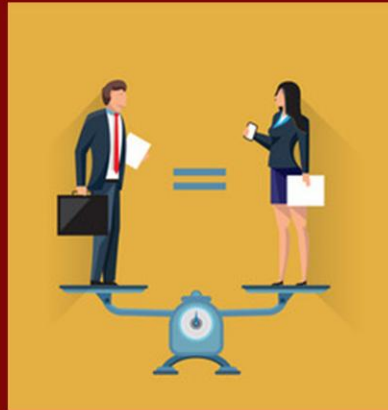
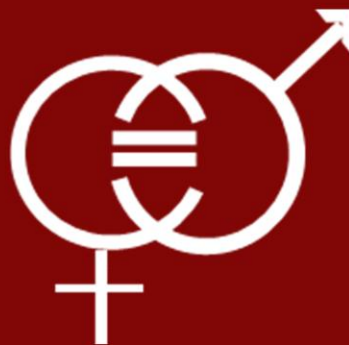


GENDER CONTENT MONITORING IN SELECTED MEDIA OUTLETS OF BANGLADESH



4TH QUARTERLY REPORT
1ST APRIL TO 30ST JUNE 2022



**FREE
PRESS
UNLIMITED**



PRIMED
PROTECTING INDEPENDENT MEDIA
FOR EFFECTIVE DEVELOPMENT

SOUTH
ASIA
CENTER
FOR **media in
development**

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Abstract

Women are far less likely than man to be seen in media. They are often neglected in the media. We can see women in the media as victims of violence, help seeker or as a mere sexual objects. Our findings of 4th quarterly gender media monitoring have showed that most of the times women are shown in gender based violence. They are portrayed as victims in the news stories. Female reporters are very low in number. Male reporters have outnumbered them more than 12 times (female reporters are 31 and male reporters are 375). Women are also neglected as the first persons of the news. Most of the time they become the first person of the news when they become victims of the news. Moreover, female voices and their appearance in photographs and visuals are much lower in number than male. Surprisingly not a single female expert (to give opinion) has been found in this quarter. Women are rather identified by their family role such as 'wife of someone' or 'daughter of someone' etc. But female visualization as presenters have been raised by more than 5%. This is a matter of concern that women are being visualized in media only for commercial purposes.

Introduction

Media plays an important role in our society as it is the mirror of the society. Media reports cover current issues and events, provide information to the general people for interpretation, mobilize their idea and reshape the culture and the society. Media can either play an important role in promotion of gender equality, or they can further strengthen the common patriarchal gender stereotypes of the society.

As media have a far reaching influence on opinion building of general people, its major objective should be to break the gender stereotypes of the society and promote gender equality. But most of the time they portray women as a sexual object or portray according to society's common gender norm. Women are portrayed as typical housewives ignoring their professional identities like doctors, engineers, economists or politicians.

This 4th quarterly media monitoring report of South Asia Center for Media in Development (SACMID) has shown that women are portrayed as the victims of sexual or physical violence when they are the subjects of the news items. They are rather use as a tool for attracting the male readers. From SACMID's experience of daily monitoring of the contents in selected media houses of Bangladesh, a disproportion between male and female representation in all types (print, electronic, online) of media has been found.

This quarterly gender media monitoring is a part of the PRIMED (Protecting Independent Media for Effective Development) 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.

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. SACMID, being the partner of FPU in Bangladesh has been engaged in PRIMED project from April 2021.

Major Findings

Women are shown in gender based violence

Women are shown as subjects in gender based violence. A total of 49 news items were about gender based violence. Among them, female are the subjects of 44 (89.80%) news items and male are the subjects of only 5 (10.20%) news items.

Female reporters are neglected

Among 1410 news items, only 31 (2.20%) news items were reported by female reporters, whereas 375 (26.60%) news items were reported by male.

Presenters are mostly female

71.29% presenters in televisions are female. Rest of the 28.71% are male.

Women as first persons are very low in number

A total of 290 (20.57%) female are the first persons of the news. whereas 913 (64.75%) men are the first persons of the news.

Women are not experts to deliver opinion

Not a single female expert in all the media outlets have been found. Whereas male experts are 27 (100%).

Women are victims

In this fourth quarter, women were the first persons in 290 news, but they were portrayed as victims in 74 (25.52%) times. On the other hand male were the first persons in 913 news, but they were portrayed as victims in 113 (12.38%) news stories.

Women are identified by family role

Women are often identified in the news by their familial relationships such as 'wife of someone' or 'daughter of someone' etc. in this quarter, a total of 65 (22.41%) female were identified/introduced by their family role.

Voices of women are very low in number

A total of 1442 direct quotations and voxpops have been identified in this quarter. Female quotations were 63 (15.33%) and voxpops were 224 (21.73%). In both cases female contribution is much lower than male.

Women are neglected in pictures and visuals

Among 580 pictures in two newspapers (*Gramer Kagoj* and *Dainik Purbanchal*) and two online portals (*Bangla Tribune* and *Jagonews24*), only 33 (5.69%) pictures have shown women. On the other hand, among 498 news items in two televisions (*Bangla Tribune* and *Jagonews24*) female have been actively participated in the visuals in 170 (34.14%) news items. In both cases, women have been neglected.

Methodology

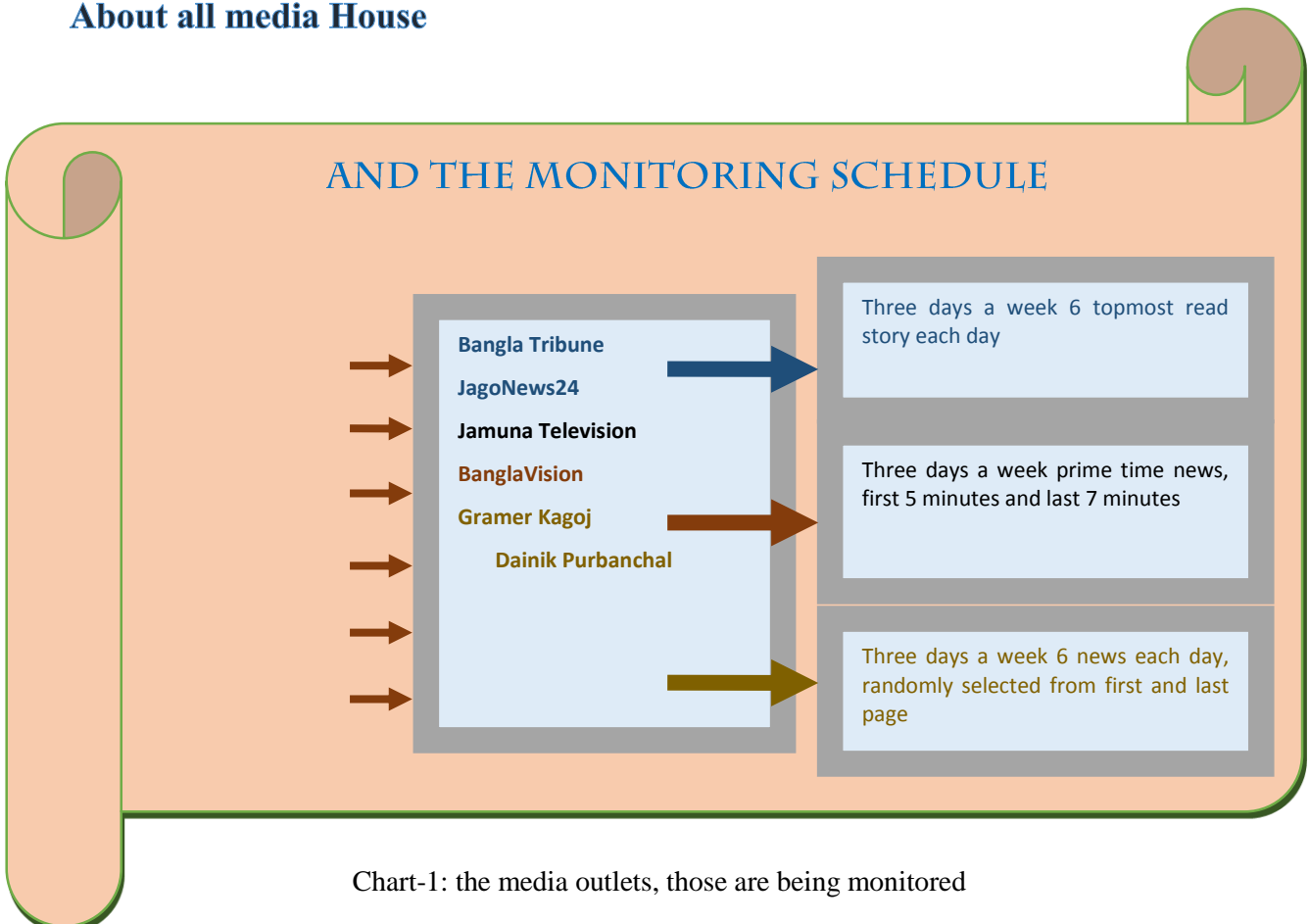
Objective of the Study

The main objective of this monitoring is to investigate the representation of men and women in different media contents of Bangladesh. It will help to decrease gender discrimination and also contribute in bringing gender equality in media by revealing the gender situation of media in 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



Findings

1. Topic of the news

The topic of the news is mainly about which genre the news is. It can be about government and politics, economy, science & health, celebrity, art and culture, crime and violence, social and legal or gender based violence. There are nine major topics in our gender monitoring tool.

The findings of 4th quarterly monitoring have shown that, women are mostly covered in the reports on gender based violence. There is a total of 49 news items among 1410 news, that covered gender based violence. Among them, women were the subjects of 44 (89.80%) news items and male were the subjects of only 5 (10.20%) news items.

On the other hand, women are neglected in formative topics like government and politics, economy and science and health. Male are the subjects of 185 (75.20%) news about government and politics, whereas female is only 61 (24.40%). Female are also neglected in the economy based news as female are the subjects of 61 (20.68%) economic news whereas male were subjects of 234 (79.32%) economy based news. Male are the subjects of 32 (78.05%) news about science and health, whereas female are the subjects of only 9 (21.95%) news items.

