Gender Content in Media:
Monitoring & Analysis

May 2022

FREEEE PRESS UNLIMITED

PRIMED
PROTECTING INDEPENDENT MEDIA
FOR EFFECTIVE DEVELOPMENT

SOUTH ASIA CENTER FOR media in development

Table of Contents

Introduction

Women are participating in almost every sphere of the society along with their male counterparts. They are now participating in all forms of professions with their identities as doctor, engineer, teacher or government official. But our media is not showing this bright image of women. They are rather showing them as sexual objects or victims. South Asia Centre for Media in Development (SACMID) is working under PRIMED (Protecting Interdependent Media for Effective Development) project with a vision to change this mindset and trend of media. PRIMED is a part of global consortium of BBC Media Action, Free Press Unlimited, International Media Support and Media Development Investment Fund, supported by FCDO. SACMID has been engaged in PRIMED project from April 2021, and the organization is regularly monitoring the news and contents of 06 selected media outlets of the country. The monitoring findings are analyzed and produced as monthly and quarterly reports, which are later distributed among the stakeholders.

Methodology and Sampling

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).

Sampling:

Random sampling method used.

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: 1 May – 31 May, 2022

Major Findings

Gender of Reporter

The findings have shown that among 472 news of May 2022, only 11 news were reported by female in this month. Male contribution in reporting news was 10 times higher than female. Male have reported 110 news and rest of the 351 news have not mentioned any reporter's name. Among these 11 news reported by female, 9 were reported by Jamuna Television. Both Gramer Kagoj and Bangla Vision have 1 female reporter.

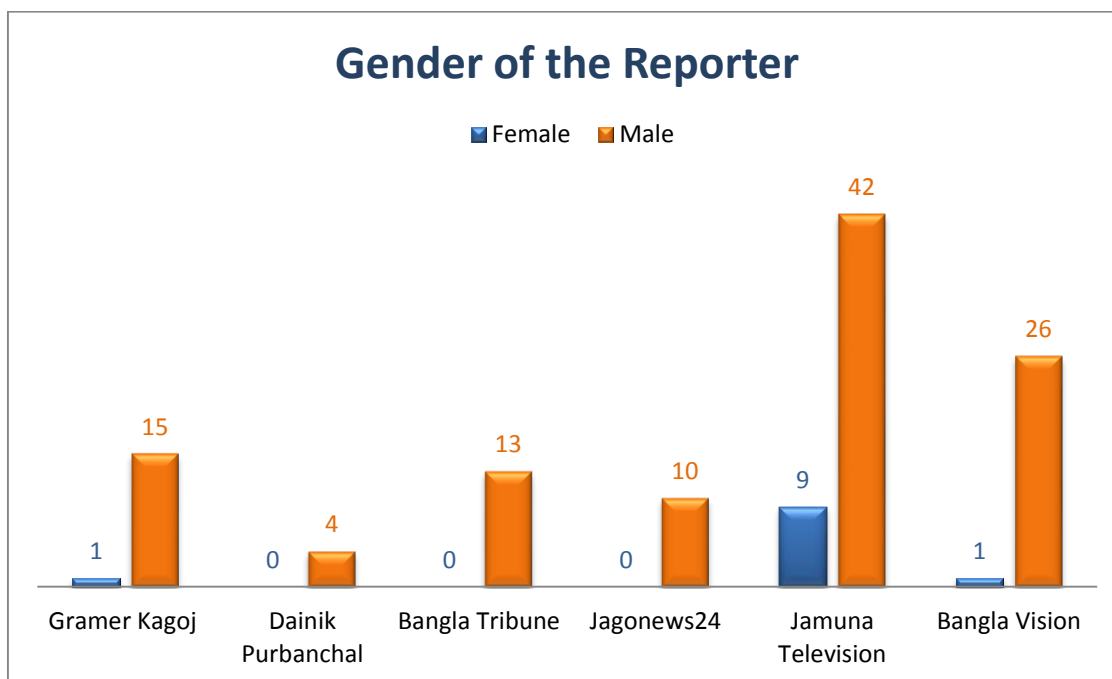Chart 1: Gender of the reporter in various media outlets

