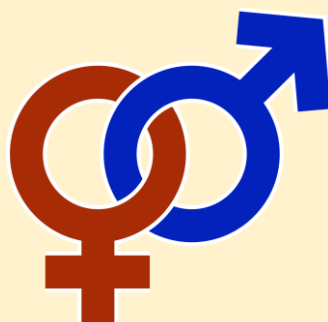


GENDER CONTENT MONITORING IN SELECTED MEDIA OUTLETS



5TH QUARTERLY REPORT
1 JULY TO 30 SEPTEMBER 2022



**FREE
PRESS
UNLIMITED**



PRIMED

PROTECTING INDEPENDENT MEDIA
FOR EFFECTIVE DEVELOPMENT

SOUTH
ASIA
CENTER
FOR

**media in
development**



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1. Abstract

The 5th quarterly Gender Media Monitoring (GMM) report of South Asia Center for Media in Development (SACMID) is a summary of the gender media monitoring of 1st July to 30th September 2022. The main objective of this report is to capture findings and experience that has been achieved during implementation of Gender Media Monitoring project. The project has aimed bringing changes in the news stories and to ensure accountability of media outlets and bring gender equality and women's human rights in their contents. A total of 1372 news items have been monitored during last 3 months, from 1st July to 30th September 2022. Among these news items, only 44 (3.21%) news items were reported by female. On the other hand 332 (24.19%) news items were reported by male reporters. Though female reporters are very low than the male reporters, but the number of female presenters are 5 times higher than the male reporters. About 81.12% presenters of television news were female.

We found 4 (15.38%) women experts in 5th quarterly monitoring, About 104 (18.98%) women were spokespersons in the 5th quarterly monitoring whereas male spokespersons were 444 (81.02%). Women were more visible as victims of the news. 23.53% women were portrayed as victims when they were the first persons of the news, male were portrayed as victims in 7.03% cases when they were the first persons of the news. About 20.22% women have been identified by their family role whereas only 10.27% male were identified by their family role.

A total of 76 (18.27%) quotations in newspapers and online portals were taken from women, rest of the 340 (81.73%) quotations were taken from men. On the other hand, female voxpop in television channels were 157 (19.33%) and male voxpop were 655 (80.67%). A total of 93 (6.78%) news among 1372 news were specifically about women. But only 37 (2.70%) news challenged the social stereotypes towards women.

2. Introduction

The 5th quarterly Gender Media Monitoring (GMM) report of South Asia Center for Media in Development (SACMID) is a systematic and objective assessment of the design and planning of news contents from a gender perspective. This monitoring occurs quarterly and aimed at bringing changes in the news contents of Bangladeshi media. This includes data collection from 6 Bangladeshi media outlets and analyzing them according to the gender equality objectives and indicators.

The findings of the report have shown that, women are portrayed as the victims of sexual or physical violence when they are the first persons of the news items. They are rather used as a tool for attracting the male readers. In monitoring SACMID has found a clear disproportion between male and female representation in all types (print, electronic, online) of media contents.

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.

3. Findings in Summary



A. Female reporters are neglected

Among 1372 news items, 44 (3.21%) news items were reported by female reporters, whereas 332 (24.20%) news items were reported by male. Female reporters have increased from the previous quarter. Previously it was 31 (2.20%).

B. Presenters are mostly female

81.12% presenters in televisions are female. Rest of the 18.88% presenters are male. Female presenters have increased from the previous quarter. Previously it was 71.29%.

C. Women as first persons are very low than male

A total of 272 (19.83%) female are the first persons of the news. whereas 896 (65.31%) men are the first persons of the news. Female first persons have decreased from the previous quarter. Previously it was 290 (20.57%).

D. Women experts increased

There are 4 (15.38%) women experts in 5th quarterly gender monitoring, whereas male experts are 22 (84.62%). There was not a single women expert in the previous quarter.

E. Women Spokespersons increased

There are 104 (18.98%) women spokespersons in this quarter. On the other hand male spokespersons are 444 (81.08%). Women spokespersons have increased as it was 15.38% in the previous quarter.

F. Women as victims decreased

It's a good sign that women victims have decreased in the 5th quarter, as they were portrayed as victims in 64 (23.53%) news from 272 news items. Previously it was 74 (25.52%).

G. Women's family role decreased

Women are often identified in the news by their familial relationships such as 'wife of someone' or 'daughter of someone' etc. in this quarter, this has been decreased. A total of 55 (20.22%) female were identified/introduced by their family role. Previously it was 65 (22.41%).

H. Voices of women are very low in number

A total of 1228 direct quotations and voxpops have been found in this 5th quarterly monitoring. Female direct quotations are 76 (18.27%) and voxpops are 157 (19.33%). In both cases female contribution is much lower than male.

4. Methodology



4.1 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 aims to decrease gender discrimination and also to contribute in bringing gender equality in media by revealing the gender situation of media in Bangladesh.

4.2 Method

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 Gender Media Monitoring(GMM) tools which constitutes 16-19 variables.

4.3 Sampling

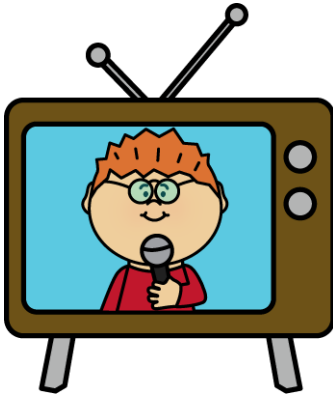
For sampling, PRIMED committee has pre-selected three media houses through background research (media-outlet assessment), these are *Gramer Kagoj*, *Bangla Tribune* and *Jamuna Television*. Later SACMID has selected three outlets of the same category as non-PRIMED samples to see whether any changes happen after interventions of PRIMED project. Non-PRIMED media outlets are *Dainik Purbanchal*, *Bangla Vision* and *Jagonews24*.

4.4 Monitoring Schedule



Chart-1: Monitoring schedule of the media outlets being monitored

5. Findings in details



5.1. 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 has 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 1372 news items, only 44 (3.21%) news items were reported by female reporters, whereas 332 (24.20%) news items were reported by male. Rest of the 996 (72.59%) new items did not acknowledge the identity of the reporters. Among the 44 news reported by female, 36 (81.82%) news are from PRIMED media outlets (*Gramer Kagoj*, *Jamuna Television* and *Bangla Tribune*) on the other hand, only 8 (18.18%) news are from Non-PRIMED media outlets (*Dainik Purbanchal*, *Jagonews24* and *Bangla Vision*). Primed outlets are more gender sensitive regarding the by-line of the reporter.

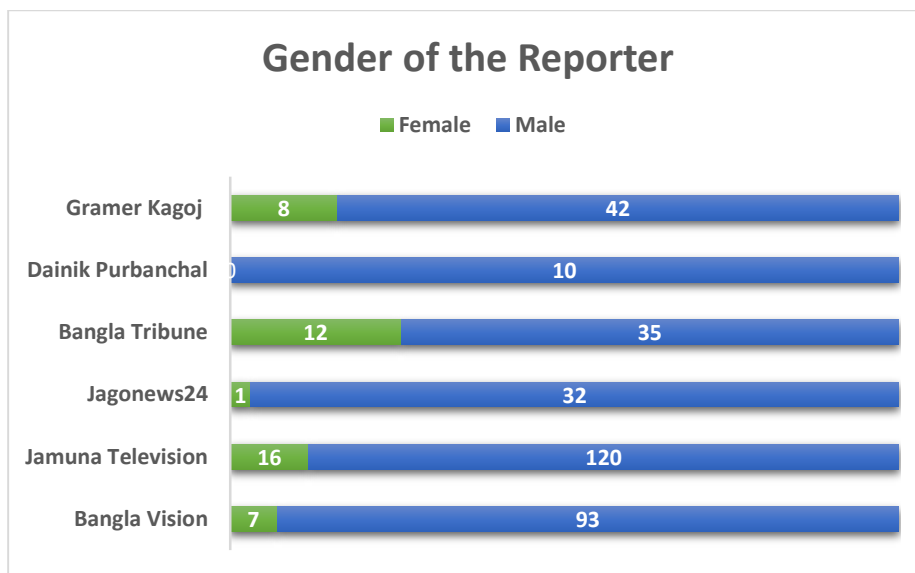


Chart-2: gender of reporter in different media outlets

The above chart is showing that, PRIMED media outlet *Jamuna Television* has the most number of female reporters in news from July-September 2022. It is 16 in number. On the other hand, no female reporter was found in Non-PRIMED Media outlet *Dainik Purbanchal*. *Jagonews24* has only 1 female reporter. Television channels are more prone to use male reporters. *Jamuna Television* has 120 male reporters and *Bangla Vision* has 93 male reporters.