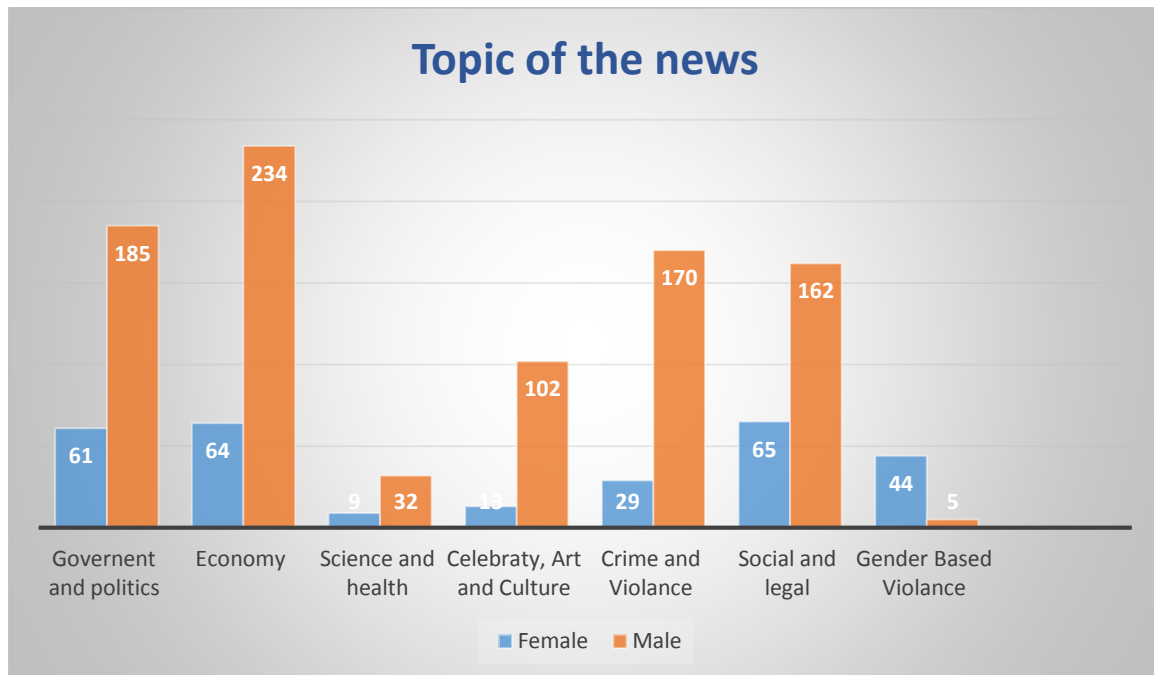


Chart-2: Topic of the news based on gender

2. 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. In terms of television, reporter's gender has been identified by their voice over.

The study has explored that, among 1410 news items, only 31 (2.20%) news items were reported by female reporters, whereas 375 (26.60%) news items were reported by male. Rest of the 1004 (71.21%) news items did not acknowledge the identity of the reporters. Among the 31 news reported by female, 24 news are from PRIMED media outlets (*Gramer Kagoj*, *Jamuna Television* and *Bangla Tribune*) on the other hand, only 7 news are from one Non-PRIMED Media outlet named *Bangla Vision*. None of the other two Non-PRIMED Media outlets (*Dainik Purbanchal*, and *Jagonews24*) have any female by-line report.

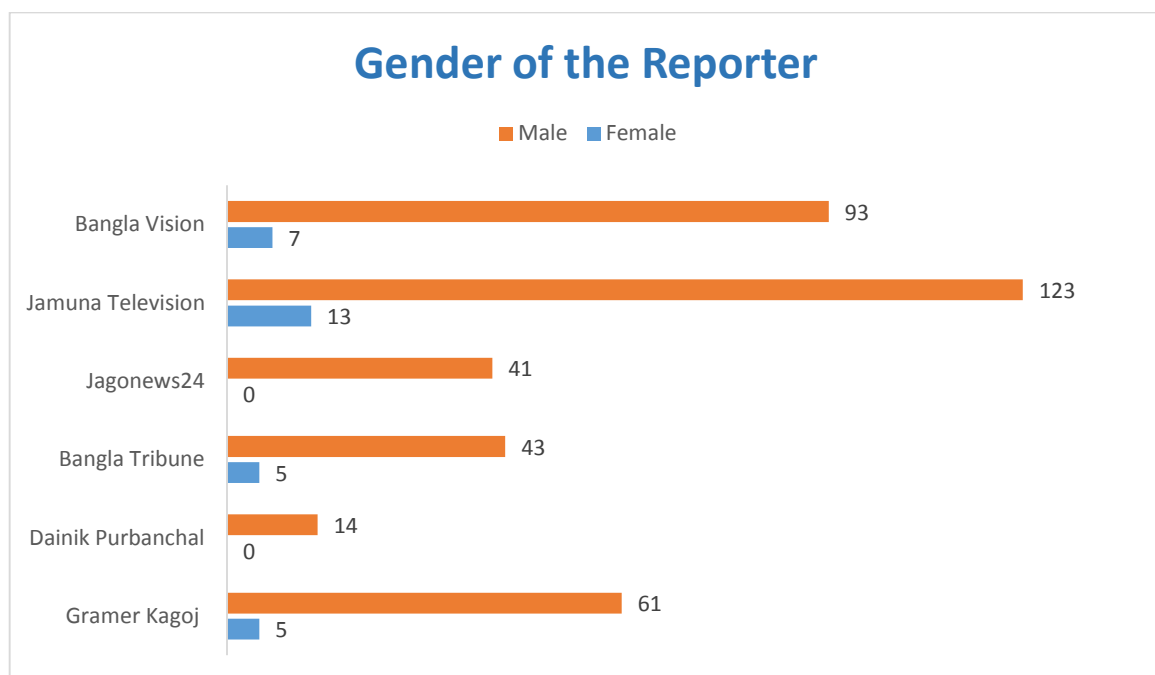


Chart-3: gender of reporter in different media outlets

3. Gender of the Presenter

It has been identified that 71.29% presenters in two television channels (*Jamuna TV and Bangla Vision*) are female. It was 66% in the third quarterly report, 69.9% in the second quarterly report and 63.89% in the first quarterly report respectively. It can be mentioned that female visualization on television screens as presenter is increasing notably. Television is attracting the male audiences by presenting female anchors as they have a common gender stereotype that male are the drivers of the economy by being the main wage earners in the family. If the male audiences can be attracted by female anchors, it will increase the revenue of the television.

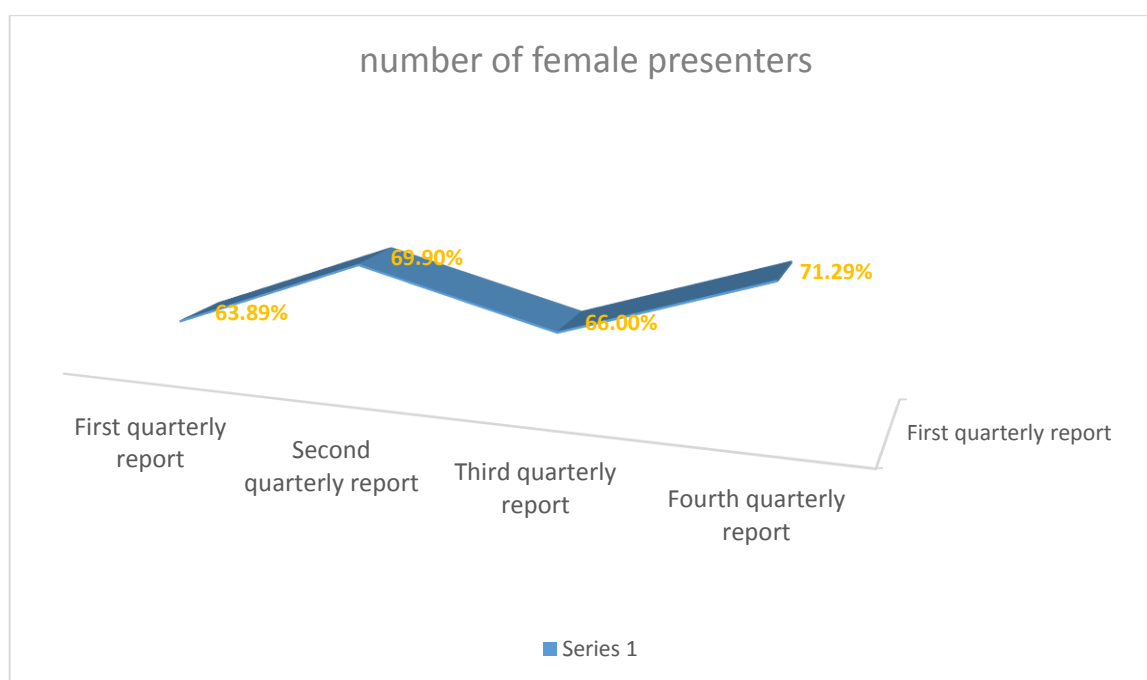


Chart-4: Number of female presenters in all quarterly reports

4. Function of First Person

The first person in the news can be a subject, spokesperson, expert, eye witness or she/he can give personal opinion. A total of 290 (20.57%) female are the first persons of the news whereas 913 (64.75%) man are the first persons in this 4th quarterly monitoring. 207 (14.68%) news does not have any first or second person. Both PRIMED (*Gramer Kagoj, Jamuna Television and Bangla Tribune*) and non-PRIMED (*Dainik Purbanchal and Jagonews24*) media outlets are same in this regard. PRIMED media outlets have 145 females first persons and non-PRIMED media outlets have also 145 females first persons. PRIMED media outlets have 456 males as first persons and non-PRIMED media have 457 males as first persons.

