Gender Content in Media:
Monitoring & Analysis
April 2022

Objective: To investigate how different media of Bangladesh represent gender in their news content.

Method: Mixed method (Quantitative and Qualitative) tools have been applied which are included 16 -19 variables (depending on types of media). Random sampling method used.

Sampling:

Newspaper: Daily Gramer Kagoj (PRIMED) and Dainik Purbanchal (Non- PRIMED) (6 news per day, 3 days in a week)

Online Portal: Bangla Tribune (PRIMED) and JagoNews24 (Non-PRIMED) (6 news per day, 3 days in a week)

Television: Jamuna TV (PRIMED) and Bangla Vision (Non- PRIMED) (first 5 minutes and last 5 minutes of prime time news, 3 days in a week)

Duration: 1st April – 30th April, 2022

Findings

Gender of Reporter

The purpose of identifying the gender of the reporters in 03 selected media types is to understand the contribution and involvement of women in producing news. In most of the cases reporters' name is not mentioned in case of newspaper and online. In contrast, it is easy to identify the reporter's gender in television since it is visible.

The findings show that women participation is very low comparing to male reporters in all media outlets. On the other hand, women participation is very visible as presenter role in television. This obviously supports the stereotypes of women visibility like; they can attract the attention of male audiences.

Table 01: Sex of Reporter (Newspaper)

Gender	Gramer Kagoj	Percentage %	Dainik Purbanchal	Percentage %
Code 1: Female	2	2.56	0	0.00
Code 2 : Male	31	39.74	5	6.41
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	45	57.69	73	93.58
	78	100.00	78	100.00

Table 02: Sex of Reporter (Online)

Gen der	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Female	2	2.78	0	0.00
Code 2 : Male	11	15.27	15	20.83
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	59	81.94	57	83.33
	72	100.00	72	79.17

Table 03: Sex of Reporter (Television)

Gend er	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	2	2.33	3	3.26
Code 2 : Male	39	45.35	35	38.04
Code 3: Transgender	0	0.00	0	0.00
Code 4 : Not Applicable	45	52.33	54	58.70
	86	100.00	92	100.00

Table: 04 Sex of Presenter (Television)

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	59	68.60	58	63.04
Code 2 : Male	27	31.40	34	36.96s
Code 3: Transgender	0	0.00	s0	0.00
Code 4 :Both	0	0.00	0	0.00
	86	100.00	92	100.00

Function of 1st person in news story

There was an attempt to find out the gender of a person who is playing the main role in a news story. The main role players are classified in different category like a main subject, spokesperson in the news, and opinion provider on specific subject, expert or mentioned in the story as eyewitness or sharing personal experience. Below tables showing the role of the most important/significant person of the story according to the gender. This is quite evident that women are present only when they are subject of the news. Significant poor participation is visible in the tables where women are giving opinion as expert or presenting something in public as spokesperson in all types of media.

Table-5: Function_of_first_Person * Sex_of_first_Person Crosstabulation (Gramer Kagoj)

Count

		Sex_of_first_Person				Total
		:Female	Male	Not Mentioned	Not Applicable	
Function_of_first_Person	Subject Code	5	20	0	0	25
	Spokesperson	5	26	0	0	31
	Expert Code	0	3	0	0	3
	Personal Experience Code	1	10	1	0	12
	Not Applicable	0	0	0	7	7
Total		11	59	1	7	78

Table: 05

Table-6: Function_of_first_Person * Sex_of_first_Person Crosstabulation (Dainik Paranuchal

		Sex_of_first_Person			Total
		:Female	Male	Not Applicable	
Function_of_first_Person	Subject Code	14	23	0	37
	Spokesperson	11	17	0	28
	Expert Code	0	1	0	1
	Eye witness Code	0	1	0	1
	Not Applicable	0	0	11	11
Total		25	42	11	78

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Table-7: Function_of_first_Person * Sex_of_first_Person Crosstabulation (Bangla Tribune)

Count

		:Female	Male	Not Mentioned	Not Applicable	Total
			Sex_of_first_Person			Total
Function_of_first_Person	Subject Code	7	15	0	0	22
	Spokesperson	0	26	3	0	29
	Expert Code	0	4	0	0	4
	Personal Experience Code	2	2	0	0	4
	Eye witness Code	0	1	0	0	1
	Not Applicable	0	0	0	12	12
Total		9	48	3	12	72

Table-8: Function_of_first_Person * Sex_of_first_Person Crosstabulation (JagooNews24)

Count

		:Female	Male	Not Mentioned	Not Applicable	Total
			Sex_of_first_Person			Total
Function_of_first_Person	Subject Code	2	13	0	0	15
	Spokesperson	3	28	1	0	32
	Expert Code	0	6	0	0	6
	Personal Experience Code	1	5	1	0	7
	Not Applicable	0	0	0	12	12
Total		6	52	2	12	72