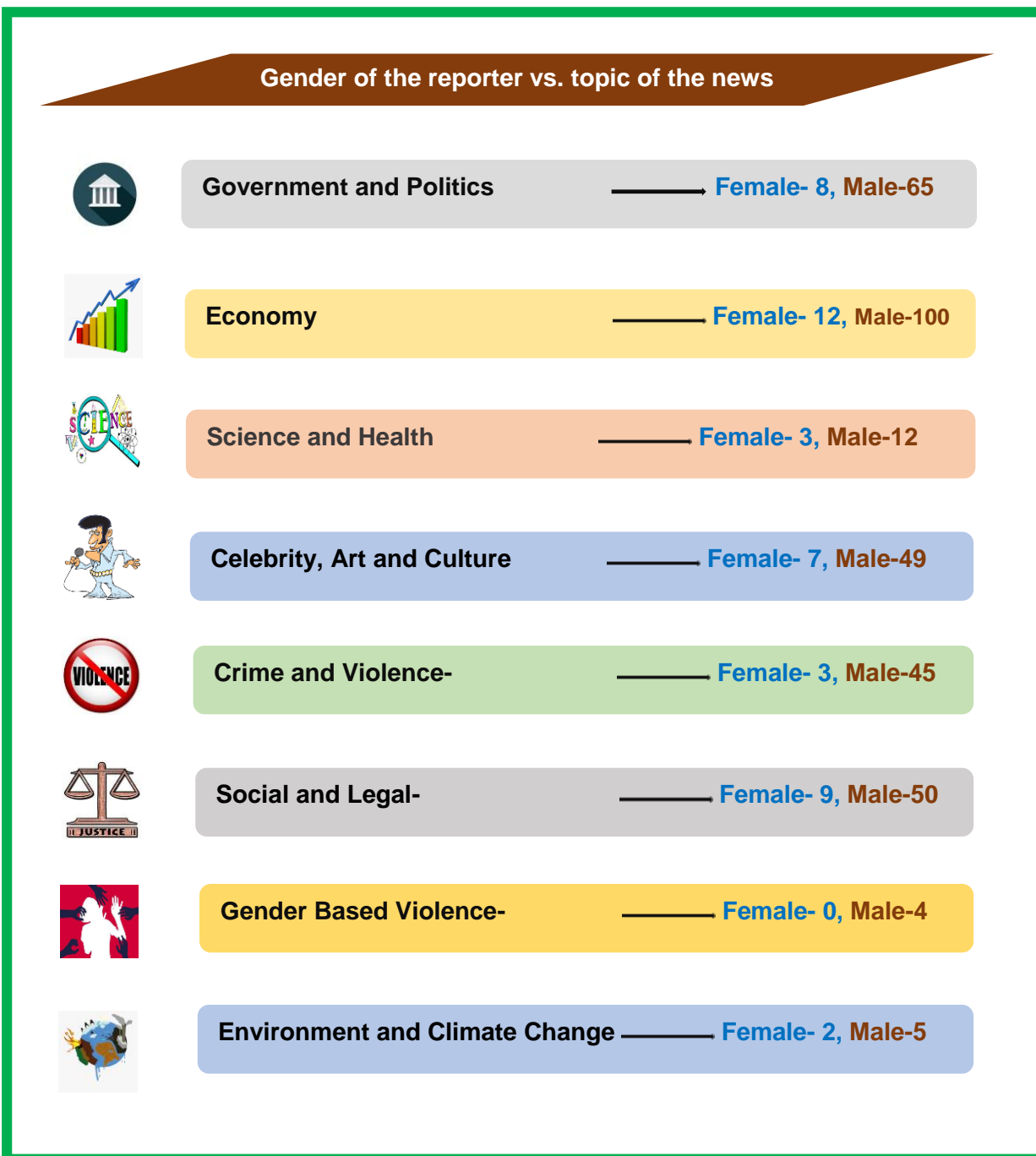


Chart-3: Gender of the reporter vs. topic of the news

The above chart exposed a comparison between gender of the reporter and the topics of the news. It has been found that, most of the female reporters have reported economy based news (12). But they are very low in number in science and health based news. Only 3 female reporters have reported science and health based news. Female reporters are also neglected in violence based news. Our common social norms are, women are very vulnerable and can't save themselves from violence. So they are very low in number in crime and violence based news. On the other hand, male reporters mostly reported economy based news (100). As male are dominating the economy of the country, media are also maintaining the same patriarchal norm.



5.2 Gender of the Presenter

It has been found that 81.12% presenters in two television channels (*Jamuna TV and Bangla Vision*) are female. It was 71.29% in the fourth quarterly report, 66% in the third quarterly report, 69.9% in the second quarterly report and 63.89% in the first quarterly report respectively. Female presenters are increasing notably in television. Television channels are attracting the male audiences by presenting female anchors. It is a common gender stereotype that male are the drivers of

the economy and the main wage earners in the family. The common perception is that if the male audiences can be attracted by female anchors, it will increase the revenue of the television.

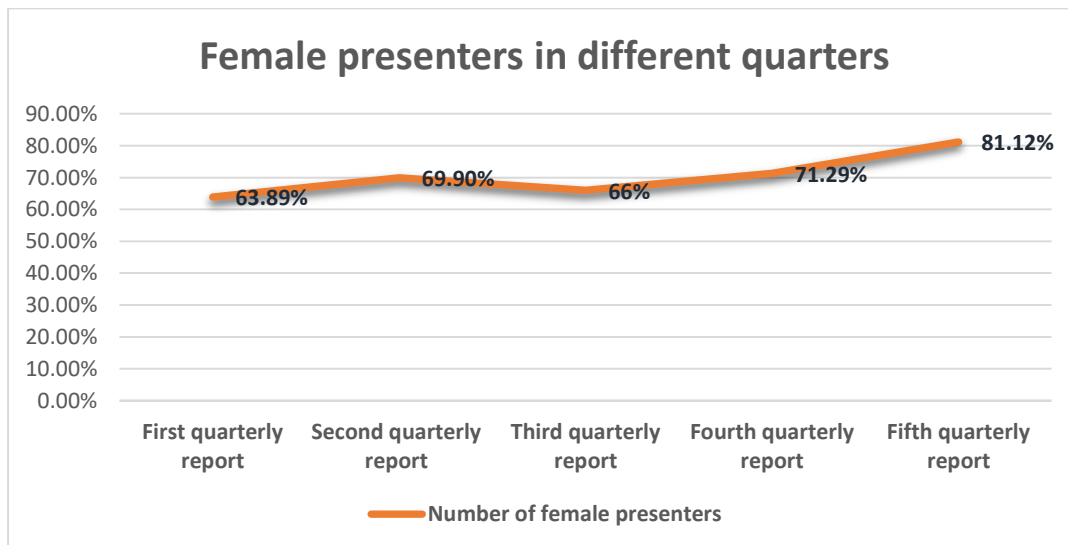
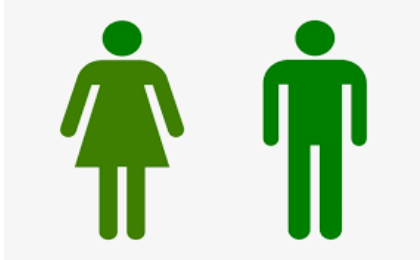


Chart-4: Number of female presenters in different quarters

5.3 Function of the 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 272 (19.83%) female are the first persons of the news whereas 896 (65.31%) men are the first persons in this 5th quarterly monitoring. 204 (14.87%) news does not have any specific first or second person.