Gender of Presenter

It has been revealed from the findings that among 174 news in Jamuna television and Bangla Vision, 133 news were anchored by female Presenters, which is almost 4 times more than male. Only 39 news were anchored by male Presenters. This is a common practice in Television to visualize women to attract the mass people.
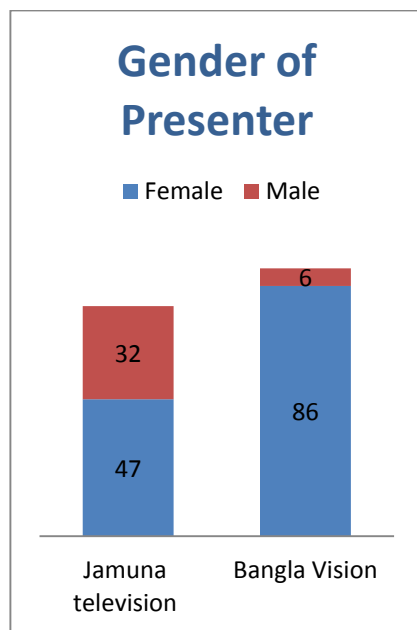
Gender of Presenter

■ Female ■ Male

	Jamuna television	Bangla Vision
Male	32	6
Female	47	86

Chart 2: Gender of the presenters in various television channels

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. It has been revealed that women are neglected in all types of function. Women were subject in only 47 (30.72%) times in all 6 media outlets, whereas male are 106 (69.28) times. Female were spokespersons in 37 (16.59%) whereas 186 (83.41%) spokespersons were male. There was not a single woman expert in May 2022, whereas the number male experts were 8 (100%). 9 (27.27%) female have shared their personal experiences, on the other hand 24 (72.73%) male have shared their personal experiences.

Subject of the news

■ Female Subjects   ■ Male Subjects

31%

69%

Spokesperson

■ Female Spokespersons   ■ Male Spokespersons

17%

83%

Experts

■ Female Experts   ■ Male Experts

0%

100%

Personal Experience

■ Female Personal Experience   ■ Male Personal Experience

27%

73%
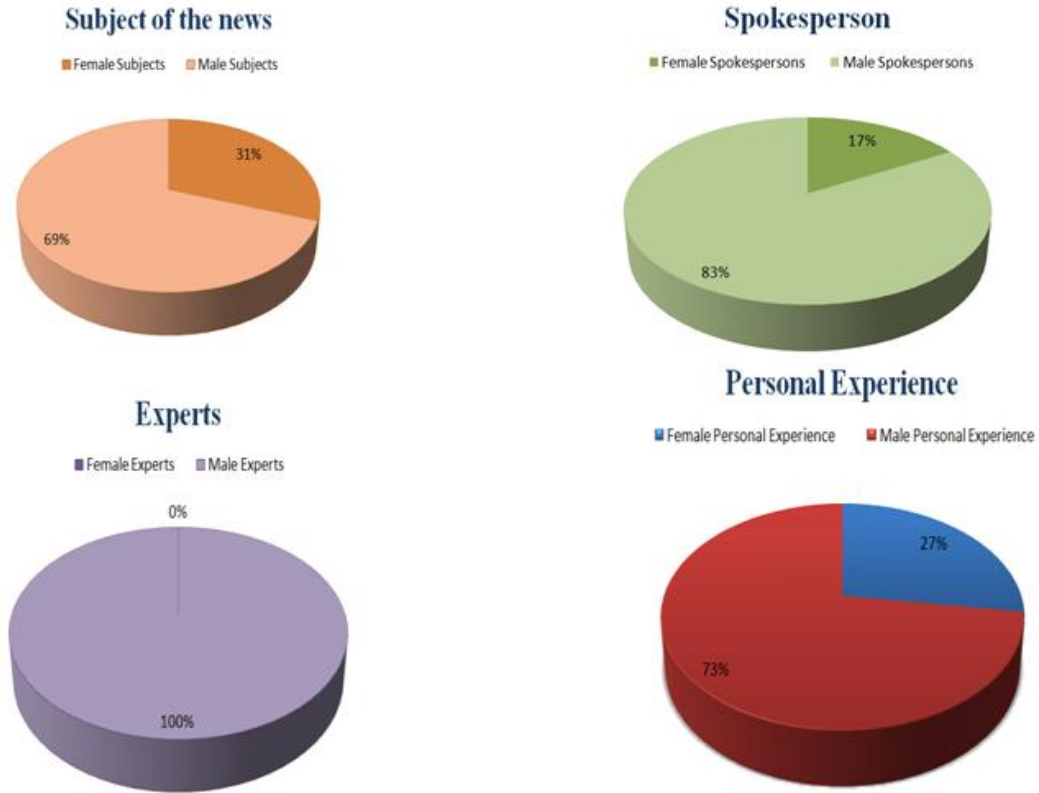
Chart [3, 4, 5, 6]: Function of 1st person in news story in various media outlets