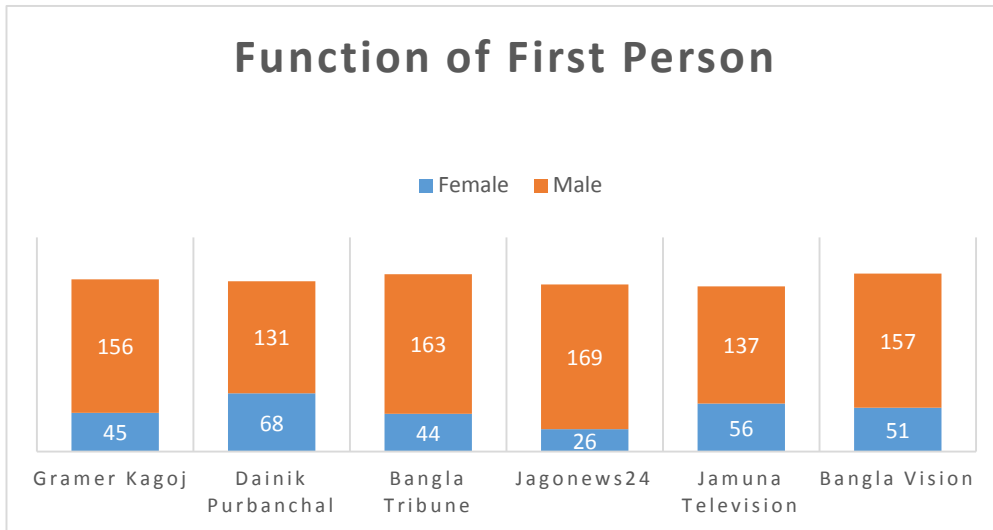


Chart-5: Function of the first person in different media outlets

4.1 women as spokesperson

A spokesperson is a person who tells anyone on behalf of another person or organization. We find more persons as spokespersons in this quarter than the previous quarter, as maximum news were about Padma Bridge, price hike and Comilla election. These news items have taken maximum number of voxpops or direct quotations of male. A total of 583 (84.13%) male were spokespersons when they were the first persons. On the other hand, 110 (15.87%) female were spokespersons when they were the first persons. It is to be noted that, among these 110 female spokespersons, most of the times prime minister of Bangladesh Shaikh Hasina was the female spokespersons in the news. So it is evident that women participation as spokesperson is very low in this quarter than the previous quarterly reports. Previously it was 19.63% female and 80.37% male spokespersons.

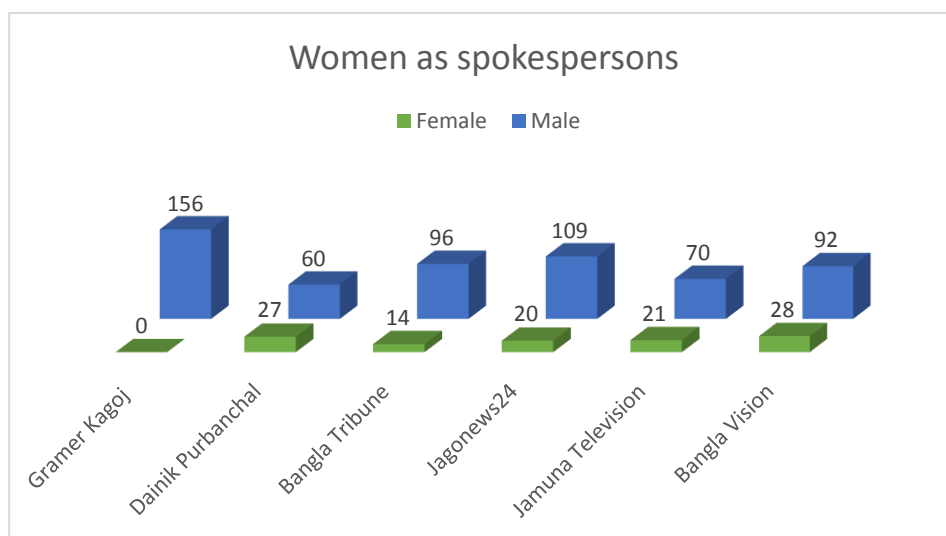


Chart-6: Women as spokespersons in different media outlets

4.2 Women as experts

There was not a single women expert in all the six PRIMED and non-PRIMED media outlets in this three months. Whereas 9 news portrayed women as experts in the previous quarterly report. The number of male experts are 27 (100%) in this quarter. It was 53 in the previous quarterly report.

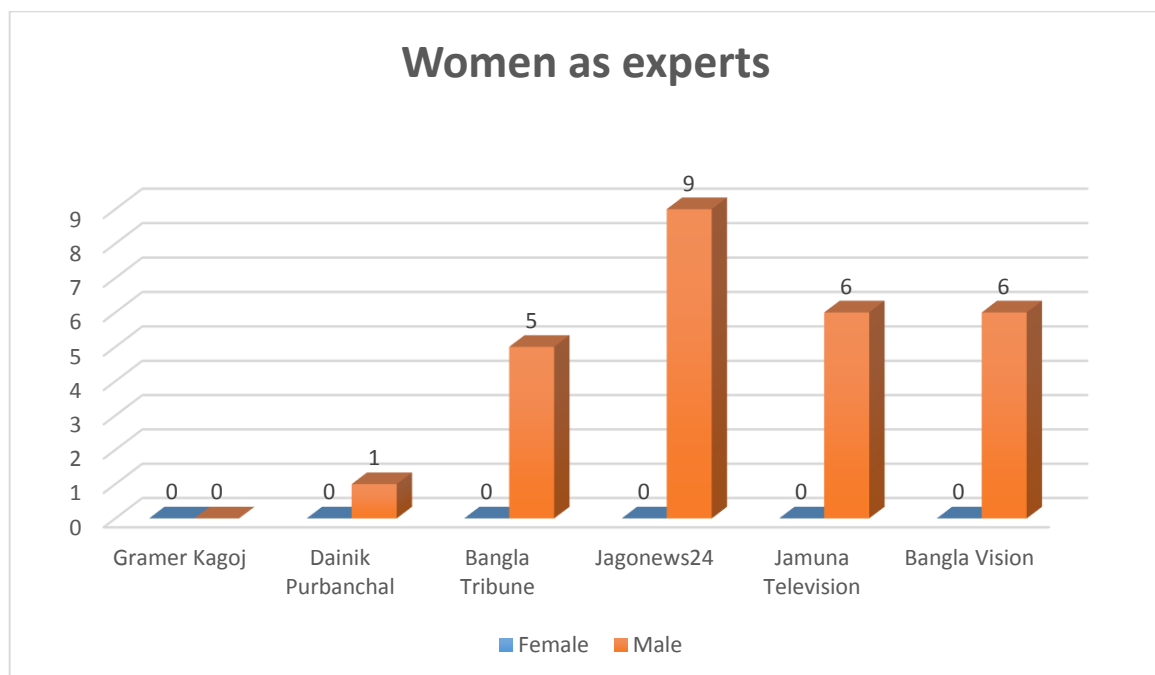


Chart-7: Women as experts in different media outlets

5. Female are victims

Victim is a person who loses her/his life or suffers by any physical or financial damage. Media are more prone to present women as victims. In this fourth quarter, women were the first persons in 290 news, but they were portrayed as victims in 74 (25.52%) times. On the other hand male were the first persons in 913 news, but they were portrayed as victims in 113 (12.38%) news stories. That means females shown as victims in the news stories are more than twice than male. It was 32.26% for female and 11.57% for male in the previous third quarterly report. And 37.5% for women and 15.5% for men in the second quarter, 41.4% for women and 13.76% for men in the first quarter. So it is clear that the trend of showing female as victim has been decreased during all the quarters.

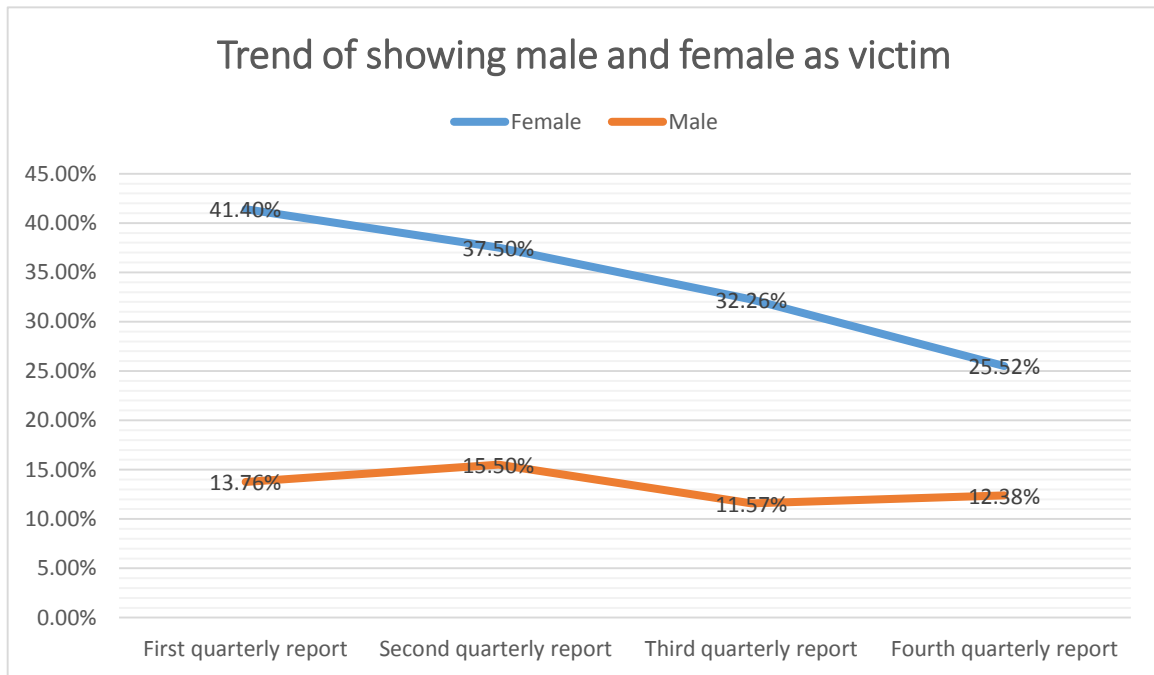


Chart-8: Trend of showing male and female as victim in different quarters.

The above chart is showing that, the ratio of male victim is almost same in 4 quarterly reports. But the ratio of female victims are being decreased rapidly. This is a good sign that media outlets are breaking down the tradition of showing women as victims.