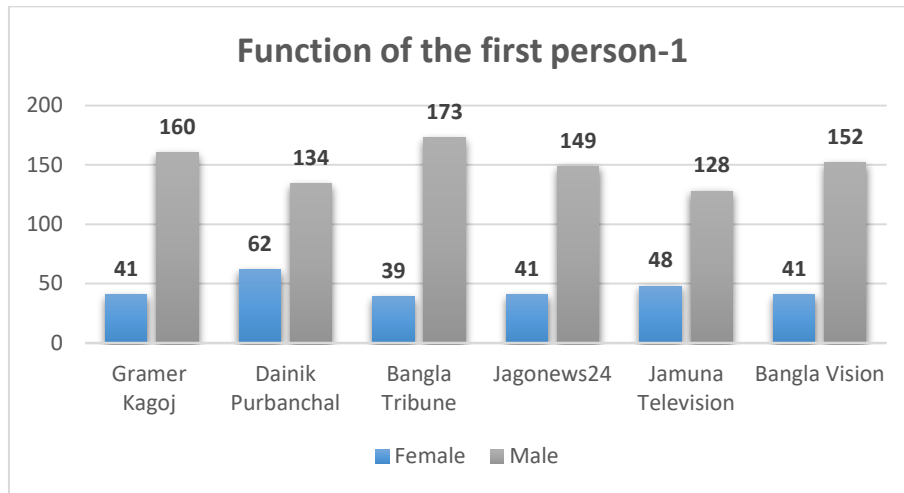


Chart-5: Function of the first person different media outlets

Non-PRIMED (*Dainik Purbanchal, Bangla Vision and Jagonews24*) media outlets has done better in this regard. Among these 272 news items, 144 (52.44%) news items were published by the Non-PRIMED media outlets. On the contrary PRIMED (*Gramer Kagoj, Bangla Tribune and Jamuna Television and*) media outlets have published 128 (47.06%) news items.

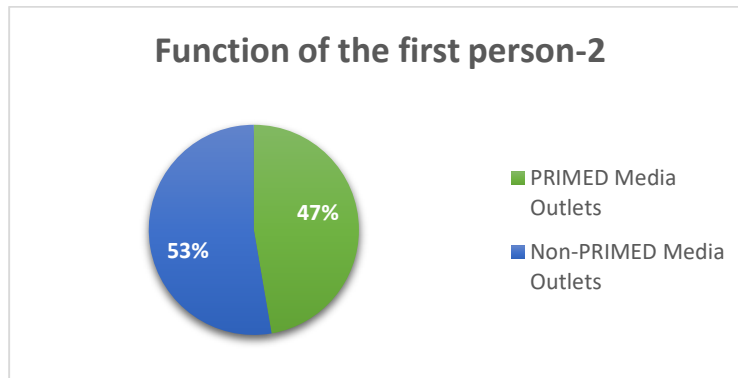


Chart-6: Function of the first person in PRIMED and Non- PRIMED media



5.4 Women as spokesperson

A spokesperson is a person who tells anyone on behalf of another person or organization. A total 104 (19.63%) female were spokespersons when they were the first persons. On the other hand, 444 (80.37%) male were spokespersons when they were the first persons. So we can say that women participation as spokespersons is very low in number than male.

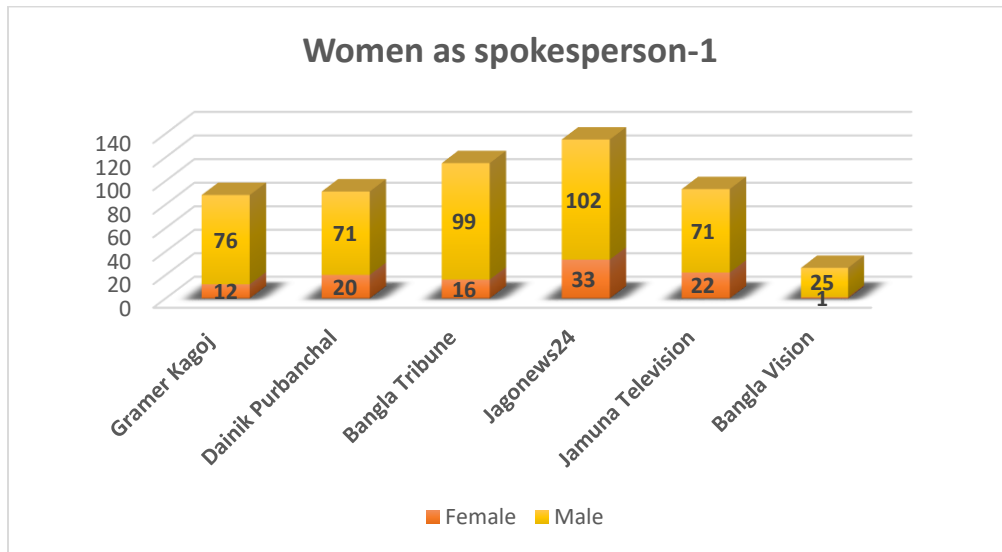


Chart-7: Women as spokespersons in different media outlets

Women spokespersons have increased considerably in 5th quarterly monitoring, as it is 18.98% in 5th quarter while previously it was 15.38%. On the other hand male spokespersons have been decreased. It is 81.08% in 5th quarter whereas, it was 84.13% in previous quarter.

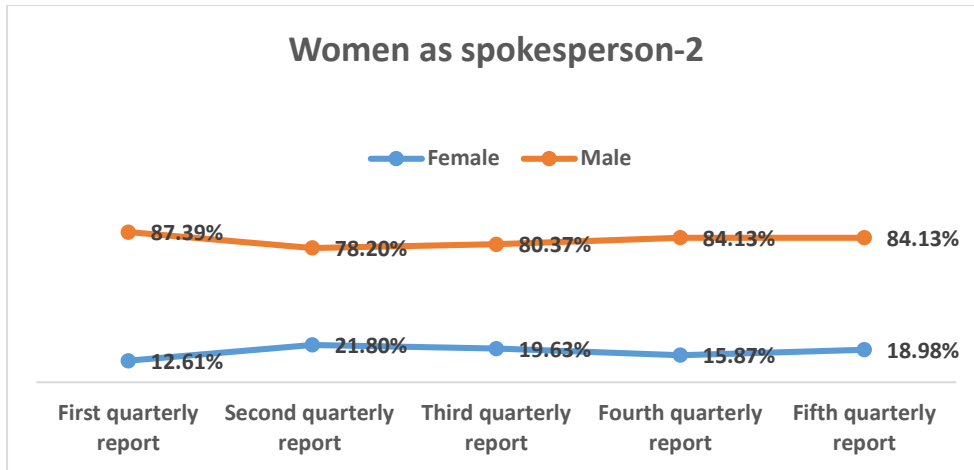


Chart-8: Women as spokespersons in different quarter

5.5 Women as experts



Only 4 (15.38%) opinions have been taken from female experts. Among them 3 expert opinion have been taken by Non-PRIMED media outlets. On the other hand only 1 expert opinion have been taken by PRIMED media outlets.

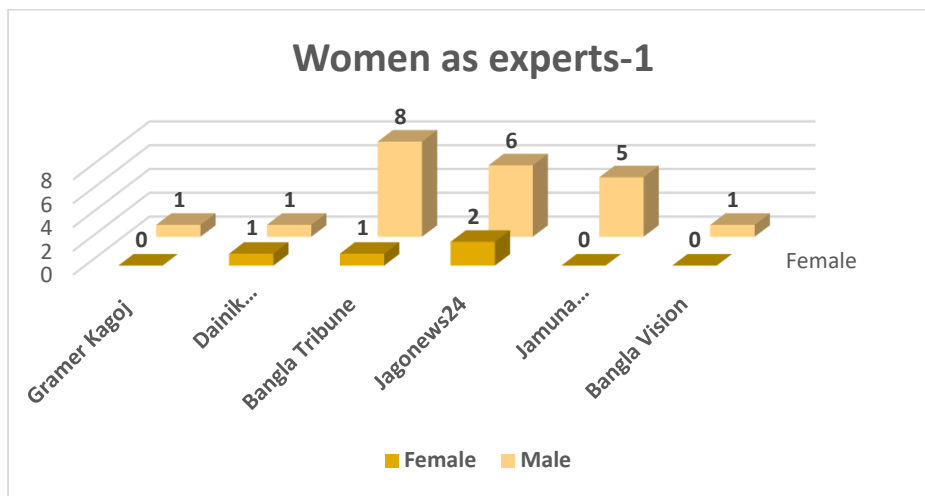


Chart-9: Women as experts in different media outlets

The number of male experts are 22 (84.62%) in 5th quarterly monitoring. Male experts have decreased in this quarter. But number of the female experts have increased as there was not a single women expert in the previous quarterly report.