Identify Victim or Survivor Vs Gender

Women's participation is quite low as the first person of story. But whenever they were the first persons, maximum times they were portrayed as victims. Women were the first persons in 93 news stories. Out of them in 28 (30.11%) news stories they were the victims. On the other hand, male were the victims in 27 (8.31%) news stories out of 325 news stories.
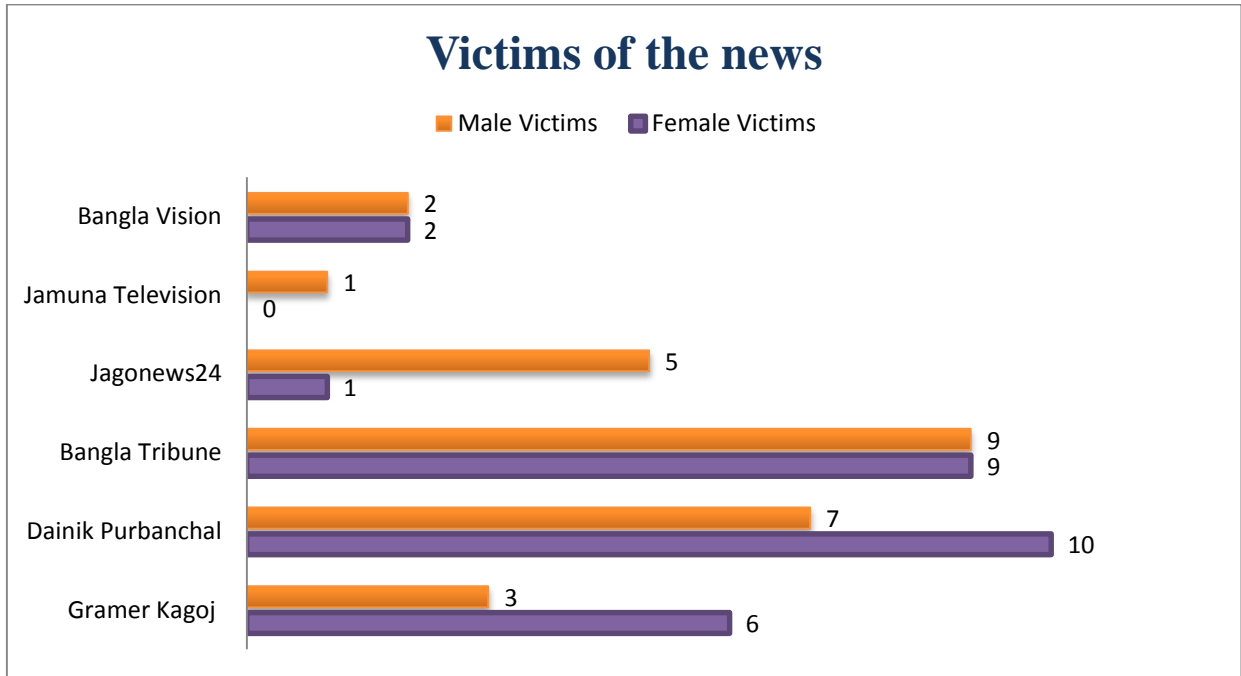
Chart 7: Victims of the news in various media outlets