Table-9: Function_of_first_Person * Sex_of_first_Person Crosstabulation (Jamuna tv)

Count

		:Female	Male	Not Applicable	Total
			Sex_of_first_Person		Total
Function_of_first_Person	Subject Code	2	12	0	14
	Spokesperson	7	25	0	32
	Expert Code	0	1	0	1
	Personal Experience Code	10	10	0	20
	Eye witness Code	1	0	0	1
	Not Applicable	0	0	18	18
Total		20	48	18	86

Table-10: Function_of_first_Person * Sex_of_first_Person Crosstabulation (Bangla Vision

		Sex_of_first_Person			Total
		:Female	Male	Not Applicable	
Function_of_first_Person	Subject Code	10	22	0	32
	Spokesperson	5	35	0	40
	Expert Code	1	4	0	5
	Personal Experience Code	4	3	0	7
	Not Applicable	0	0	8	8
Total		20	64	8	92

Identify Victim or Survivor Vs Gender

It's already visible that women's participation is quite low as main role player of the story who has been indicated as 'first person'. When someone is the first person it is important to see how he/she is being portrayed, either as victim or survivor. In below tables it has been clearly identified that when a woman is the first person in most of the cases she has been portrayed as victim comparing to man in all types of media.

Table-11: Identify_Victim_or_survivor * Sex_of_first_Person Crosstabulation (Gramer Kagoj)

Count

		Sex_of_first_Person				Total
		:Female	Male	Not Mentioned	Not Applicable	
Identify_Victim_or_survivor	Victim	4	17	1	0	22
	Survivor	1	0	0	0	1
	Neither victim nor survivor	6	42	0	0	48
	Not applicable	0	0	0	7	7
Total		11	59	1	7	78

Table-12: Identify_Victim_or_survivor * Sex_of_first_Person Crosstabulation (Doinik Purbanchol)

Count

		Sex_of_first_Person			Total
		:Female	Male	Not Applicable	
Identify_Victim_or_survivor	Victim	7	10	0	17
	Survivor	1	0	0	1
	Neither victim nor survivor	17	32	0	49
	Not applicable	0	0	11	11
Total		25	42	11	78

Table-13: Identify_Victim_or_survivor * Sex_of_first_Person Crosstabulation (Bangla Tribun)

Count

		Sex_of_first_Person				Total
		:Female	Male	Not Mentioned	Not Applicable	
	Yes	3	5	0	0	8
Family_role_given	No	6	43	3	0	52
	NA	0	0	0	12	12
Total		9	48	3	12	72

Table-14: Identify_Victim_or_survivor * Sex_of_first_Person Crosstabulation (Jago News24)

Count

		Sex_of_first_Person				Total
		:Female	Male	Not Mentioned	Not Applicable	
	Victim	1	7	1	0	9
	Survivor	1	1	0	0	2
Identify_Victim_or_survivor	Neither victim nor survivor	4	44	1	0	49
	Not applicable	0	0	0	12	12
Total		6	52	2	12	72

Table-15: Identify_Victim_or_survivor * Sex_of_first_Person Crosstabulation (Jamuna TV)

Count

		Sex_of_first_Person			Total
		:Female	Male	Not Applicable	
	Victim	2	4	0	6
	Both	0	0	1	1
Identify_Victim_or_survivor	Neither victim nor survivor	18	44	0	62
	Not applicable	0	0	17	17
Total		20	48	18	86

Table-16: Identify_Victim_or_survivor * Sex_of_first_Person Crosstabulation (Bangla Vision)

Count

		Sex_of_first_Person			Total
		:Female	Male	Not Applicable	
Identify_Victim_or_survivor	Victim	3	2	0	5
	Neither victim nor survivor	17	61	0	78
	Not applicable	0	1	8	9
Total		20	64	8	92

Family role vs Gender

Another interesting way to see the represesentation of women in media is how women and man have been addressed or identified in media. In news story women are addressed linking their man counterpart/partner/guardian in their names but a man is not identified by his partner or mother. So it becomes clear that women's identity is not complete without a man's identity. This is visible in both online and print newspaper.