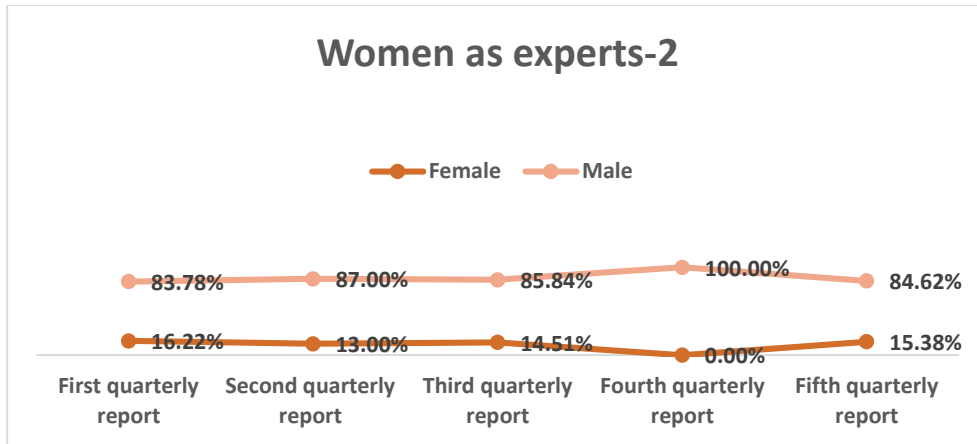


Chart-10: Women as experts in different quarters



5.6 Female as 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. Women have portrayed as victims in 64 (23.53%) news items from 272 news items. On the other hand male have been portrayed as victims in 63 (7.03%) news items from 896 news items. So it is evident that, women are more prone to portray as victims in news.

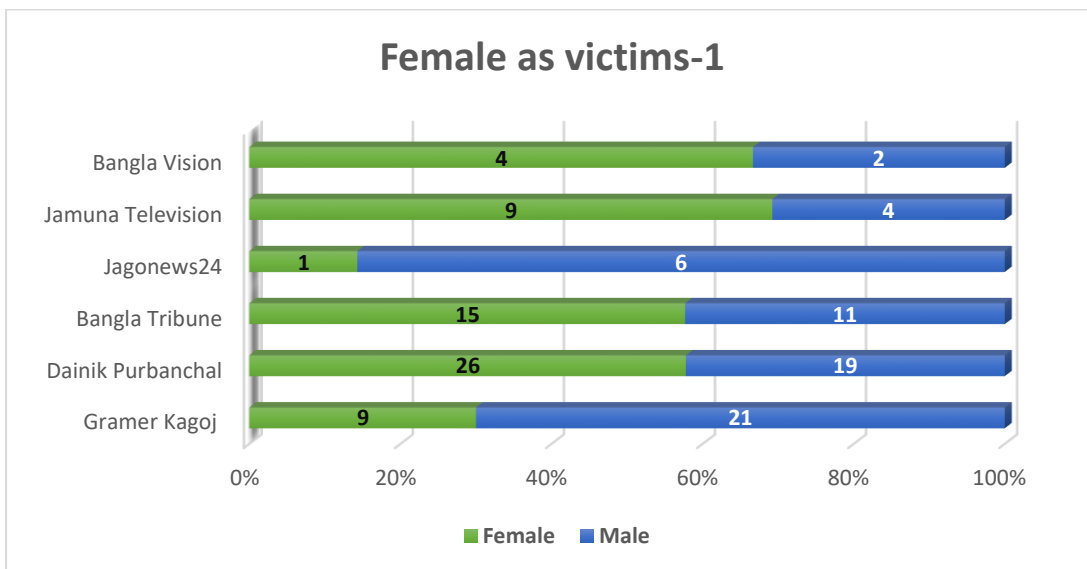


Chart-11: Victims in different Media outlets

Women portrayed as victims are decreasing subsequently. It was 25.52% for female and 12.38% for male in the previous fourth quarterly report. And 32.26% for female and 11.57% for male in third quarterly report. It was 37.5% for women and 15.5% for men in the second quarter and 41.4% for women and 13.76% for men in the first quarter. So it is clear that female as victims is decreasing in every quarter.

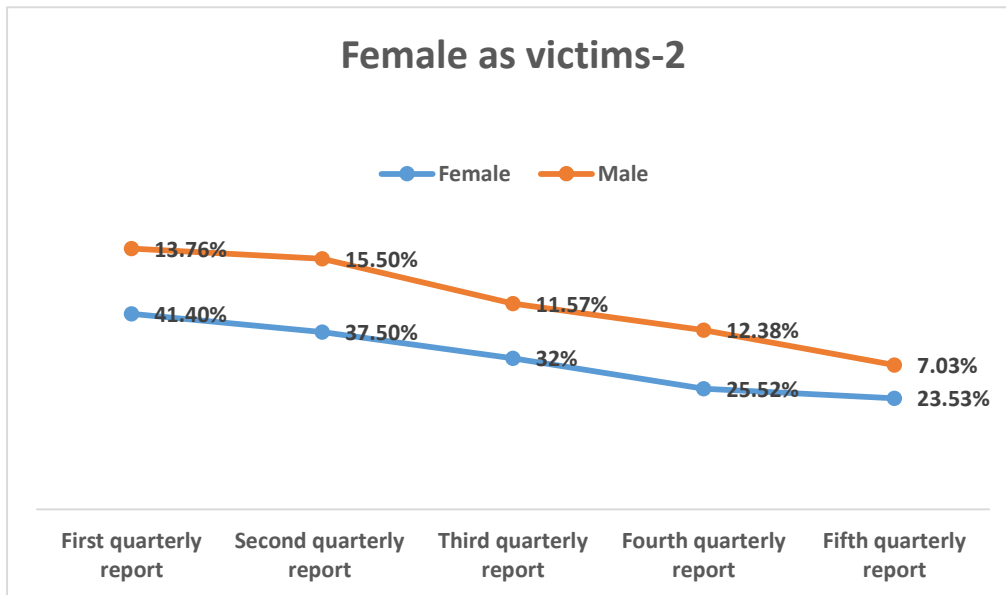


Chart-12: Male and female as victim in different quarters.

The above chart is showing that, the ratio of both Female and male victims are decreasing rapidly. This is a good sign that media outlets are breaking down the tradition of showing women as victims.

5.7 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 5th quarterly monitoring, a total of 55 (20.22%) female were identified by their family role. But the scenario is quite different when male are the first persons. A total of 92 (10.27%) males have been 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 males are never identified by their wife or mother's name.

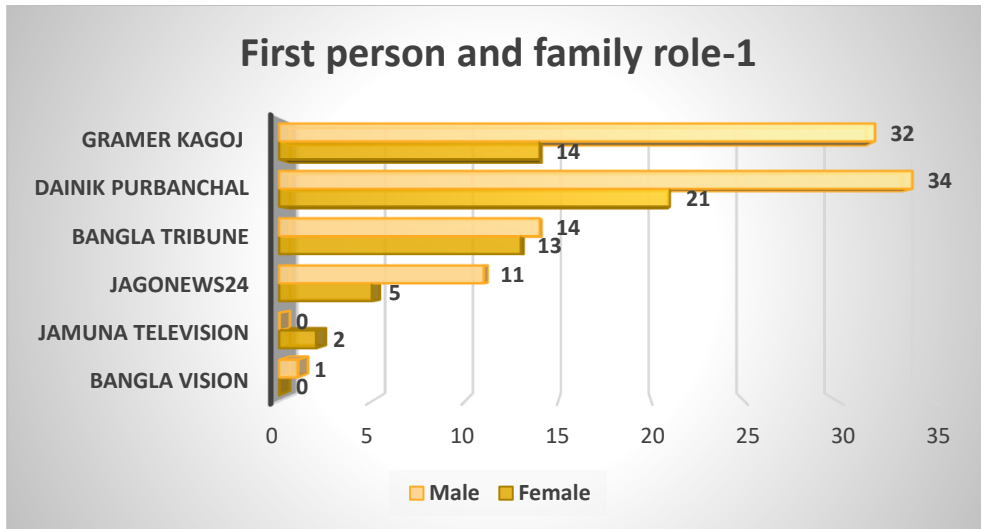


Chart-13: Family role of Male and female in different media outlets

PRIMED media outlets are more prone to identify women in terms of their family role. Among these 55 female family role, 29 (52.73%) were mentioned in PRIMED media outlets. On the other hand, non-PRIMED media outlets mentioned 26 (47.27%) female family role.

