.32	36	13.00
	248	100.00	277	100.00

Table: 13

## 5. Crosstab: Function in the story by Gender

### Function\_of\_first\_Person \* Sex\_of\_first\_Person Crosstabulation (Gramer Kagoj)

Count

		Sex_of_first_Person		
		:Female	Male	Transgender
Function_of_first_Person	Subject Code	30	52	1
	Spokesperson	15	63	0
	Expert Code	0	9	0
	Personal Experience Code	4	14	0
	Not Applicable	0	0	0
Total		49	138	1

Table: 14

### Function\_of\_first\_Person \* Sex\_of\_first\_Person Crosstabulation (Dainik Purbanchal)

Count

		Sex_of_first_Person				Total
		:Female	Male	Not Mentioned	Not Applicable	
Function_of_first_Person	Subject Code	78	64	0	0	142
	Spokesperson	21	51	2	0	74
	Expert Code	0	2	0	0	2
	Personal Experience Code	0	2	1	0	3
	Eye witness Code	1	1	0	0	2
	Not Applicable	0	0	0	11	11
	Total	100	120	3	11	234

Table: 15

### Function\_of\_first\_Person \* Sex\_of\_first\_Person Crosstabulation (Bangla Tribune)

Count

		Sex_of_first_Person				
		:Female	Male	Transgender	Not Mentioned	Not Applicable
Function_of_first_Person	Subject Code	29	34	1	0	0

Spokesperson	19	80	0	2
Expert Code	3	10	0	0
Personal Experience Code	4	17	0	1
Eye witness Code	0	0	0	1
Not Applicable	0	0	0	0
Total	55	141	1	4

Table: 16

**Function\_of\_first\_Person \* Sex\_of\_first\_Person Crosstabulation (Jago news24)**

Count

		Sex_of_first_Person				Total
		:Female	Male	Not Mentioned	Not Applicable	
Function_of_first_Person	Subject Code	12	20	0	0	32
	Spokesperson	18	87	2	0	107
	Expert Code	3	11	1	0	15
	Personal Experience Code	1	9	0	0	10
	Eye witness Code	0	0	1	0	1
	Not Applicable	0	0	0	69	69
	Total	34	127	4	69	234

Table: 17

**Function\_of\_first\_Person \* Sex\_of\_first\_Person Crosstabulation (Jamuna Television)**

Count

		Sex_of_first_Person			Total
		:Female	Male	Not Applicable	
Function_of_first_Person	Subject Code	19	46	0	65
	Spokesperson	19	78	0	97
	Expert Code	2	10	0	12
	Personal Experience Code	14	22	0	36
	Not Applicable	0	0	38	38
Total	54	156	38	248	

Table: 18

**Function\_of\_first\_Person \* Sex\_of\_first\_Person Crosstabulation (Bangla Vision)**

Count

		Sex_of_first_Person				Total
		:Female	Male	Not Mentioned	Not Applicable	
Function_of_first_Person	Subject Code	14	51	1	0	66
	Spokesperson	24	116	0	0	140
	Expert Code	1	11	0	0	12
	Personal Experience Code	10	13	0	0	23

	Eye witness Code	0	0	0	2	2
	Not Applicable	0	0	0	34	34
Total		49	191	1	36	277

Table: 19

## 6. 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	
Sex_of_first_Person	:Female	15	3	31	0	49
	Male	28	2	108	0	138
	Transgender	1	0	0	0	1
	Not Mentioned	2	1	1	0	4
	Not Applicable	0	0	0	42	42
Total		46	6	140	42	234

Table: 20

### Sex\_of\_first\_Person \* Identify\_Victim\_or\_survivor Crosstabulation (Dainik Purbanchal)

Count

		Identify_Victim_or_survivor			Total
		Victim	Neither victim nor survivor	Not applicable	
Sex_of_first_Person	:Female	59	41	0	100
	Male	24	96	0	120
	Not Mentioned	0	3	0	3
	Not Applicable	0	0	11	11
Total		83	140	11	234

Table: 21

### Sex\_of\_first\_Person \* Identify\_Victim\_or\_survivor Crosstabulation (Bangla Tribune)

Count

		Identify_Victim_or_survivor					Total
		Victim	Survivor	Both	Neither victim nor survivor	Not applicable	
Sex_of_first_Person	:Female	17	6	0	32	0	55
	Male	19	0	1	121	0	141
	Transgender	0	1	0	0	0	1
	Not Mentioned	0	0	0	4	0	4

	Not Applicable	0	0	0	0	33	33
Total		36	7	1	157	33	234

Table: 22

**Sex\_of\_first\_Person \* Identify\_Victim\_or\_survivor Crosstabulation (JagooNews24)**

Count

		Identify_Victim_or_survivor				Total
		Victim	Survivor	Neither victim nor survivor	Not applicable	
Sex_of_first_Person	:Female	6	1	27	0	34
	Male	12	1	114	0	127
	Not Mentioned	1	0	3	0	4
	Not Applicable	0	0	0	69	69
Total		19	2	144	69	234

Table: 23

**Sex\_of\_first\_Person \* Identify\_Victim\_or\_survivor Crosstabulation (Jamuna Television)**

Count

		Identify_Victim_or_survivor				Total
		Victim	Both	Neither victim nor survivor	Not applicable	
Sex_of_first_Person	:Female	7	0	47	0	54
	Male	5	0	150	1	156
	Not Applicable	0	1	1	36	38
Total		12	1	198	37	248

Table: 24

**Sex\_of\_first\_Person \* Identify\_Victim\_or\_survivor Crosstabulation (Bangla Vision)**

Count

		Identify_Victim_or_survivor			Total
		Victim	Neither victim nor survivor	Not applicable	
Sex_of_first_Person	:Female	6	43	0	49
	Male	13	176	2	191
	Not Mentioned	1	0	0	1
	Not Applicable	0	0	36	36
Total		20	219	38	277