Family role vs Gender

25 (26.88%) women have been addressed or identified by their husband or father, whereas 31 (9.54%) men in 325 news stories were identified by their family members. So it's clear that media are more inclined to identify women by their family role. Moreover, women are identified by their husband or father's name. But men have not been identified by their mother or sister's name.
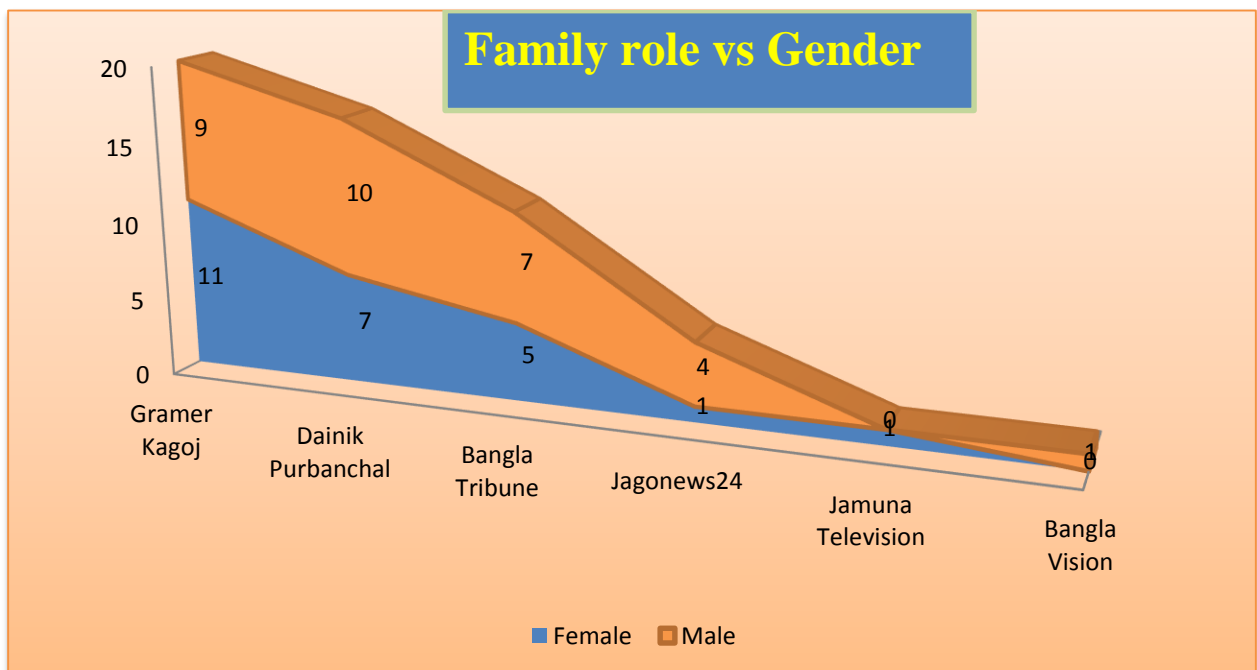
Chart 8: Family role vs Gender in various media outlets

Voices of women

Women voices are very important to achieve gender equality in the society. But voices of women in media is very low than men. Newspaper and online has 25 direct quotation of female and 118 direct quotation of male. In television 47 female voxpop have been taken whereas Male voxpop were 114. Male voices are more than 4 times than female voices.