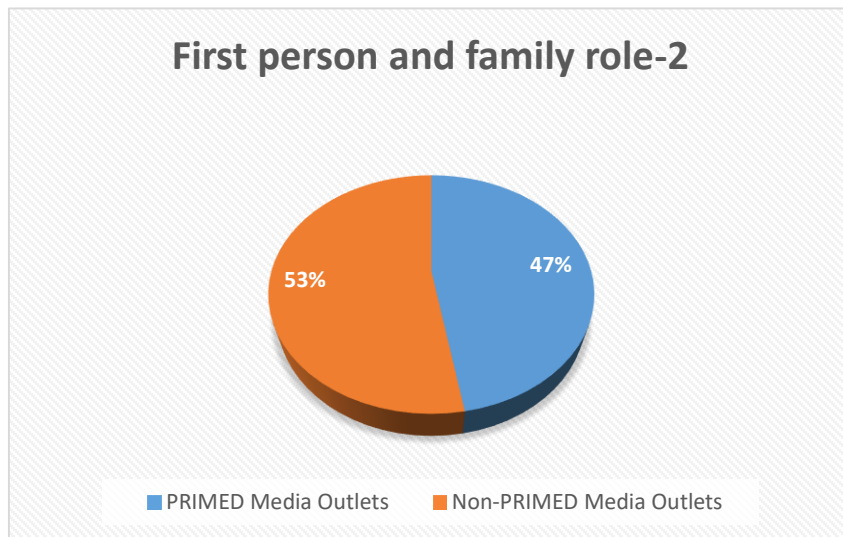


Chart-14: Trend of family role in different quarters



5.8 Voices of People

A total of 1228 direct quotations and voxpops were found in 5th quarter. Where direct quotations were 416 and voxpops were 812. In both terms female contribution is very low than male. Female direct quotations were 76 (18.27%) in two newspapers (*Gramer Kagoj* and *Dainik Purbanchal*) and in two online portals (*Bangla Tribune* and *Jagonews24*) whereas male direct quotations were 340 (81.73%). Female voxpops collected by two television channels (*Jamuna Television* and *Bangla Vision*) were 157 (19.33%) whereas male voxpops were 655 (80.67%).

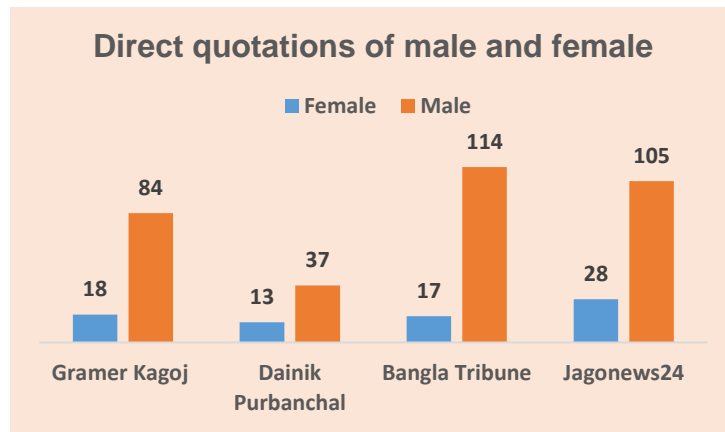


Chart-15: Direct quotations of male and female in different Media outlets

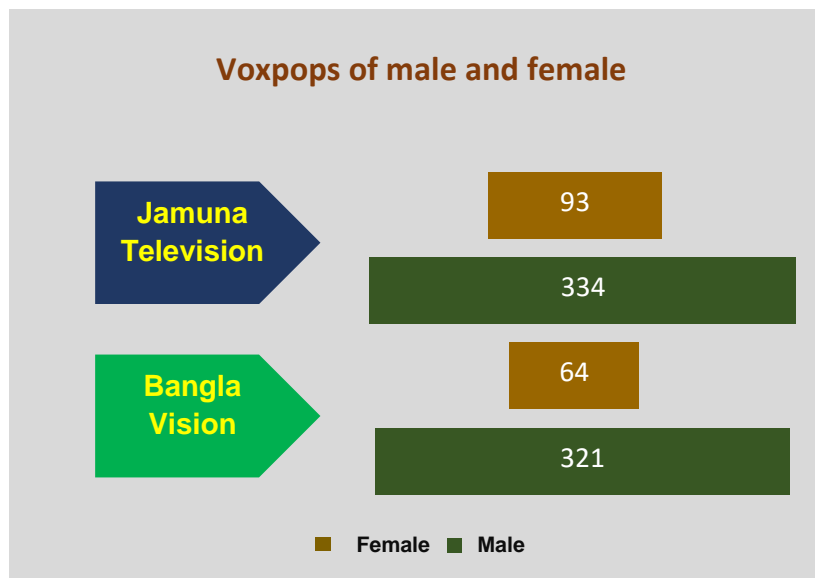


Chart-16: Voxpops of male and female in different Media outlets

PRIMED media outlets have collected 128 (20.48%) female direct quotation and voxpops while Non-PRIMED media outlets have collected 105 (19.27%) female direct quotations and voxpops. So we can say that PRIMED media outlets are more gender sensitive about taking female voices than Non-PRIMED media outlets.

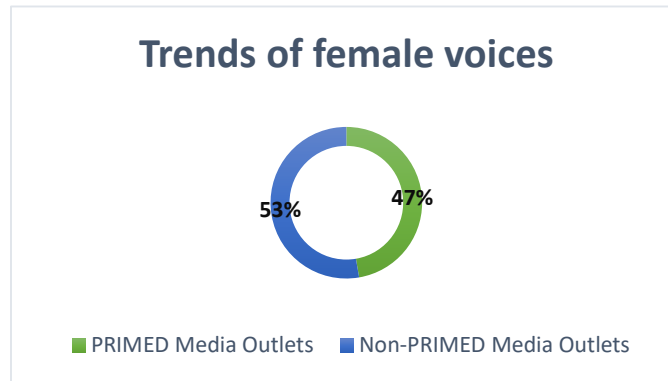


Chart-17: Female voices in PRIMED and non-PRIMED media outlets



5.9. Story about women

A total of 93 (6.78%) news among 1372 news are specifically about women. Other 1279 (93.22%) news stories weren't about women. PRIMED media outlets (*Gramer Kagoj, Jamuna Television and Bangla Tribune*) have published 49 (62.69%) news about women. On the other hand Non-PRIMED Media outlets (*Dainik Purbanchal, Bangla Vision and Jagonews24*) have published 44 (47.31%) news stories about women. Apparently PRIMED media outlets are found a bit more conscious about publishing female based news stories.

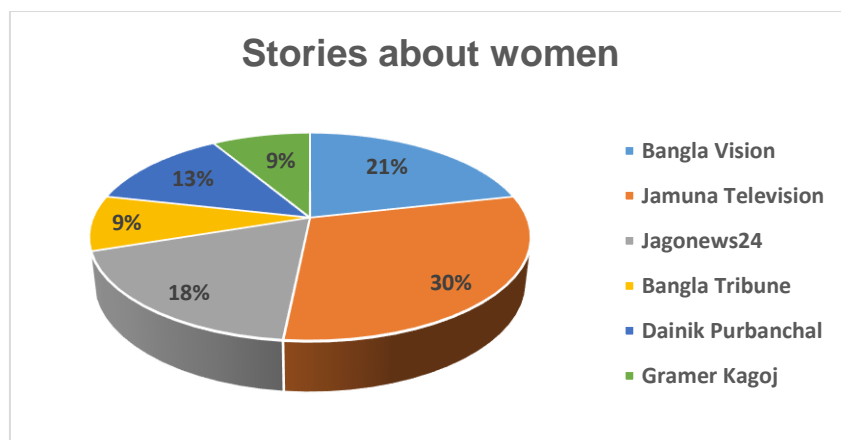


Chart-18: Stories about women in different media outlets



5.10 Stories that challenges stereotype

Media stories are not challenging social stereotypes. They are rather strengthening the common gender norms of the society. The findings of 5th quarterly monitoring have shown that, only 37 (2.70%) news stories have challenged gender stereotypes among 1372 news.