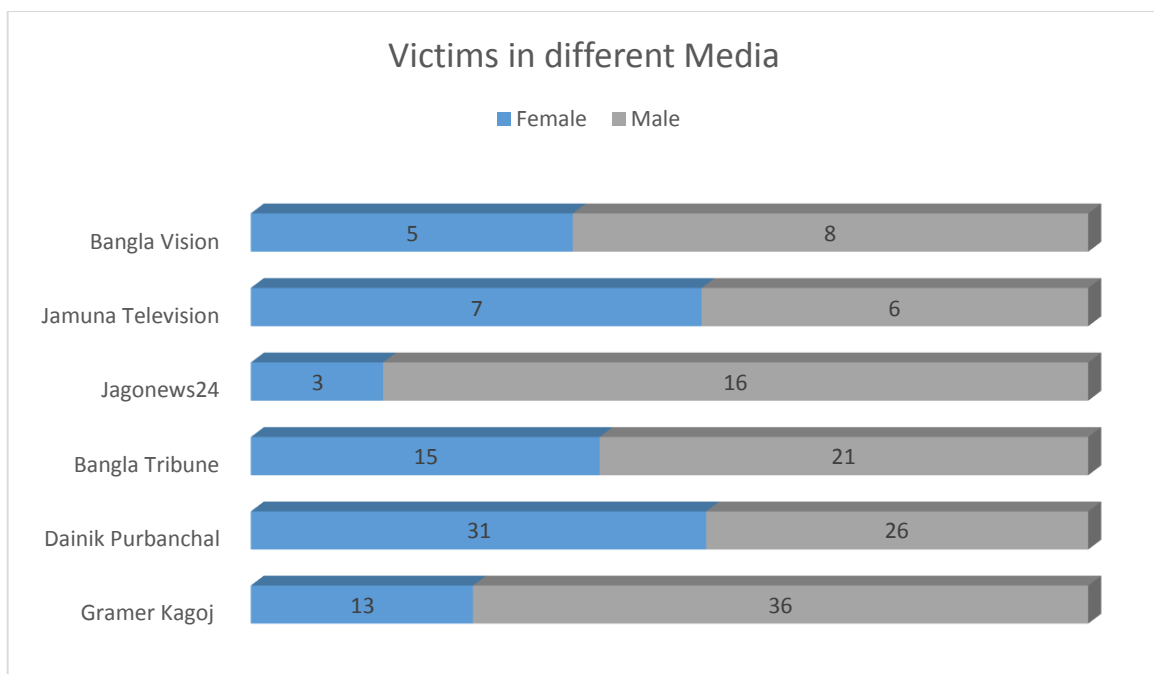


Chart-9: Victims in different Media outlets

6. First person and Family Role

Female are often identified in the news by their familial relationships such as ‘wife of someone’ or ‘daughter of someone’ etc. In this quarter, a total of 65 (22.41%) female was identified by their family role. But the scenario was much different when male are the first persons. A total of 97 (10.62%) male was identified by their family role. But here is a slight difference between male and female familial presentation. Female are identified by their husband or father’s name, but male never identified by their wife or mother’s name.

PRIMED media outlets are more prone to identify women in terms of their family role. Among these 65 female family role, 35 (24.13) were mentioned in PRIMED media outlets. On the other hand, non-PRIMED media outlets mentioned 30 (20.69%) female family role.

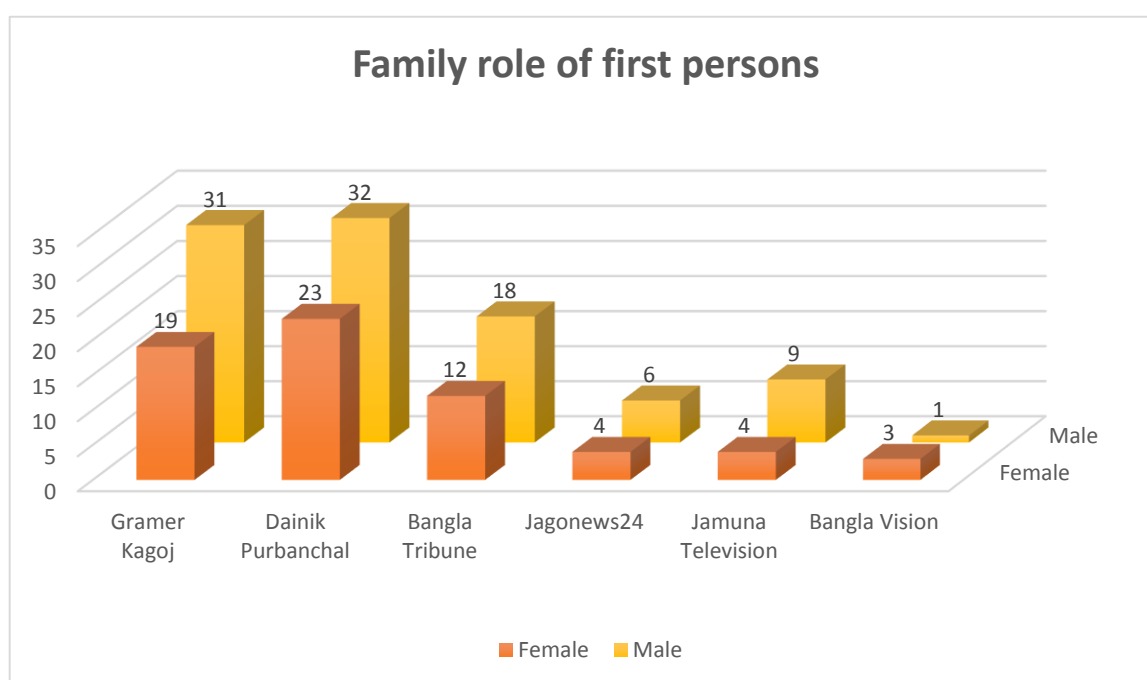


Chart-10: Family role of first persons in different Media outlets

7. Voices of people

A total of 1442 direct quotations and voxpops have been identified in this quarter. Where direct quotations were 411 and voxpops were 1031. In both terms female contribution is very low than male. Female quotations were 63 (15.33%) in two newspapers (*Gramer Kagoj* and *Dainik Purbanchal*) and two online portals (*Bangla Tribune* and *Jagonews24*) whereas male quotations were 348 (84.67%). Female voxpops collected by two television channels (*Jamuna Television* and *Bangla Vision*) were 224 (21.73%) whereas male voxpops were 807 (78.27%).

PRIMED media outlets collected 155 (20.48%) female direct quotation and voxpops while this was 602 (79.52%) in number in case of male direct quotations and voxpops. Non-PRIMED media outlets have 132 (19.27%) female direct quotations and voxpops whereas 553 (80.73%) were male direct quotations and voxpops. So we can say that PRIMED media outlets are more sensitive about taking female voices than Non-PRIMED media outlets.