Table: 25

## 7. Identified by Family relationship

### Sex\_of\_first\_Person \* Family\_role\_given Crosstabulation (Gramer kagoj)

Count

		Family_role_given			Total
		Yes	No	NA	
Sex_of_first_Person	:Female	12	37	0	49
	Male	8	130	0	138
	Transgender	0	1	0	1
	Not Mentioned	1	3	0	4
	Not Applicable	0	0	42	42
Total		21	171	42	234

Table: 26

### Sex\_of\_first\_Person \* Family\_role\_given Crosstabulation (Dainik Pubanchal)

Count

		Family_role_given			Total
		Yes	No	NA	
Sex_of_first_Person	:Female	55	45	0	100
	Male	34	86	0	120
	Not Mentioned	0	3	0	3
	Not Applicable	0	0	11	11
Total		89	134	11	234

Table: 27

### Sex\_of\_first\_Person \* Family\_role\_given Crosstabulation (Bangla tribune)

Count

		Family_role_given			Total
		Yes	No	NA	
Sex_of_first_Person	:Female	15	40	0	55
	Male	4	137	0	141
	Transgender	0	1	0	1
	Not Mentioned	0	4	0	4
	Not Applicable	0	0	33	33
Total		19	182	33	234

Table: 28

**Sex\_of\_first\_Person \* Family\_role\_given Crosstabulation (Jagoo News24)**

Count

		Family_role_given			Total
		Yes	No	NA	
Sex_of_first_Person	:Female	4	30	0	34
	Male	3	124	0	127
n	Not Mentioned	0	4	0	4
	Not Applicable	0	0	69	69
Total		7	158	69	234

Table: 29

**Sex\_of\_first\_Person \* Family\_role\_given Crosstabulation (Jamuna Television)**

Count

		Family_role_given			Total
		Yes	No	NA	
Sex_of_first_Person	:Female	7	47	0	54
	Male	1	154	1	156
n	Not Applicable	0	3	35	38
Total		8	204	36	248

Table: 30

**Sex\_of\_first\_Person \* Family\_role\_given Crosstabulation (Bangla Vision)**

Count

		Family_role_given			Total
		Yes	No	NA	
Sex_of_first_Person	:Female	2	47	0	49
	Male	1	189	1	191
n	Not Mentioned	0	1	0	1
	Not Applicable	0	0	36	36
Total		3	237	37	277

Table: 31



## 8. Voice of people

### Sex\_of\_first\_Person \* Directly\_quoted Crosstabulation (gramer Kagoj)

Count

		Directly_quoted			Total
		Yes	No	Not Applicable	
Sex_of_first_Person	:Female	19	30	0	49
	Male	75	63	0	138
	Transgender	0	1	0	1
	Not Mentioned	3	1	0	4
	Not Applicable	0	0	42	42
Total		97	95	42	234

Table : 32

### Sex\_of\_first\_Person \* Directly\_quoted Crosstabulation (Dainik Pubanchal)

Count

		Directly_quoted			Total
		Yes	No	Not Applicable	
Sex_of_first_Person	:Female	25	75	0	100
	Male	35	85	0	120
	Not Mentioned	3	0	0	3
	Not Applicable	0	0	11	11
Total		63	160	11	234

Table: 33

### Sex\_of\_first\_Person \* Directly\_quoted Crosstabulation (Bangla Tribune)

Count

		Directly_quoted			Total
		Yes	No	Not Applicable	
Sex_of_first_Person	:Female	31	24	0	55
	Male	119	22	0	141
	Transgender	1	0	0	1
	Not Mentioned	4	0	0	4
	Not Applicable	0	0	33	33
Total		155	46	33	234

Table: 34

### Sex\_of\_first\_Person \* Directly\_quoted Crosstabulation (JagoNews24)

Count

	Directly_quoted			Total
	Yes	No	Not Applicable	
:Female	22	12	0	34
Sex_of_first_Person Male	110	17	0	127
Not Mentioned	4	0	0	4
Not Applicable	0	0	69	69
Total	136	29	69	234

Table: 35

### Number of VOXPOP (Television)

	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Number of VOXPOP Male	396	72.26	358	81.18
Number of VOXPOP Female	152	27.74	83	18.82
	548	100.00	441	100.00

Table: 36

## 9. Character of News

### Character Wheel (Newspaper)

Character	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1: Inspires me	8	3.42	3	1.28
Code2: Amuse me	21	8.97	6	2.56
Code 3: Educate Me	0	0.00	1	0.43
Code 4: Keep me on trend	0	0.00	2	0.85
Code 5: Update me	204	87.18	214	91.45
Code 6: Give me perspective	0	0.00	8	3.42
Total	234	100.00	234	100.00

Table: 37

### Character Wheel (Online)

Character	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Inspires me	9	3.85	1	0.43
Code2: Amuse me	25	10.68	5	2.14
Code 3: Educate Me	1	0.43	1	0.43
Code 4: Keep me on trend	0	0.00	0	0.00
Code 5: Update me	194	82.91	225	96.15
Code 6: Give me perspective	5	2.14	2	0.85
Total	234	100.00	234	100.00

Table: 38

### Character Wheel (Television)

Character	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Inspires me	0	0.00	1	0.36
Code2: Amuse me	28	11.29	10	3.61
Code 3: Educate Me	0	0.00	0	0.00
Code 4: Keep me on trend	57	22.98	30	10.83
Code 5: Update me	150	60.48	220	79.42
Code 6: Give me perspective	13	5.24	16	5.78
Total	248	100.00	277	100.00

Table: 39

## About selected media houses

### Primed

#### 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 –

## **Non-Primed**

### **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.