Chart 19: Stories challenges stereotype in various media outlets

5.11. 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.

It has been identified that, among 1372 news stories of July-September 2022, a total of 950 (69.24%) news have updated the readers and viewers. Another 70 (5.10%) news have kept them on trend, 192 (13.99%) news have given them perspectives and 152 (11.08%) news have amused the readers and the viewers. On the other hand only 5 (0.36%) news have inspired the readers and 3 (0.22%) news have educated them.

Characters	Gramer Kagoj	Dainik Purbanchal	Bangla Tribune	Jagonews 24.com	Jamuna Tv	Bangla Vision	Total
<i>Inspire me</i>	1	0	1	2	0	1	5
<i>Amuse me</i>	40	4	36	28	22	22	152
<i>Educate me</i>	3	0	0	0	0	0	3
<i>Keep me on trend</i>	0	0	3	0	42	25	70
<i>Update me</i>	135	217	130	145	140	183	950
<i>Give me perspective</i>	37	1	64	59	22	9	192
Total	216	222	234	234	226	240	1372

Chart-20: Character of news in different media outlets

5.13 Comparison between Primed and Non-PRIMED media outlets

Findings	Gender	Primed			Non-Primed		
		Gramer Kagoj %	Bangla Tribune %	Jamuna Television %	Dainik Purbanchal %	Jagonews 24.com %	Bangla Vision %
Gender of Reporters	Female	3.70	5.12	7.08	0.00	0.43	2.92
	Male	19.44	14.96	53.10	4.50	13.68	38.75
Gender of Presenter	Female			80.97			81.25
	Male			19.03			18.75
Direct Quotations	Female	17.65	12.98		26	21.05	
	Male	82.35	87.02		74	78.95	
Voxpops	Female			21.78			16.62
	Male			78.22			83.38
Function of the first person	Female	20.39	18.40	27.27	31.63	21.58	27.27
	Male	79.60	81.60	72.73	68.37	78.42	72.73
Women as spokesperson	Female	13.64	13.91	23.66	21.98	24.44	3.84
	Male	86.36	86.09	76.34	78.92	75.56	96.16
Women as experts	Female	0.00	11.11	0.00	50	25	0.00
	Male	100	88.89	100	50	75	100
Story about women	Female	9.26	7.26	5.31	12.61	3.42	3.33
	Male	90.74	92.74	94.69	87.39	96.58	96.67
Stories challenges stereotype	Female	6.02	3.42	3.10	1.35	3.28	1.25
	Male	93.98	96.58	96.90	98.65	98.72	98.75

Chart-21: Comparison between PRIMED and non-PRIMED media outlets

Observations

The above chart has made a comparison between PRIMED and Non-PRIMED media outlets. Female representation as reporter in Non-PRIMED media outlets are very low than PRIMED media outlets. On the other hand female presenters are slightly low in PRIMED television channel *Jamuna Television*. Female direct quotations are low in PRIMED media outlets, but female voxpops are more in number in PRIMED television channel than Non-PRIMED television channel. Function of the first person and Women as spokesperson are same on average in PRIMED and Non-PRIMED media outlets, but women as experts are more in number in Non-PRIMED media outlets. On the other hand very few news Stories of Non-PRIMED media outlets challenged gender stereotypes of the society.

5.12 differences observed in five quarters

First quarterly report	Second quarterly report	Third quarterly report	Fourth quarterly report	Fifth quarterly report
Gender of reporter Female- 9.67% Male- 90.33%	Gender of reporter Female- 11.49% Male- 88.51%	Gender of reporter Female- 9.09% Male- 90.91%	Gender of reporter Female- 7.64% Male- 92.36%	Gender of reporter Female- 11.70% Male- 88.30%
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 presenters Female- 81.11% Male- 18.88%
Gender of first person Female- 27.14% Male- 72.86%	Gender of first person Female- 28.20% Male- 71.30%	Gender of first person Female- 28.09% Male- 71.91%	Gender of first person Female- 24.11% Male- 75.89%	Gender of first person Female- 23.29% Male- 76.71%
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 spokesperson Female- 18.98% Male- 81.02%
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%	Number of expert Female- 15.38% Male- 84.62%
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%	Victim of the news Female- 23.53% Male- 7.03%
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%	Family role Female- 20.22% Male- 10.27%
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%	Voice of people Female quotation- 18.27% Male quotation- 81.73% Female Voxpop- 19.33% Male Voxpop- 80.67%

Chart-22: Comparison among all quarterly findings

Observations

Many differences in these five quarterly monitoring reports have been observed. The number of female reporters have been increased in the 5th quarter. On the other hand the number of female presenters is increasing more rapidly. Number of first person has decreased in 5th quarter. On the other hand, number of female spokespersons and experts has increased. Again, number of female victims and family role has increased. It's a good sign. Number of female quotation has increased, but the number of female voxpop has decreased in the 5th quarter.

6. Some noteworthy News

There are a few news stories that needs more detail analysis in terms of portrayal of women in media. There are some common gender stereotypes in our society that women are the housewives, they are weak and vulnerable. Some news stories break these traditional portrayals of women and some news stories reinforce them. Among the analyzed news stories only 37 (2.70%) news stories have broken traditional portrayal of women in media. These news challenged the common gender stereotypes.

6.1 News that Breaks Stereotypes—

1. Man identified by his wife for the first time

Non-PRIMED media outlet *Dainik Purbanchal* has published a news where a man was identified by his wife. This news has challenged gender stereotype as we often see women are identified by her husband. So this is a unique incident where a man had died but he was identified by his wife who was a woman councilor (elected representative).

সাবেক কাউন্সিলর হাসিনা আকরামের স্বামীর ইন্তেকাল

খুলনা সিটি কর্পোরেশনের সংরক্ষিত ১০ আসনের সাবেক কাউন্সিলর হাসিনা আকরামের স্বামী মোঃ আকরাম হোসেন গতকাল সকাল সাড়ে ৭টায় মহানগরীর রূপসা স্ট্রাড রোডস্থ নিজস্ব বাসভবনে ইন্তেকাল করেছেন (ইন্নাঃরাজ্জিন্। মৃত্যুকালে তাঁর বয়স হয়েছিল ৬৮ বছর। তিনি বার্বক্ষ্যজ্ঞািত বিভিন্ন রোগে ভুগছিলেন। মৃত্যুকালে ১ ছেলে এবং ১ মেয়ে, জ্বীসহ অসংখ্য গুণগ্রাহী রেখে গেছেন। গতকাল বাদ জোহর স্থানীয় কাদেিয়া জামে মসজিদে নামাজে জানাজা শেষে টুটপাড়া কবরস্থানে তাঁর দাফন সম্পন্ন হয়। বিভিন্ন রাজনৈতিক দলের নেতৃবৃন্দসহ গণ্যমান্য ব্যক্তিবর্গ নামাজে জানাজায় অংশগ্রহণ করেন।-খবরঃ বিজ্ঞপ্তি।

2. Women are the expectant of social welfare



The picture above is a news of PRIMED media outlet *Jamuna Television* about expectations of a female footballer. The footballer wants a spacious road in her village. As Bangladesh Women Football Team became champion of the SAF Woman Championship recently, *Jamuna Television* took interview of female footballer Rituporna Chakma about her future expectations. She only wants a spacious road in her village for the welfare of the people. **News link:** <https://fb.watch/fLKY9BCMAx/> (43.16 minute-45.32 minute).

3. Women are the entrepreneurs



The news above is a news of PRIMED media outlet *Gramer Kagoj* about a woman entrepreneur who is actually a tree lover. In this news, the woman tree lover has made an entrepreneurship of plant providing among other tree lovers. She also takes part in many 'agricultural fairs'. There are many positive sides of this report regarding women presentation in news. Firstly, the activities of

woman are reported here in detail. Secondly, no family role used to address her. Thirdly, the news got a good treatment as it was reported in the first column of the last page.