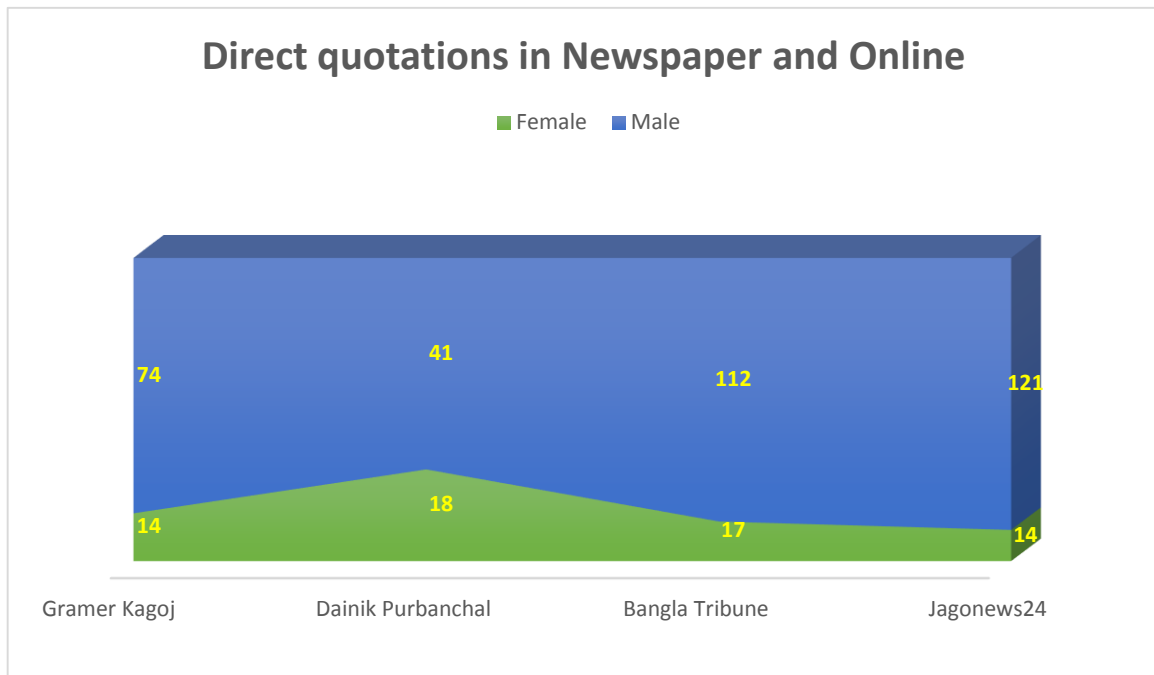


Chart-11: Direct quotations of male and female in different Media outlets

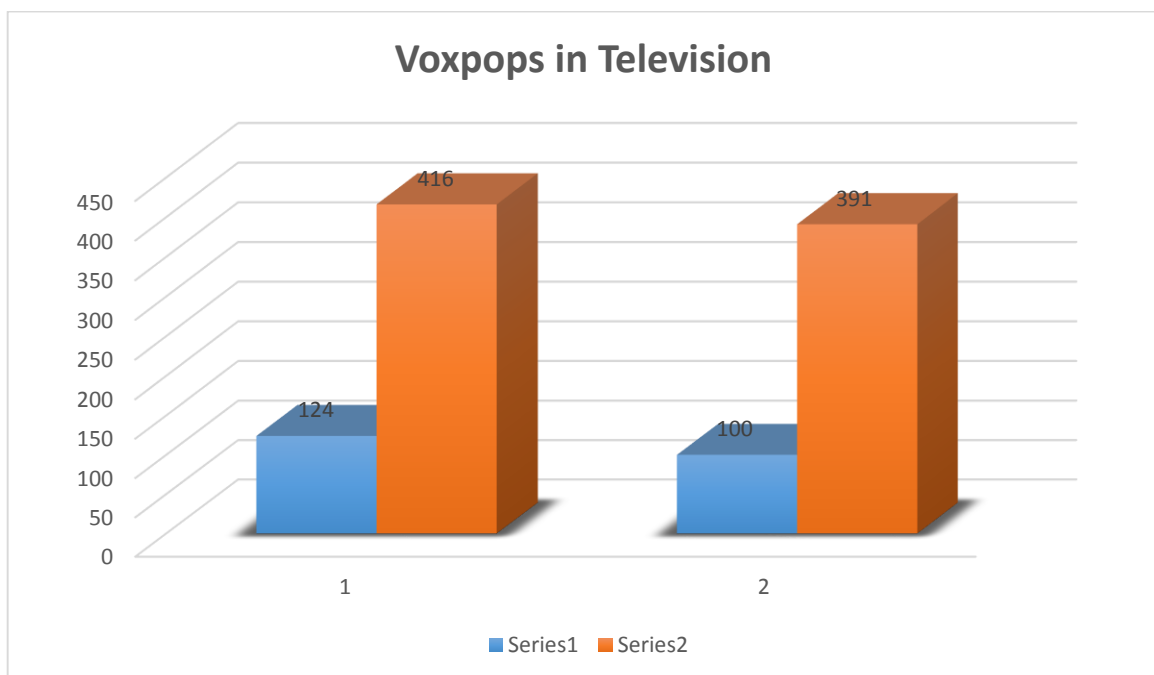


Chart-12: Voxpops of male and female in different Media outlets

8. Women in pictures and visuals

Women are very much neglected in pictures. There was a total of 580 pictures in two newspapers (*Gramer Kagoj* and *Dainik Purbanchal*) and in two online portals (*Bangla Tribune* and *Jagonews24*). Only 33 (5.69%) of them have shown women. Another 235 (40.52%) pictures have shown men. 120 (20.69%) pictures have shown male and female both.

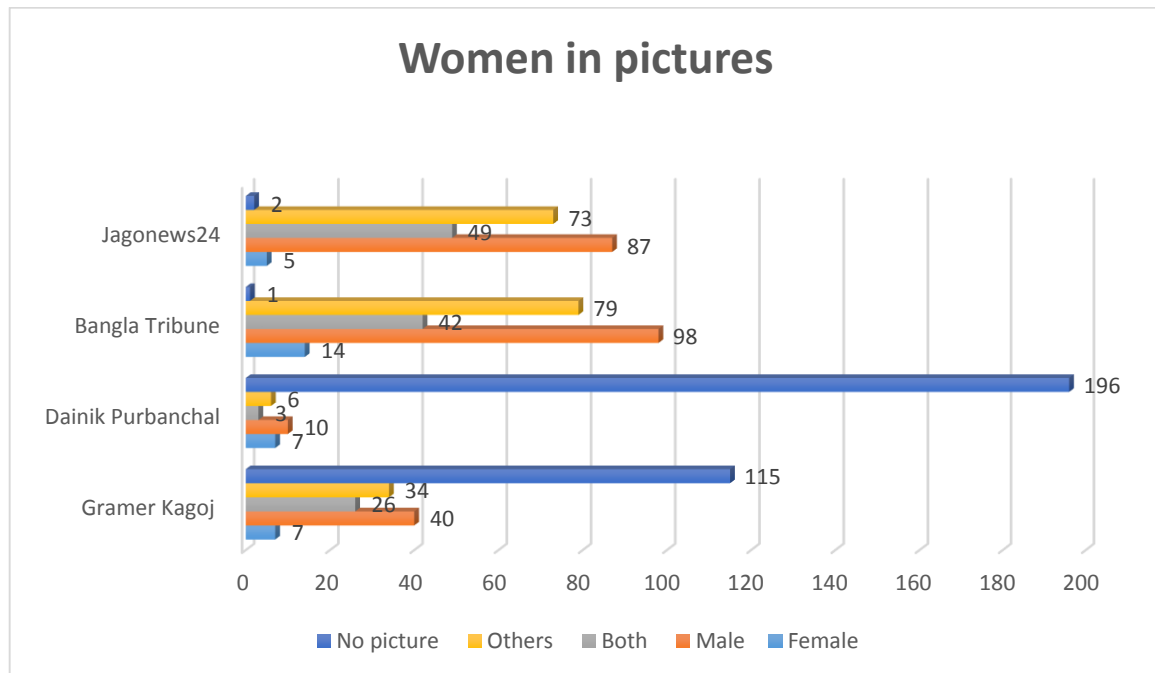


Chart-13: Female in pictures in different Media outlets

Among 498 news stories in two television channels (*Bangla Tribune* and *Jagonews24*) Female actively participated in 170 (34.14%) news. In 50 (10.04%) news items female has presence but not as active participants. Another 77 (15.46%) news has neither active nor passive participation of female. In these news, they were showed only for visual pleasures. This has a close link with the number of female anchors which have risen more than 71%. Surprisingly 201 (40.36%) news did not show any women.

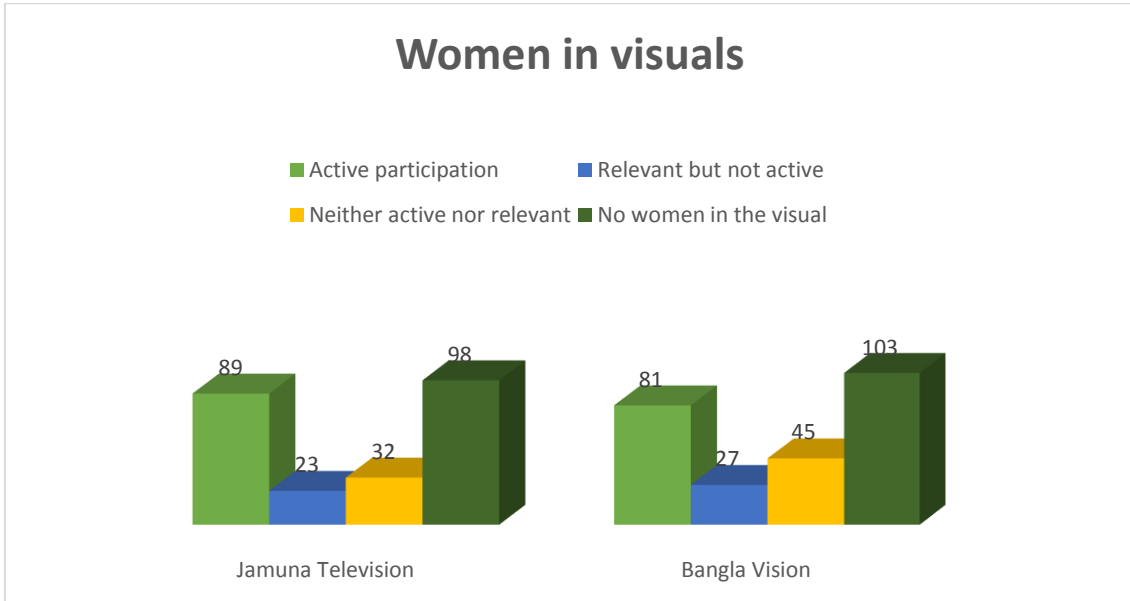


Chart-14: Female in visuals in different Media outlets

9. Story about women

A total of 100 (7.09%) among 1410 news are specifically about women. Other 1310 (92.91%) news stories weren't about women. PRIMED media outlets (*Gramer Kagoj, Jamuna Television and Bangla Tribune*) have published 60 (60%) news about women. On the other hand Non-PRIMED Media outlets (*Dainik Purbanchal, Bangla Vision and JagoneWS24*) have published 40 (40%) news stories about women. Apparently PRIMED media outlets are found a bit more conscious about female based news stories.

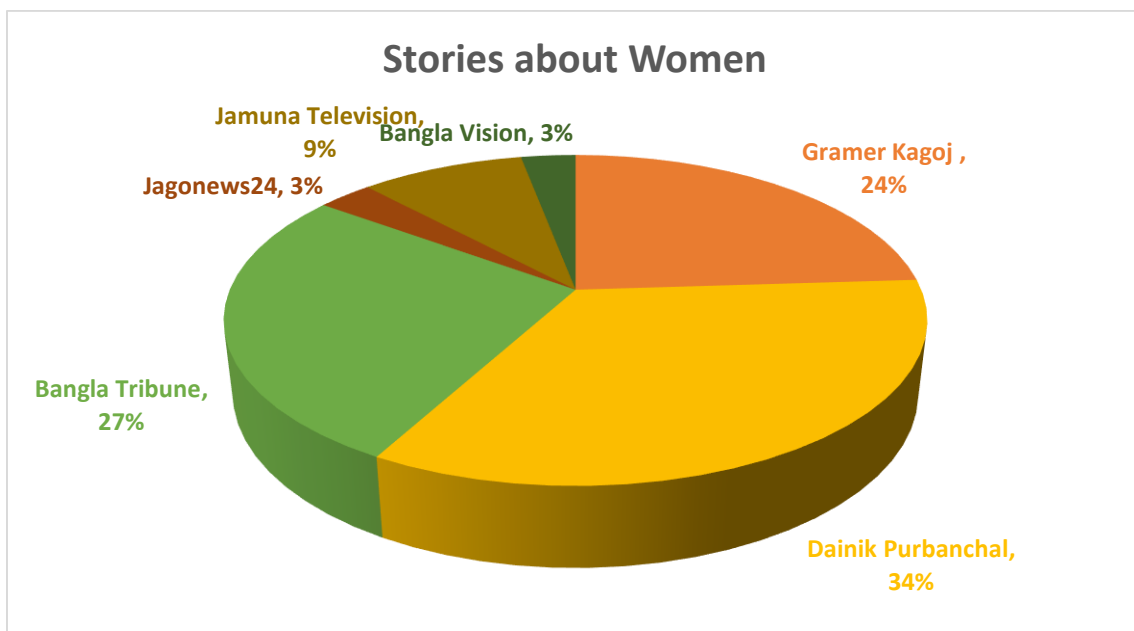


Chart-15: Stories about women in different media outlets

10. Character of News

The character of news refers to the nature or type of news. We can understand the essence of news by the character of news. This essence can be made of 6 possible nature of news. These are inspiring, amusing, educating, keep on trending, updating or giving perspective. This finding 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 Purbancha	Bangla Tribune	Jagonews24	Jamuna Tv	Bangla Vision
Inspire me	1	1	11	1	1	0
Amuse me	37	4	38	14	10	14
Educate me	4	1	1	0	1	0
Keep me on trend	2	1	11	32	43	35
Update me	163	211	147	178	180	202
Give me perspective	15	4	26	9	7	5