Chart Title

	Gramer Kagoj	Dainik Purbanchal	Bangla Tribune	Jagonews24
Female quotation	5		10	4
Male quotation 2	20	12	40	46
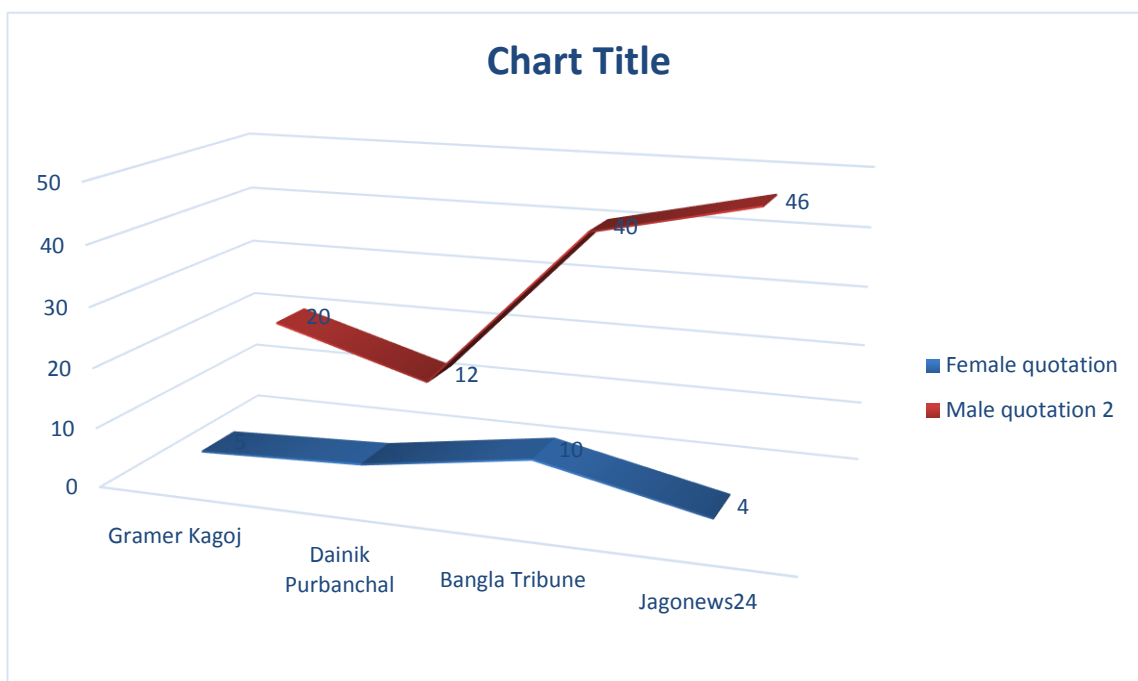
Chart 9: Voices of women in newspaper and online

Television Name	Jamuna Television	Bangla Vision
Number of voxpop	34	13
Number of voxpop	108	114

Chart 10: Voxpop in television

Stories about women

A negligible amount of stories was particularly about women in May 2022. Only 37 (7.84%) news stories among 472 news stories were about women.

Stories about women

Yes No

56	10 — Gramer Kagoj
57	9 — Dainik Purbanchal
71	13 — Bangla Tribune
84	0 — Jagonews24
74	5 — Jamuna Tv
93	0 — Bangla Vision
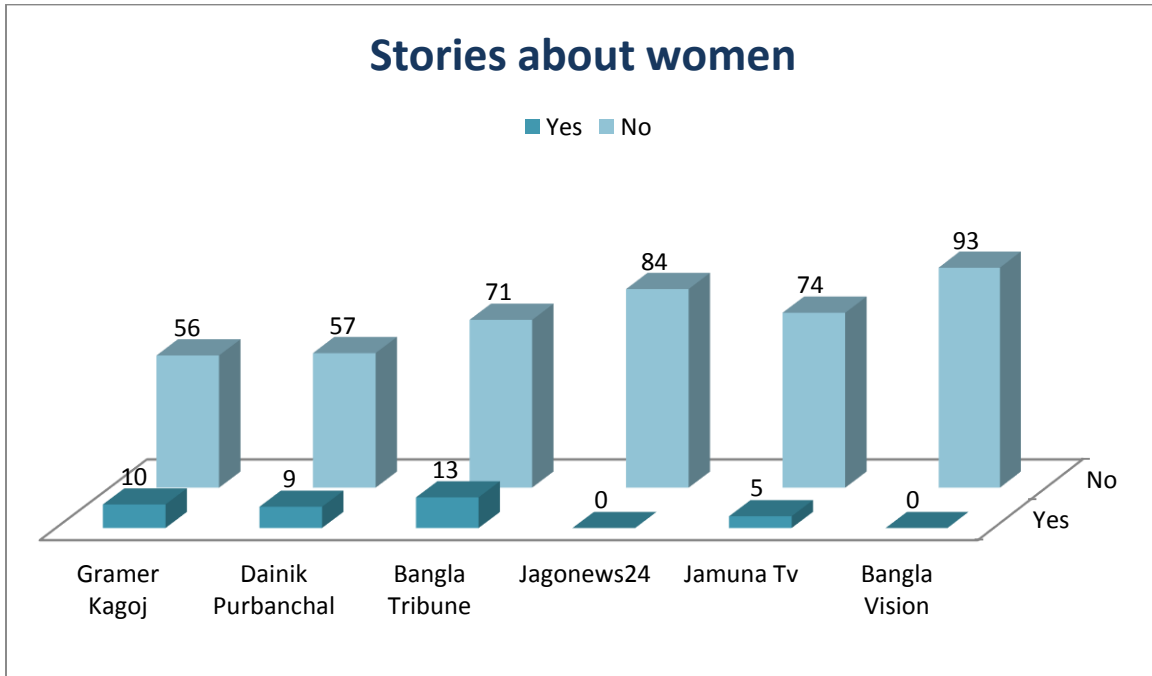
Chart 11: Stories about women in various media outlets