4. Women are the leaders

10/13/22, 10:45 PM

ভারতের প্রথম আদিবাসী রাষ্ট্রপতি দ্রৌপদী মূর্মু

Jago news24.com

ভারতের প্রথম আদিবাসী রাষ্ট্রপতি দ্রৌপদী মূর্মু

আন্তর্জাতিক ডেস্ক
প্রকাশিত: ০৯:৩০ পিএম, ১১ জুলাই ২০২২



ছবি: সংগৃহীত

ভারতের ১৫তম রাষ্ট্রপতি নির্বাচিত হলেন দ্রৌপদী মূর্মু। তিনি দেশটির প্রথম আদিবাসী রাষ্ট্রপতিও। বুধশনিবার (১১ জুলাই) দিন অকাল পন্থা শেষে ৫০ শতাংশের বেশি ভোট পেয়ে ভারতের নতুন রাষ্ট্রপতি নির্বাচিত হন দ্রৌপদী। বেটে প্রতিদ্বন্দ্বী হনকর সিন্ধকে বিপুল ব্যবধানে হারিয়েছেন তিনি।

ভারতীয় সংসদমহাসভার ঋষি অনুসারে, রাষ্ট্রপতি পদে ভারতের অন্য প্রয়োজন ছিল ৫ লাখ ৪০ হাজার ৯৯৬ ভোট। সেখানে বিজেপি নেতৃত্বাধীন এনডিএ জোটের প্রার্থী দ্রৌপদী মূর্মু পেয়েছেন ৫ লাখ ৭৭ হাজারের বেশি।

এই জয়ের মাধ্যমে ভারতের বিদ্যায় প্রেসিডেন্ট রামনাথ কোবিশের উত্তরসূত্রী হলেন দ্রৌপদী। আগামী ২৫ জুলাই রাষ্ট্রপতি হিসেবে শপথ নেননি।

১৬তম রাষ্ট্রপতি হোটে বিজয়ী প্রার্থী হলেন দেশটির ১৫তম রাষ্ট্রপতি। কারণ, ভারতের প্রথম রাষ্ট্রপতি রাসেল প্রসাদ পর দু'বার (১৯৫২ এবং ১৯৬৭) নির্বাচনে জয়ী হয়েছিলেন।

এর আগে, পর সোমবার (১০ জুলাই) অনুষ্ঠিত হয় ভারতের ১৬তম রাষ্ট্রপতি নির্বাচন। এতে ভোট শতাংশ ৯৮ শতাংশ ৯ শতাংশ। রাষ্ট্রপতি নির্বাচনে সব দিলিয়ে ভোট দিয়েছিলেন ৪ হাজার ৬৯৭ জন সেন্সে সনস্যা ও বিদায়ন। বুধশনিবার (১১ জুলাই) স্থানীয় সময় বেলা ১১টার দিকে শুরু হয় ভোট গণনা।

অদ্যাপ্যাজার পরিষ্কার ঋষি অনুসারে, দ্রৌপদী মূর্মু এখন পর্যন্ত ভোট পেয়েছেন ২ হাজার ১১১টি এবং তার প্রতিদ্বন্দ্বী হনকর সিন্ধা পেয়েছেন ১ হাজার ৫৬টি। দ্রৌপদীর পক্ষে ভোটিংয়ের জমা হয়েছে ৫ লাখ ৭৭ হাজার ৭৭৭টি আর হনকর পেয়েছেন ২ লাখ ৬১ হাজার ৬২।

<https://www.jagonews24.com/internationalnews/773234>

1/2

The above news is of women leadership as it is about the first aboriginal president of India Droupadi Murmu. It is a news of Non-Primed media outlet *Jagonews24.com*. The news challenges stereotype as the news is about women leadership. The headline of this news is also gender sensitive as this news doesn't contain any word like "woman president". The word "woman" in the headline marginalizes the contribution of women as we don't usually use the word "man" in the news to indicate the contribution of man. Some news portals used the word "woman president". But *Jagonews24.com* avoided this. That's why It has become a good headline.

5. Women are independent

A news of Non-Primed media outlet *Dainik Purbanchal* has published a news about a Bangladeshi women has gone to Nigeria to give legal advice. This news challenges gender stereotype as in our society women are thought to be very weak and vulnerable. They cannot go overseas for doing any prestigious job.



আইনী পরামর্শ দিতে হুসনা মেহেরুবা টুস্পা নাইজেরিয়ায় গেছেন

হুসনা মেহেরুবা টুস্পা জাতিসংঘের অধীনে নাইজেরিয়ার রাজধানী আবুজায় আইনী পরামর্শ ও সহায়তা প্রদানের লক্ষ্যে গত ১৫ আগস্ট গমন করেছেন। সেদেশে দায়িত্ব পালন শেষে নিজ কর্মস্থল ঢাকায় ফিরবেন আগামী সেপ্টেম্বরে। একুশে পদকে বিভূষিত সাংবাদিক হুমায়ুন কবির বাগুর কন্যা তিনি।
২০১৮ সাল থেকে তিনি কর্মসূত্রে দেশে জাতিসংঘের আওতাধীন এ ধরনের পরিষেবা প্রদান করে আসছেন।-খবরঃ বিজ্ঞান।

6.2 News that Promotes Stereotypes—

1. Women are the housewives



The two pictures above has portrayed women as housewife and they are suffering for the load shedding. The picture at the left side has shown a woman is using handmade fan to cool herself from the warm weather and picture at the right side has shown a woman is working in a kitchen with a candle in hand as there is load shedding. The two news are collected from PRIMED media outlet *Jamuna Television* (left) and Non-PRIMED media outlet *Banglavision* (right). Both the news

have portrayed man as spokesperson and expert. They have not taken any voxpop from these two women. **News links:** 1/ <https://www.facebook.com/JamunaTelevision/videos/4824846610952762/> (4.29 minute-7.50 minute). 2/ <https://youtu.be/Gux5wOKFVnk> (1.33 minute-4.43 minute).

2. Child health is only related with women !



The above news is about child health. PRIMED media outlet *Jamuna Television* has broadcasted this news. There was not a single man in this news. Only female voxpops have been taken, as if childcare or child health is only related with women. **News link:**

<https://www.facebook.com/JamunaTelevision/videos/474269940866168/> (52.16 minute-54.56 minute).

3. Language of rape-based news are insensitive

A news in Non-PRIMED media outlet *Dainik Purbanchal* used gender insensitive language in rape based news. The news used the word ‘পর্যায়ক্রমে’ or ‘alternately’ to indicate the brutal rape by the rapists. The news also used the word ‘প্রকৃতির ডাকে সারা দিতে’ or ‘stimulate by the call of nature’ to indicate that the women who was the victim of rape have an evacuation before the rapists catch her. This news was gender insensitive and promoted the gender stereotypes.

বাগেরহাটে নারীকে গনধর্ষণ মামলার প্রধান আসামী গ্রেপ্তার

বাগেরহাট ব্যুরো : বাগেরহাটে স্বামী পরিত্যক্তা নারীকে গনধর্ষণ মামলার প্রধান আসামী সাইফুল ইসলাম(২৫)কে গ্রেপ্তার করেছে পুলিশ। গত সোমবার রাতে বাগেরহাট শহরে অভিযান চালিয়ে তাকে গ্রেফতার করা হয়। এর আগে ওইদিন সন্ধ্যায় নির্ধাতিতা ওই নারী বাদী হয়ে সাইফুলসহ পাঁচজনের নাম উল্লেখ করে বাগেরহাট মডেল থানায় মামলা দায়ের করেন। গ্রেপ্তার সাইফুল ইসলাম (২৫) সদর উপজেলার ডেমা ইউনিয়নের বড়বাশবাড়িয়া গ্রামের মৃত সামছুল হাওলাদারের ছেলে। মঙ্গলবার দুপুরে সাইফুলকে আদালতের মাধ্যমে কারাগারে পাঠানো হয়েছে। হাসপাতালে চিকিৎসাধীন ওই নারী বলেন, গত সোমবার রাতে প্রকৃতির ডাকে সাড়া দিতে বাইরে বের হন তিনি। এসময় আগে থেকে ওং পেতে থাকা বড়বাশবাড়িয়া গ্রামের সাইফুল ইসলাম (২৫), রাফি হাওলাদার (২২), জাহিদুল হাওলাদার (৩৫), সজীব হাওলাদার(২৫) এবং রিয়াজ হাওলাদার (২৩) আমাকে জাপটে ধরে এবং মুখ ২-এর পাতায় ৫ কঃ