Chart-16: Character of news in different media outlets

11. Differences observed: in four quarters

First Quarterly Report	Second Quarterly Report	Third Quarterly Report	Fourth Quarterly Report
Gender of reporter Female- 41 Male- 383	Gender of reporter Female- 50 Male- 385	Gender of reporter Female- 38 Male- 380	Gender of reporter Female- 31 Male- 375
Gender of presenters Female- 63.89% Male- 36.11%	Gender of presenters Female- 69.9% Male- 30.1%	Gender of presenters Female- 66% Male- 34%	Gender of presenters Female- 71.29% Male- 28.71%
Gender of first person	Gender of first person	Gender of first person	Gender of first person

Female- 311 Male- 835	Female- 350 Male- 891	Female- 341 Male- 873	Female- 290 Male- 913
Number of spokesperson Female- 12.61% Male- 87.39%	Number of spokesperson Female- 21.8% Male- 78.2%	Number of spokesperson Female- 19.63% Male- 80.37%	Number of spokesperson Female- 15.87% Male- 84.13%
Number of expert Female- 6 Male- 31	Number of expert Female- 13% Male- 87%	Number of expert Female- 14.51% Male- 85.84%	Number of expert Female- 0.00% Male- 100%
Victim of the news Female- 41.4% Male- 13.76%	Victim of the news Female- 37.6% Male- 15.5%	Victim of the news Female- 32.26% Male- 11.57%	Victim of the news Female- 25.52% Male- 12.38%
Family role Female- 30.2% Male- 8.86%	Family role Female- 28.3% Male- 10.32%	Family role Female- 27.86% Male- 5.48%	Family role Female- 22.41% Male- 10.62%
Voice of people Female quotation -20.53% Male quotation- 79.47% Female Voxpop- 21.52% Male Voxpop- 78.48%	Voice of people Female quotation- 19.8% Male quotation- 80.2% Female Voxpop- 18.49% Male Voxpop- 81.51%	Voice of people Female quotation- 22.25% Male quotation- 77.7% Female Voxpop- 23.76% Male Voxpop- 74.24%	Voice of people Female quotation- 15.33% Male quotation- 84.67% Female Voxpop- 21.73% Male Voxpop- 78.27%

Chart-17: Comparison between 3rd and 4th quarterly findings

Observations

Some differences in these four quarter have been observed. The situation is almost same in these quarters. The number of female reporters have been decreased in these four quarters. On the other hand the number of female presenters has increased. Number of first person has decreased in 4th quarter. Number of female spokesperson and expert has also decreased. Number of female victims and family role has decreased. It's a good sign. Number of female quotation has decreased, but number of female voxpop is almost same like the previous quarters.

12. Comparison between PRIMED and Non-PRIMED outlets

Findings		PRIMED			Non-PRIMED		
		Gramer Kagoj (%)	Bangla Tribune (%)	Jamuna Tv (%)	Dainik Purbanchal (%)	Jago news24 (%)	Bangla Vision (%)
Gender of Reporter	Female	2.70	2.14	5.37	0.00	0.00	2.73
	Male	27.48	18.38	50.83	6.31	17.52	36.32
	Both	0.00	0.00	0.00	0.00	0.00	0.00
	Not identified	69.82	79.49	43.80	93.69	82.48	60.94

Presenters of Television	Female			63.22			78.91
	Male			36.78			21.09
	Both			0.00			0.00
	Not identified			0.00			0.00
Voice of people (Direct quotation)	Female	22.34	21.26		34.17	13.33	
	Male	77.61	78.74		65.83	86.67	
Voice of people (Voxpop)	Female			22.95			20.37
	Male			77.04			79.63
Women in pictures	Female	3.15	5.98		3.15	2.13	
	Male	18.02	41.88		4.50	37.14	
Women in visuals	Active Participation of women			36.78			31.64

Chart-18: Comparison between PRIMED and non-PRIMED media outlets

The above chart has made a comparison between PRIMED and Non-PRIMED media outlets. Female representation in non-PRIMED media outlets are very low than PRIMED media outlets. There was not a single female reporter (as by-liner) in *Dainik Purbanchal* and *Jagonews24*. Direct quotation of *Jagonews24*.are very low compared to other PRIMED and non-PRIMED media outlets.

Stories to be noted.....

There are a few news stories that needs more detail analysis in terms of portrayal of women in media. Some news stories break traditional portrayal of women and some news stories reinforce the traditional portrayal of women. Among the analyzed news stories only 35 news stories (2.48 percent) reported which breaks traditional portrayal of women in media.

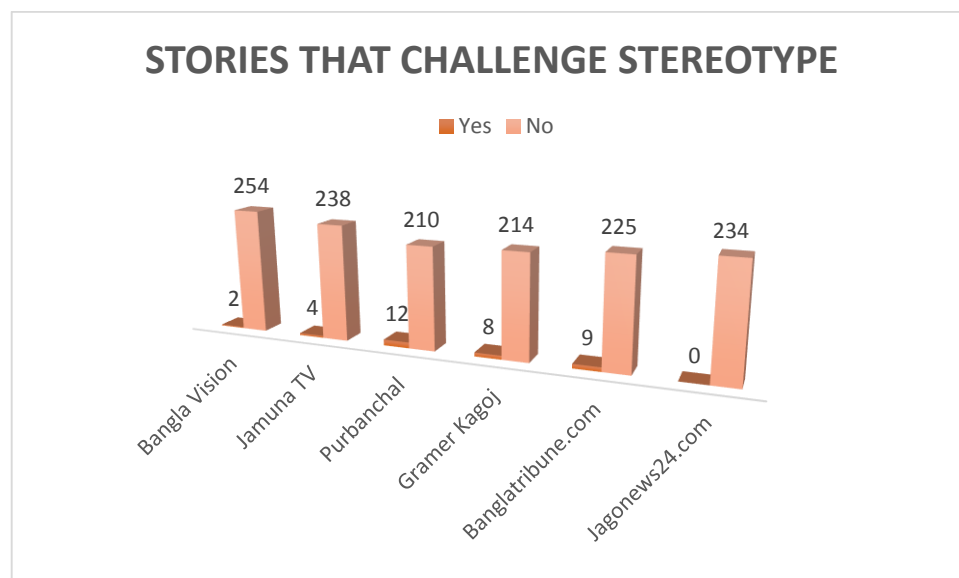


Chart-19: Stories that challenge gender stereotypes in different media outlets

Total 1410 news stories were analyzed during April-June, 2022. Among them 74 news stories need further analysis in terms of portrayal of woman in news stories, narratives, and picture used in news stories.

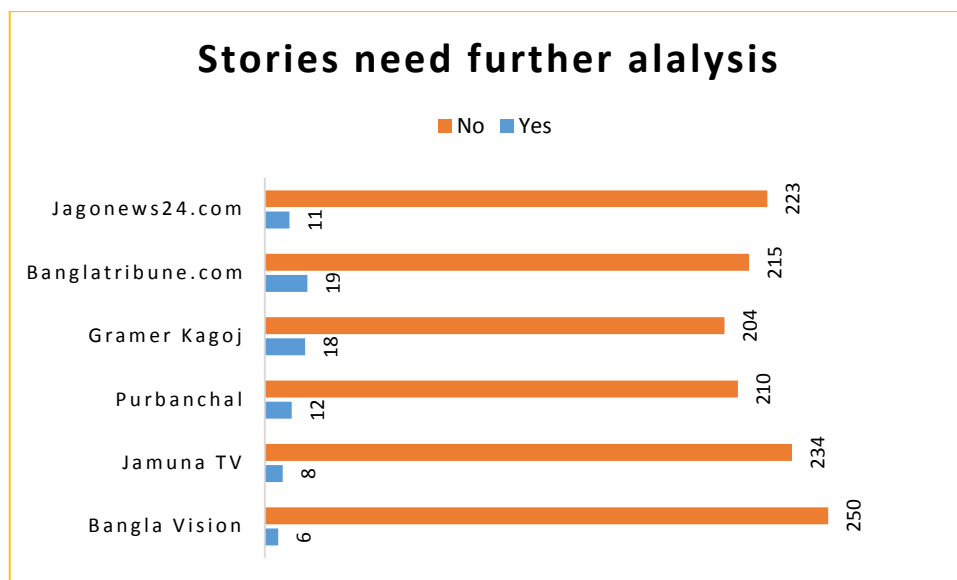


Chart-20: Stories that need further analysis in different media outlets

News that Breaks Stereotypes--

1. An event organized which was chaired by Bangladeshi Prime Minister Sheikh Hasina to review Sustainable Development Goal (SDG) achievement. [A news story](#) (11 minute 06 second-13 minute 51 second) based on the event broadcasted by Jamuna Television where portrayal of male and female ratio was equal. Spokesperson is the Function of the first person which was a female. Common trends of media houses are that, male become the spokespersons. In this case female become spokesperson because prime minister in Bangladesh is female.
2. [A news story](#) (40 minute 53 second-44 minute 25 second) reported about reproductive (regarding menstruation) health of women. This is a fair portrayal-space and prominence were given to a story in prime time considering a story about women.
3. A woman and her daughter travelling while few persons teasing her daughter. In the visual of [this news story](#) (44 minute 26 second-46 minute 34 second), mother beating a man in protest to tease her daughter. Portrayal of the action of the women in media breaks traditional stereotype.

4. A news story reported in the first page of *Dainik Purbanchal* that a girl stood first place in medical admission test from all over the country. Success story of a girl published in the first page which breaks stereotype about representing girl in media.
5. A girl jumped from a running train to catch a snatcher which is a portrayal of girl in media that breaks stereotype.
6. Few goons attacked on husband and wife and the husband got seriously injured and admitted in hospital. Then the wife filed a case against the attacker. [A report](#) published in The Daily Gramer Kagoj which breaks stereotypes.