Stories that challenges stereotype

Media stories are not challenging social stereotypes. They are rather obstructing to achieve a better and gender sensitive society for women. Only 6 news stories (1.27%) challenges stereotype among the 472 news monitored in May 2022.

Stories challenges stereotype

Yes No

64	2 — Gramer Kagoj
66	0 — Dainik Purbanchal
81	3 — Bangla Tribune
84	0 — Jagonews24
78	1 — Jamuna Tv
93	0 — Bangla Vision
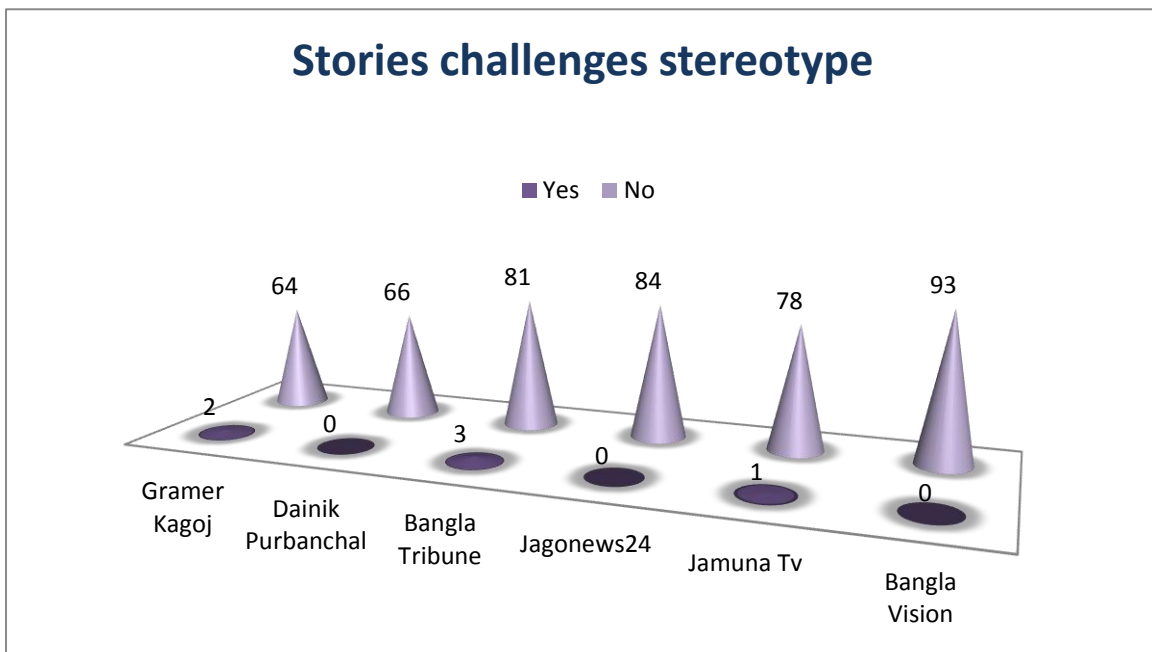
Chart 11: Stories about women in various media outlets

Character/ Types of News

Indicators have been used to identify if the news stories 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. It has been identified that, more than 72% news have updated the readers and viewers in the month of May 2022. Another 11% news have kept them on trend and about 5% news have given them perspectives.