Table-17: Family_role_given * Sex_of_first_Person Crosstabulation (Gramaer Kagoj)

Count

		Sex_of_first_Person				Total
		:Female	Male	Not Mentioned	Not Applicable	
Family_role_given	Yes	3	6	0	0	9
	No	8	53	1	0	62
	NA	0	0	0	7	7
Total		11	59	1	7	78

Table-18: Family_role_given * Sex_of_first_Person Crosstabulation (Dainik Purbanchol)

Count

		Sex_of_first_Person			Total
		:Female	Male	Not Applicable	
Family_role_given	Yes	3	13	0	16
	No	22	29	0	51
	NA	0	0	11	11
Total		25	42	11	78

Table-19: Family_role_given * Sex_of_first_Person Crosstabulation (JaagoNews24)

Count

		Sex_of_first_Person				Total
		:Female	Male	Not Mentioned	Not Applicable	
Family_role_given	Yes	2	1	0	0	3
	No	4	51	2	0	57
	NA	0	0	0	12	12
Total		6	52	2	12	72

Table-20: Family_role_given * Sex_of_first_Person Crosstabulation (Bangla Tribune)

Count

		Sex_of_first_Person				Total
		:Female	Male	Not Mentioned	Not Applicable	
Family_role_given	Yes	3	5	0	0	8
	No	6	43	3	0	52
	NA	0	0	0	12	12
Total		9	48	3	12	72

Table-21: Family_role_given * Sex_of_first_Person Crosstabulation (Jamuna tv)

Count

		Sex_of_first_Person			Total
		:Female	Male	Not Applicable	
Family_role_given	Yes	1	0	0	1
	No	19	48	1	68
	NA	0	0	17	17
Total		20	48	18	86

Table-22: Family_role_given * Sex_of_first_Person Crosstabulation (bangle vision)

Count

		Sex_of_first_Person			Total
		:Female	Male	Not Applicable	
Family_role_given	Yes	1	0	0	1
	No	19	63	0	82
	NA	0	1	8	9
Total		20	64	8	92

Directly Quoted Vs Gender

To identify the participation of women in media, it is important to see either women have been quoted as subject, expert or in any other way. Here is a crosscheck of gender versus direct interviews or quotation of first person.

Table-23: Directly_quoted * Sex_of_first_Person Crosstabulation (Gramer Kagoj)

Count

		Sex_of_first_Person				Total
		:Female	Male	Not Mentioned	Not Applicable	
Directly_quoted	Yes	6	36	1	0	43
	No	5	23	0	0	28
	Not Applicable	0	0	0	7	7
Total		11	59	1	7	78

Table-24: Directly_quoted * Sex_of_first_Person Crosstabulation (Doinik Purbanchol)

		Directly_quoted			Total
		Yes	No	Not Applicable	
Sex_of_first_Person	:Female	9	16	0	25
	Male	13	29	0	42
	Not Applicable	0	0	11	11
Total		22	45	11	78

Table-25: Directly_quoted * Sex_of_first_Person Crosstabulation (Bangla Tribune)

Count

		Sex_of_first_Person				Total
		:Female	Male	Not Mentioned	Not Applicable	
Directly_quoted	Yes	4	37	3	0	44
	No	5	11	0	0	16
	Not Applicable	0	0	0	12	12
Total		9	48	3	12	72

Table-26: Directly_quoted * Sex_of_first_Person Crosstabulation (JaagoNews24)

Count

		Sex_of_first_Person				Total
		:Female	Male	Not Mentioned	Not Applicable	
Directly_quoted	Yes	4	45	2	0	51
	No	2	7	0	0	9
	Not Applicable	0	0	0	12	12
Total		6	52	2	12	72

Number of Vox pop

In case of television, identifying gender in voxpop (interview) is a major indicator to understand how much women is visible and how importance has been given in their participation in visual media. Percentage of women and man voxpop showing the significant difference between man and women participation in news media. Interestingly, findings of both television channels are nearly the same.

Table-27: Number of VOXPOP

	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Number of VOXPOP Male	184	76.99	130	83.33
Number of VOXPOP Female	55	23.01	26	1917
	239	100.00	156	100.00

Character/ Types of News

Indicators have been used to identify if the news story of different media are serving news consumer from the consumer's interest or media houses are only working to establish their own agenda or by following the old trend they are only updating about current affairs

Table-28: Newspaper

Character	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1: Inspires me	1	0.13	0	0.00
Code2: Amuse me	6	0.73	1	0.13
Code 3: Educate Me	0	0.00	1	0.13
Code 4: Keep me on trend	0	0.00	0	0.00
Code 5: Update me	71	91.02	73	93.59
Code 6: Give me perspective	0	0.00	3	3.85
Total	78	100.00	78	100.00

Table-29: Online

Character	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Inspires me	3	4.17	1	0.14
Code2: Amuse me	6	8.33	3	4.17
Code 3: Educate Me	0	0.00	0	0.00
Code 4: Keep me on trend	1	0.14	2	2.78
Code 5: Update me	62	86.11	66	91.67
Code 6: Give me perspective	0	0.00	0	0.00
Total	72	100.00	72	100.00

Table-30: Television

Character	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Inspires me	0	0.00	1	0.11
Code2: Amuse me	1	0.12	4	4.40
Code 3: Educate Me	0	0.00	0	0.00
Code 4: Keep me on trend	5	5.88	9	9.89
Code 5: Update me	79	92.94	71	78.02
Code 6: Give me perspective	00	0.00	6	6.60
Total	86	100.00	92	100.00