News that Promotes Stereotypes--

1. In the visual of a [report](#) (3 minute 09 second-6 minute 19 second), both male and female were shown but reporter only interviewed male which promotes stereotypes. It's a common phenomenon that, reporters tend to interview male subjects, spokespersons and experts. Not only in this report, there are many reports like this where reporters interviewed only male subjects, spokespersons and experts.
2. [A news story](#) (13 minute 06 second-13 minute 52 second) about vacation and educational institution's timing in Bangladesh during 'month of Ramadan' where reporters showed only female students and teachers. This is a common practice while reporting about students, board result day and education, reporters only interview and use picture and visuals of girls.
3. [In this report](#) (34 minute 01 second-35 minute 00 second), a woman is subject and also a victim but the name of the victim was not reported otherwise name of her husband was published. This is a common practice that women are addressed by the male member of her family.
4. [A news story](#) has showed all the experts and spokespersons male. But one female was shown as housewife cooking in the kitchen. Her voxpop has also not been taken. This supports the common stereotype of the society that women are the housewives.
5. Women are often portrayed as relief or help taker. The picture published in *Dainik Purbanchal* showed a woman was taking Iftar (fast breaking food). But all the Iftar givers were men. Perhaps there were male Iftar takers also. But the photographer has taken the picture of a woman taking iftar as it can touch the emotion of the readers.
6. Story about a rape victim published in *Dainik Purbanchal* which narrated in a bad manner. Reporter need to be more sensitive while reporting about a rape incident. But the reporter has sensationalized the incident and described the event in a manner which was not very dignified regarding women.

7. Few news stories published in The Daily Gramer Kagoj which used gender sensitive words. During the analysis of the news items, these gender sensitive words were identified. They are ‘স্বামী পরিত্যক্তা-Abandoned by husband’, ‘মাদকসম্রাজ্ঞী-Drug Empress’, ‘নিষিদ্ধ পল্লীর মা-বোন-Mother and sisters of banned outreach’ etc.



আলোচিত মাদক ব্যবসায়ী

ও তার ছেলে রনি ও বছর চাকা বুদ্ধিজীবী করব স্থান এলাকায় আত্মগোপনে থেকে সম্ভ্রান্তি যশোর আসে রিফর্মেশনের সাথে দেখা করতে। উপ করতে। তবে নিজের নামে পরিচিত নাম, পোপনে তাদের এক আত্মীয়ের বাড়িতে। ৮ মে সেই আত্মীয় বাড়ি থেকে ছেলে রনি বাইরে বের হয় একটি চায়ের সেকানে। তার নামে ও তার মা বেবীর নামে ৬ মামলার ওয়ারেন্ট থাকায় সের্গেই মাধ্যমে খবর পান এএসআই আল মিয়াজ। তিনি সময় লষ্ট না করে এদিন সকালেই আটক করেন মোস্টওয়ারেন্টের বেবী ও তার ছেলে রনিকে। ওয়ারেন্ট থাকায় তাদের গতকালই আদালতে চালান দেয়া হয়েছে। এনিকে ছেলে রনি ও স্ত্রী বেবীর কাছ থেকে তথ্য পেয়ে পুলিশের অপর একটি টিম চাকা থেকে স্বামী আঞ্জার আলী গেন্দা ওরফে নেনাকে আটক করেছে বলে তথ্য মিলেছে। এনিকে, একাধিক সূত্র জানিয়েছে, চাঁচড়া রেলগেট তেইলতলা মাদকের রাজ্য গড়ে তুলে বেবী। বিভিন্ন সময় পুলিশসহ আইনশৃঙ্খলা রক্ষাকারী সংস্থার যৌক্তিক ন্যায়কতা ঠেকাতে এবং অবরোধ হতে পারে বাস্তব থাকতে তখন রেলগেট মাদক বাজার পরিচালনায় মহাব্যস্ত ছিল বহু বিকৃত মাদকসম্রাজ্ঞী কুখ্যাত বেবী ও তার মেয়ে পান্না, ছেলে রনি ও বেবীর স্বামী নেনা মিয়া, পান্নার স্বামী মানিক, বেবীর ছেলে জনি। এদের মধ্যে জনি বিভিন্ন মহলের

বিএনপিসহ রাজনৈতিক

নয়, ট্রান্সপারেন্সি ও নিষিদ্ধ পল্লীর মা-বোনদেরও কিন্তু এই তালিকায় আনার জন্য আমরা নির্দেশনা দিয়েছি। কীভাবে নিয়ে আসবেন সে বিষয়ে আমরা প্রশিক্ষণও দিয়েছি। এ সময় ঢাকা জেলা প্রশাসক শহীদুল ইসলাম, পুলিশ সুপার মারুফ হোসেন সরদার, জেলা সিনিয়র নির্বাচন কর্মকর্তা মনির হোসেন, সাতার উপজেলা চেয়ারম্যান মঞ্জুরুল আলম রাজীব, সাতার পৌরমেয়র আব্দুল গনি, সাতার উপজেলা নির্বাহী কর্মকর্তা (ইউএনও) মাজহারুল ইসলাম প্রমুখ উপস্থিত ছিলেন।

8. [An in-depth report](#) was published on a recent event about increasing demand of dollar. Reporter interviewed male spokespersons and experts. Reporter did not interview any female economist. This is a common trend that female experts and spokesperson tend to be interviewed less often. This is not a balanced presence of men and women in media.

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 all these media, maternal identity has been ignored. Women are also identified by their father and husband's identity.

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 in term 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/frequency of taking female direct quotations and female voxpop has been decreased significantly in comparison to the first, second and third quarters.

Recommendations:

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

- ✚ Media outlets need to be increased to monitor news items to gather more data regarding gender portrayal of women in media.
- ✚ Journalists need to be trained more regarding reporting about gender sensitive issues.
- ✚ 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.
- ✚ Media should 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 leaders, change makers or players in any unconventional/exemplary role in the society.
- ✚ Media outlets can develop a stock of gender sensitive vocabulary so that they can use those words rationally during the production of their news stories.
- ✚ Constant advocacy needed with relevant stakeholders to share knowledge and learnings.

ANNEX

1. Sex of Reporter & Presenter

Sex of Reporter: Newspaper

Gender	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1: Female	6	2.70	0	0.00
Code 2 : Male	61	27.48	14	6.31
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	155	69.82	208	93.69
	222	100.00	222	100.00

Table: 1

Sex of Reporter: Online

Gender	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Female	5	2.14	6	2.56
Code 2 : Male	43	18.38	41	17.52
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	186	79.49	193	82.48
	234	100.00	234	100.00

Table: 2

Sex of Reporter: Television

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	13	5.37	7	2.73
Code 2 : Male	123	50.83	93	36.32
Code 3: Transgender	0	0.00	0	0.00
Code 4 : Not Applicable	106	43.80	156	60.94
	242	100.00	256	100.00

Table: 3

Sex of Presenter: Television

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	153	63.22	202	78.91
Code 2 : Male	89	36.78	54	21.09
Code 3: Transgender	0	0.00	0	0.00
Code 4 :Both	0	0.00	0	0.00
	242	100.00	256	100.00

Table: 4

2. Topic versus Sex of the 1st Person in a News Story

Topic * Sex_1st_Person Crosstabulation (The Daily Gramer Kagoj)

Count

	Topic	Sex_1st_Person			Total
		Female	Male	Not Applicable	
	Government & Politics	6	23	3	32
	Economy	6	33	5	44
	Science & Health	3	3	9	15
	Celebrity, Arts & Culture	3	26	0	29
	Crime & Violence	11	42	0	53
	Social & Legal	12	27	3	42
	Gender Based Violence	4	0	0	4
	Environment & Climate Change	0	2	1	3
	Total	45	156	21	222

Table: 5

Topic * Sex_1st_Person Crosstabulation (The Daily Purbanchal)

Count

	Topic	Sex_1st_Person			Total
		Female	Male	Not Applicable	
	Government & Politics	10	11	2	23
	Economy	11	24	8	43
	Science & Health	1	4	5	10
	Celebrity, Arts & Culture	1	15	1	17
	Crime & Violence	7	37	1	45
	Social & Legal	12	37	6	55
	Gender Based Violence	25	2	0	27
	Others	1	1	0	2
	Total	68	131	23	222

Table: 6

Topic * Sex_1st_Person Crosstabulation (Banglatribune.com)

Count

	Topic	Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
	Government & Politics	6	35	2	1	44
	Economy	6	42	0	6	54
	Science & Health	1	12	0	4	17
	Celebrity, Arts & Culture	6	12	0	1	19
	Crime & Violence	3	27	1	1	32
	Social & Legal	10	26	0	10	46
	Gender Based Violence	10	2	0	0	12
	Environment & Climate Change	1	6	0	1	8
	Others	1	1	0	0	2
	Total	44	163	3	24	234

Table: 7

Topic * Sex_1st_Person Crosstabulation (Jagonews24.com)

Count		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Topic	Government & Politics	10	30	0	2	42
	Economy	7	70	5	15	97
	Science & Health	0	5	0	4	9
	Celebrity, Arts & Culture	0	12	0	0	12
	Crime & Violence	2	14	0	3	19
	Social & Legal	6	35	1	9	51
	Environment & Climate Change	0	3	0	0	3
	Others	1	0	0	0	1
Total		26	169	6	33	234

Table: 8

Topic * Sex_1st_Person Crosstabulation (Jamuna TV)

Count		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Topic	Government & Politics	10	35	8	53
	Economy	19	29	6	54
	Science & Health	4	3	2	9
	Celebrity, Arts & Culture	1	19	1	21
	Crime & Violence	4	28	15	47
	Social & Legal	14	22	18	54
	Gender Based Violence	3	1	0	4
Total		55	137	50	242

Table: 9

Topic * Sex_1st_Person Crosstabulation (Bangla Vision)

Count		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Topic	Government & Politics	19	51	7	77
	Economy	15	36	8	59
	Science & Health	0	5	5	10
	Celebrity, Arts & Culture	2	18	2	22
	Crime & Violence	2	22	9	33
	Social & Legal	11	25	17	53
	Gender Based Violence	2	0	0	2
Total		51	157	48	256