Characters	Gramer Kagoj	Dainik Purbanchal	Bangla Tribune	Jagonews24	Jamuna Tv	Bangla Vision
Inspire me	0	1	7	0	0	0
Amuse me	7	2	9	0	6	8
Educate me	3	0	1	0	0	0
Keep me on trend	1	1	9	12	18	12
Update me	50	61	50	62	50	71
Give me perspective	5	1	8	5	5	0

Chart 12: Character/ Types of News in various media outlets

Appendix

Reporter and Presenter

Table 01: Sex of Reporter (Newspaper)

Gender	Gramer Kagoj	Percentage %	Dainik Purbanchal	Percentage %
Code 1: Female	1	1.52	0	0.00
Code 2 : Male	15	22.73	4	6.06
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	50	75.76	62	93.94
	66	100.00	66	100.00

Table 02: Sex of Reporter (Online)

Gender	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Female	0	0.00	0	0.00
Code 2 : Male	13	15.48	10	11.90
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	71	84.52	74	88.09
	84	100.00	84	100.00

Table 03: Sex of Reporter (Television)

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	9	11.39	1	1.08
Code 2 : Male	42	53.16	26	27.96
Code 3: Transgender	0	0.00	0	0.00
Code 4 : Not Applicable	28	34.44	66	70.97
	79	100.00	93	100.00

Table 04: Sex of Presenter (Television)

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	47	59.49	86	92.47
Code 2 : Male	32	40.51	7	7.53
Code 3: Transgender	0	0.00	0	0.00
Code 4 :Both	0	0.00	0	0.00
	79	100.00	93	100.00

Function of the First Person in News Story

Table 05: Function_1st_Person * Sex_1st_Person Cross tabulation (GramerKagoj)

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Function_1st_Person	Subject	13	17	0	30
	Spokesperson	3	23	0	26
	Personal Experience	1	2	0	3
	Not Applicable	0	0	7	7
Total		17	42	7	66

s

Table 06: Function_1st_Person * Sex_1st_Person Cross tabulation (Dainik Purbanchal)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Function_1st_Person	Subject	10	23	0	33
	Spokesperson	6	21	0	27
	Personal Experience	0	1	0	1
	Not Applicable	0	0	5	5
Total		16	45	5	66

Table 07: Function_1st_Person * Sex_1st_Person Cross tabulation (Jagonews24.com)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Function_1st_Person	Subject	1	16	0	17
	Spokesperson	5	43	0	48
	Expert	0	3	0	3

		0	5	0	5
	Personal Experience	0	5	0	5
	Not Applicable	0	0	11	11
Total		6	67	11	84

Table 08: Function_1st_Person * Sex_1st_Person Cross tabulation (Banglatribune.com)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Function_1st_Person	Subject	14	17	0	31
	Spokesperson	6	34	0	40
	Personal Experience	1	6	0	7
	Not Applicable	0	0	6	6
Total		21	57	6	84

Table 09: Function_1st_Person * Sex_1st_Person Cross tabulation (Jamuna Television)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Function_1st_Person	Subject	5	14	0	19
	Spokesperson	6	27	0	33
	Expert	0	3	0	3
	Personal Experience	7	6	0	13
	Eye Witness	0	1	0	1
	Not Applicable	0	0	10	10
Total		18	51	10	79

Count

Table 10: Function_1st_Person * Sex_1st_Person Cross tabulation (Bangla Vision)

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Function_1st_Person	Subject	4	19	0	23
	Spokesperson	11	38	0	49
	Expert	0	2	0	2
	Personal Experience	0	4	0	4
	Not Applicable	0	0	15	15
Total		15	63	15	93

First Person Identified as Victim or Survivor Vs. Gender

Table 11: Identified_As_1st_Person * Sex_1st_Person Cross tabulation (GrameKagoj)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Identified_As_1st_Person	Victim	6	3	0	9
	Both	1	0	0	1
	Neither Victim nor Survivor	10	39	0	49
	Not Applicable	0	0	7	7
Total		17	42	7	66

Table 12: Identified_As_1st_Person * Sex_1st_Person Cross tabulation (Danik Purbanchal)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Identified_As_1st_Person	Victim	10	7	0	17
	Neither Victim nor Survivor	6	38	0	44
	Not Applicable	0	0	5	5
Total		16	45	5	66

Table 13: Identified_As_1st_Person * Sex_1st_Person Cross tabulation (Jagonews24.com)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Identified_As_1st_Person	Victim	1	5	0	6
	Neither Victim nor Survivor	5	62	0	67
	Not Applicable	0	0	11	11
Total		6	67	11	84

Table 14: Identified_As_1st_Person * Sex_1st_Person Cross tabulation (Banglatribune.com)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Identified_As_1st_Person	Victim	9	9	0	18
	Neither Victim nor Survivor	12	48	0	60
	Not Applicable	0	0	6	6
Total		21	57	6	84

Table 15: Identified_As_1st_Person * Sex_1st_Person Cross tabulation (Jamuna Television)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Identified_As_1st_Person	0	0	1	0	1
	Victim	3	1	0	4
	Both	0	0	1	1
	Neither Victim nor Survivor	15	48	0	63
	Not Applicable	0	1	9	10
Total		18	51	10	79

Table 16: Identified_As_1st_Person * Sex_1st_Person Cross tabulation (Bangla Vision)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Identified_As_1st_Person	Victim	2	2	0	4
	Neither Victim nor Survivor	13	61	0	74
	Not Applicable	0	0	15	15
Total		15	63	15	93

Family Role Vs. Gender

Table 17: Family_Role_Given_1st_Person * Sex_1st_Person Cross tabulation (GramerKagoj)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
	Yes	11	9	0	20
Family_Role_Given_1st_Person	No	6	33	0	39
	Not Applicable	0	0	7	7
Total		17	42	7	66

Table 18: Family_Role_Given_1st_Person * Sex_1st_Person Cross tabulation (Dainik Purbanchal)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
	Yes	7	10	0	17
Family_Role_Given_1st_Person	No	9	35	0	44
	Not Applicable	0	0	5	5
Total		16	45	5	66

Table 19*: Family_Role_Given_1st_Person * Sex_1st_Person Cross tabulation (Jagonews24.com)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
	Yes	1	4	0	5
Family_Role_Given_1st_Person	No	5	63	0	68
	Not Applicable	0	0	11	11
Total		6	67	11	84

Table 20: Family_Role_Given_1st_Person * Sex_1st_Person Cross tabulation (Banglatribune.com)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
	Yes	5	7	0	12
Family_Role_Given_1st_Person	No	16	50	0	66
	Not Applicable	0	0	6	6
Total		21	57	6	84

Table 21: Family_Role_Given_1st_Person * Sex_1st_Person Crosstabulation (Jamuna Television)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
	Yes	1	0	0	1
Family_Role_Given_1st_Person	No	17	50	1	68
	Not Applicable	0	1	9	10
Total		18	51	10	79

Table 22: Family_Role_Given_1st_Person * Sex_1st_Person Cross tabulation (Bangla Vision)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
	Yes	0	1	0	1
Family_Role_Given_1st_Person	No	15	62	0	77
	Not Applicable	0	0	15	15
Total		15	63	15	93

Directly Quoted Vs. Gender

Table 23: Direct_Quotation * Sex_1st_Person Cross tabulation (Gramer Kagoj)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
	Yes	5	20	0	25
Direct_Quotation	No	12	22	0	34
	Not Applicable	0	0	7	7
Total		17	42	7	66

Table 24: Direct_Quotation * Sex_1st_Person Crosstabulation (DainikPurbanchal)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Direct_Quotation	Yes	6	12	0	18
	No	10	33	0	43
	Not Applicable	0	0	5	5
Total		16	45	5	66

Table 25: Direct_Quotation * Sex_1st_Person Cross tabulation (Jagonews24.com)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Direct_Quotation	Yes	4	46	0	50
	No	2	21	0	23
	Not Applicable	0	0	11	11
Total		6	67	11	84

Table 26: Direct_Quotation * Sex_1st_Person Cross tabulation (Banglatribune.com)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Direct_Quotation	Yes	10	40	0	50
	No	11	17	0	28
	Not Applicable	0	0	6	6
Total		21	57	6	84