Table: 10

3. Function of the First Person in News Story

Function_1st_Person * Sex_1st_Person Crosstabulation (The Daily Gramer Kagoj)

Count		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Function_1st_Person	Subject	45	0	0	45
	Spokesperson	0	156	0	156
	Eye Witness	0	0	21	21
Total		45	156	21	222

Table: 11

Function_1st_Person * Sex_1st_Person Crosstabulation (The Daily Purbanchal)

Count		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Function_1st_Person	Subject	41	64	0	105
	Spokesperson	27	60	0	87
	Expert	0	1	0	1
	Personal Experience	0	3	0	3
	Eye Witness	0	3	0	3
	Not Applicable	0	0	23	23
Total		68	131	23	222

Table: 12

Function_1st_Person * Sex_1st_Person Crosstabulation (Banglatribune.com)

Count		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Function_1st_Person	Subject	27	51	0	0	78
	Spokesperson	14	96	3	0	113
	Expert	0	5	0	0	5
	Personal Experience	3	10	0	0	13
	Eye Witness	0	1	0	0	1
	Not Applicable	0	0	0	24	24
Total		44	163	3	24	234

Table: 13

Function_1st_Person * Sex_1st_Person Crosstabulation (Jagonews24.com)

Count		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Function_1st_Person	Subject	4	37	0	0	41
	Spokesperson	20	109	5	0	134
	Expert	0	9	0	0	9
	Personal Experience	2	13	1	0	16
	Eye Witness	0	1	0	0	1

	Not Applicable	0	0	0	33	33
Total		26	169	6	33	234

Table: 14

Function_1st_Person * Sex_1st_Person Crosstabulation (Jamuna TV)

Count		Sex_1st_Person			Total
		Female	Male	Not Applicable	
	0	0	1	0	1
	Subject	10	31	0	41
	Spokesperson	21	70	0	91
Function_1st_Person	Expert	0	6	0	6
	Personal Experience	22	27	0	49
	Eye Witness	2	2	0	4
	Not Applicable	0	0	50	50
Total		55	137	50	242

Table: 15

Function_1st_Person * Sex_1st_Person Crosstabulation (Bangla Vision)

Count		Sex_1st_Person			Total
		Female	Male	Not Applicable	
	Subject	9	39	0	48
	Spokesperson	28	92	0	120
Function_1st_Person	Expert	0	6	0	6
	Personal Experience	12	19	0	31
	Eye Witness	2	1	0	3
	Not Applicable	0	0	48	48
Total		51	157	48	256

Table: 16

4. First Person Identified as Victim or Survivor Vs. Gender

Identified_As_1st_Person * Sex_1st_Person Crosstabulation (The Daily Gramer Kagoj)

Count		Sex_1st_Person			Total
		Female	Male	Not Applicable	
	Victim	13	36	0	49
	Survivor	1	0	0	1
Identified_As_1st_Person	Both	1	0	0	1
	Neither Victim nor Survivor	30	120	0	150
	Not Applicable	0	0	21	21
Total		45	156	21	222

Table: 17

Identified_As_1st_Person * Sex_1st_Person Crosstabulation (The Daily Purbanchal)

Count		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Identified_As_1st_Person	Victim	31	26	0	57
	Survivor	1	0	0	1
	Neither Victim nor Survivor	36	105	0	141
	Not Applicable	0	0	23	23
Total		68	131	23	222

Table: 18

Identified_As_1st_Person * Sex_1st_Person Crosstabulation (Banglatribune.com)

Count		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Identified_As_1st_Person	Victim	15	21	0	0	36
	Survivor	3	1	0	0	4
	Neither Victim nor Survivor	26	141	3	0	170
	Not Applicable	0	0	0	24	24
Total		44	163	3	24	234

Table: 18

Identified_As_1st_Person * Sex_1st_Person Crosstabulation (Jagonews24.com)

Count		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Identified_As_1st_Person	Victim	3	16	1	0	20
	Survivor	1	1	0	0	2
	Neither Victim nor Survivor	22	152	5	0	179
	Not Applicable	0	0	0	33	33
Total		26	169	6	33	234

Table: 20

Identified_As_1st_Person * Sex_1st_Person Crosstabulation (Jamuna TV)

Count		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Identified_As_1st_Person	0	0	1	0	1
	Victim	7	6	0	13
	Both	0	0	2	2
	Neither Victim nor Survivor	48	128	1	177
	Not Applicable	0	2	47	49
Total		55	137	50	242

Table: 21

Identified_As_1st_Person * Sex_1st_Person Crosstabulation (Bangla Vision)

Count		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Identified_As_1st_Person	Victim	5	8	0	13
	Both	0	0	1	1

	Neither Victim nor Survivor	46	148	2	196
	Not Applicable	0	1	45	46
Total		51	157	48	256

Table: 22

5. Family Role Vs. Gender

Family_Role_Given_1st_Person * Sex_1st_Person Crosstabulation (The Daily Gramer Kagoj)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Family_Role_Given_1st_Person	Yes	19	31	0	50
	No	26	125	0	151
	Not Applicable	0	0	21	21
Total		45	156	21	222

Table: 23

Family_Role_Given_1st_Person * Sex_1st_Person Crosstabulation (The Daily Purbanchal)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Family_Role_Given_1st_Person	Yes	23	32	0	55
	No	45	99	0	144
	Not Applicable	0	0	23	23
Total		68	131	23	222

Table: 24

Family_Role_Given_1st_Person * Sex_1st_Person Crosstabulation (Banglatribune.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Family_Role_Given_1st_Person	Yes	12	18	0	0	30
	No	32	145	3	0	180
	Not Applicable	0	0	0	24	24
Total		44	163	3	24	234

Table: 15

Family_Role_Given_1st_Person * Sex_1st_Person Crosstabulation (Jagonews24.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Family_Role_Given_1st_Person	Yes	4	6	0	0	10
	No	22	163	6	0	191
	Not Applicable	0	0	0	33	33
Total		26	169	6	33	234

Table: 26

Family_Role_Given_1st_Person * Sex_1st_Person Crosstabulation (Jamuna TV)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Family_Role_Given_1st_Person	Yes					
	No					
	Not Applicable					
Total						

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Family_Role_Given_1st_Person	Yes	4	0	0	4
	No	51	134	3	188
	Not Applicable	0	3	47	50
Total		55	137	50	242

Table: 27

Family_Role_Given_1st_Person * Sex_1st_Person Crosstabulation (Bangla Vision)

Count		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Family_Role_Given_1st_Person	Yes	3	1	0	4
	No	48	155	3	206
	Not Applicable	0	1	45	46
Total		51	157	48	256

Table: 28

6. Directly Quoted & Number of VOXPOP

Direct_Quotation * Sex_1st_Person Crosstabulation (The Daily Gramer Kagoj)

Count		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Direct_Quotation	Yes	14	74	0	88
	No	31	82	0	113
	Not Applicable	0	0	21	21
Total		45	156	21	222

Table: 29

Direct_Quotation * Sex_1st_Person Crosstabulation (The Daily Purbanchal)

Count		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Direct_Quotation	Yes	18	41	0	59
	No	50	90	0	140
	Not Applicable	0	0	23	23
Total		68	131	23	222

Table: 30

Direct_Quotation * Sex_1st_Person Crosstabulation (Banglatribune.com)

Count		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Direct_Quotation	Yes	17	112	3	0	132
	No	27	51	0	0	78
	Not Applicable	0	0	0	24	24
Total		44	163	3	24	234

Table: 31

Direct_Quotation * Sex_1st_Person Crosstabulation (Jagonews24.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Direct_Quotation	Yes	14	121	5	0	140
	No	12	48	1	0	61
	Not Applicable	0	0	0	33	33
Total		26	169	6	33	234

Table: 32

Number of VOXPOP (Television)

	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Number of VOXPOP Male	416	77.04	391	79.63
Number of VOXPOP Female	124	22.96	100	20.37
	540	100.00	491	100.00

Table: 33

7. Women in Picture & Visual

Women in Picture (Newspaper)

Gender	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1: Female	7	3.15	7	3.15
Code 2 : Male	40	18.02	10	4.50
Code 3: Both	26	11.71	3	1.35
Code 4 : Others	34	15.31	6	2.70
Code-5: No picture	115	51.80	196	88.29
	222	100.00	222	100.00

Table: 34

Women in Picture (Online)

Gender	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Female	14	5.98	5	2.13
Code 2 : Male	98	41.88	87	37.18
Code 3: Both	42	17.95	49	20.94
Code 4 : Others	79	33.76	73	31.20
Code-5: No picture	1	0.43	20	8.55
	234	100.00	234	100.00

Table: 35

Women in visual (Television)

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Active participation	89	36.78	81	31.64
Code 2 : Relevant but not active participation	23	9.50	27	10.54
Code 3: Neither active nor relevant participation	32	13.22	45	19.23
Code 4: No women in visual	98	41.88	103	40.23
	242	100.00	256	100.00

Table: 36

8. Character of News

Character Wheel (Newspaper)

Character	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1: Inspires me	1	0.45	1	0.45
Code2: Amuse me	37	16.67	4	1.80
Code 3: Educate Me	4	1.80	1	0.45
Code 4: Keep me on trend	2	0.00	1	0.45
Code 5: Update me	163	0.90	211	95.04
Code 6: Give me perspective	15	6.76	4	1.80
Total	222	100.00	222	100.00

Table: 37

Character Wheel (Online)

Character	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Inspires me	11	4.70	1	0.43
Code2: Amuse me	38	16.24	14	5.98
Code 3: Educate Me	1	0.43	0	0.43
Code 4: Keep me on trend	11	4.70	32	13.68
Code 5: Update me	147	62.82	178	76.07
Code 6: Give me perspective	26	11.11	9	3.85
Total	234	100.00	234	100.00

Table: 38

Character Wheel (Television)

Character	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Inspires me	1	0.41	1	0.39
Code2: Amuse me	10	4.13	10	3.90
Code 3: Educate Me	1	0.41	0	0.00
Code 4: Keep me on trend	57	24.36	30	11.72
Code 5: Update me	150	64.10	220	85.94
Code 6: Give me perspective	13	5.37	16	6.25
Total	242	100.00	256	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.