বাগেরহাটে নারীকে

চেপে ধরে বাড়ির পাশের সুপার বাগানে নিয়ে পর্যায়ক্রমে পাঁচজনই আমাকে ধর্ষণ করে। নির্ধাতিতা নারীর ডাক্তারি পরীক্ষা বাগেরহাট জেলা হাসপাতালে সম্পন্ন হয়েছে। তাকে বাগেরহাট সদর হাসপাতালের গাইনী ওয়ার্ডে চিকিৎসা দেয়া হচ্ছে। বাগেরহাটের অতিরিক্ত পুলিশ সুপার (সদর সার্কেল) মাহমুদ হাসান বলেন, নারীকে ধর্ষণের ঘটনায় নারী ও শিশু নির্ধাতন দমন আইনে পাঁচজনের বিরুদ্ধে থানায় মামলা হয়েছে। গত সোমবার রাতে অভিযান চালিয়ে প্রধান আসামী সাইফুল ইসলামকে গ্রেপ্তার করা হয়। তাকে আদালতের মাধ্যমে কারাগারে পাঠানো হয়েছে।

4. Female voices are neglected



Female voices are being neglected in media. The above news is about transportation. A total of 8 male voxpops have been taken in this news. But not a single female voxpop has been taken though there were many females in the visual. **News link:** <https://youtu.be/kJ4n69CmejM> (1.22 minute-3.36 minute).

7. Conclusion & recommendations

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. But in this 5th quarterly monitoring, women experts or spokespersons have increased.

When women are portraying as first persons in stories, they are portrayed as victims. But the trend of this five quarters are showing that, women victims are decreasing rapidly. Women are often identified by their father and husband's identity. The family role of women has decreased in the 5th quarterly monitoring. Women's voices are underreported in the media. Women's voices are identified by direct quotations and voxpops. In this 5th quarterly, women direct quotation have increased, but women voxpops have decreased.

Recommendation

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

- ✚ Media outlets should increase monitoring their news items to gather more data regarding gender portrayal of women in their contents.
- ✚ Journalists need to be trained by workshops or seminars regarding reporting about gender sensitive issues (Resources are needed for taking systematic program in this regard).
- ✚ 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 names.
- ✚ Journalists can start using mother or wife's names 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.
- ✚ A gender media vocabulary book can be made for the media houses so that, they can use more gender sensitive words (Resources are needed for taking systematic program in this regard).
- ✚ Constant advocacy and close mentoring needed with relevant stakeholders and academia to share tools, knowledge and learnings (Resources are needed for taking systematic program in this regard).

8. Annex

Sex of Reporter & Presenter

Sex of Reporter: Newspaper

Gender	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1: Female	8	3.70	0	0.00
Code 2 : Male	42	19.44	10	4.50
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	166	76.85	212	95.50
	216	100.00	222	100.00

Sex of Reporter: Online

Gender	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Female	12	5.12	1	0.43
Code 2 : Male	35	14.96	32	13.68
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	187	79.91	201	85.90
	234	100.00	234	100.00

Sex of Reporter: Television

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	16	7.08	7	2.92
Code 2 : Male	120	53.10	93	38.75
Code 3: Transgender	0	0.00	0	0.00
Code 4 : Not Applicable	90	39.82	140	58.33
	226	100.00	240	100.00

Sex of Presenter: Television

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	183	80.97	195	81.25
Code 2 : Male	43	19.03	45	18.75
Code 3: Transgender	0	0.00	0	0.00
Code 4 :Both	0	0.00	0	0.00
	226	100.00	240	100.00

Topic versus Sex of the Reporter

Topic * Sex_Reporter (The Daily Gramer Kagoj)

Count

		Sex_Reporter			Total
		Female	Male	Not Mentioned/Identified	
Topic	Government & Politics	0	5	26	31
	Economy	2	8	18	28
	Science & Health	1	3	12	16
	Celebrity, Arts & Culture	3	3	23	29
	Crime & Violence	0	9	49	58
	Social & Legal	2	11	31	44
	Gender Based Violence	0	0	3	3
	Environment & Climate Change	0	3	4	7
Total	8	42	166	216	

Topic * Sex_Reporter (Dainik Purbanchal)

Count

		Sex_Reporter		Total
		Male	Not Mentioned/Identified	
Topic	Government & Politics	3	25	28
	Economy	2	32	34
	Science & Health	1	10	11
	Celebrity, Arts & Culture	1	25	26
	Crime & Violence	2	45	47
	Social & Legal	0	58	58
	Gender Based Violence	0	13	13
	Environment & Climate Change	1	0	1
	Others	0	4	4
Total	10	212	222	

Topic * Sex_Reporter (Banglatribune.com)

Count

		Sex_Reporter			Total
		Female	Male	Not Mentioned/Identified	
Topic	Government & Politics	0	0	42	42
	Economy	5	15	24	44
	Science & Health	1	2	15	18
	Celebrity, Arts & Culture	1	2	31	34
	Crime & Violence	0	7	38	45
	Social & Legal	3	9	29	41
	Gender Based Violence	0	0	4	4
	Environment & Climate Change	2	0	4	6
Total	12	35	187	234	

Topic * Sex_Reporter (Jagonews24.com)

Count

		Sex_Reporter			Total
		Female	Male	Not Mentioned/Identified	
Topic	Government & Politics	0	1	43	44
	Economy	0	16	79	95
	Science & Health	0	2	19	21
	Celebrity, Arts & Culture	0	1	10	11
	Crime & Violence	0	4	16	20
	Social & Legal	1	7	28	36
	Gender Based Violence	0	0	1	1
	Environment & Climate Change	0	1	5	6
Total	1	32	201	234	

Topic * Sex_Reporter (Jamuna Television)

Count

		Sex_Reporter				Total
		Female	Male	Both	Not Mentioned/Identified	
Topic	Government & Politics	7	31	0	25	63

Economy	2	28	1	7	38
Science & Health	1	2	0	8	11
Celebrity, Arts & Culture	2	23	0	14	39
Crime & Violence	3	15	0	19	37
Social & Legal	1	17	0	12	30
Gender Based Violence	0	3	0	4	7
Others	0	0	0	1	1
Total	16	119	1	90	226

Topic * Sex_Reporter (Banglavision)

Count

	Sex_Reporter				Total
	Female	Male	Both	Not Mentioned/Identified	
Government & Politics	1	25	1	43	70
Economy	3	31	0	22	56
Science & Health	0	2	0	6	8
Celebrity, Arts & Culture	1	19	0	14	34
Crime & Violence	0	8	0	18	26
Social & Legal	2	6	0	30	38
Gender Based Violence	0	1	0	5	6
Others	0	0	0	2	2
Total	7	92	1	140	240

Function of the First Person versus Sex of the First Person

Function_1st_Person * Sex_1st_Person (The Daily Gramer Kagoj)

Count

	Sex_1st_Person				Total
	Female	Male	Not Mentioned	Not Applicable	
Subject	28	64	1	0	93
Spokesperson	12	76	1	0	89
Expert	0	1	0	0	1
Personal Experience	1	19	0	0	20
Not Applicable	0	0	0	13	13
Total	41	160	2	13	216

Function_1st_Person * Sex_1st_Person (Dainik Purbanchal)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Function_1st_Person	Subject	41	60	1	0	102
	Spokesperson	20	71	0	0	91
	Expert	1	1	0	0	2
	Personal Experience	0	1	0	0	1
	Eye Witness	0	1	0	0	1
	Not Applicable	0	0	0	25	25
Total		62	134	1	25	222

Function_1st_Person * Sex_1st_Person (Banglatribune.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Function_1st_Person	Subject	20	57	0	0	77
	Spokesperson	16	99	2	0	117
	Expert	1	8	0	0	9
	Personal Experience	1	8	0	0	9
	Eye Witness	1	1	0	0	2
	Not Applicable	0	0	0	20	20
Total		39	173	2	20	234

Function_1st_Person * Sex_1st_Person (Jagonews24.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Function_1st_Person	Subject	5	28	0	0	33
	Spokesperson	33	102	1	0	136
	Expert	2	6	0	0	8
	Personal Experience	1	13	1	0	15
	Not Applicable	0	0	0	42	42
Total		41	149	2	42	234

Function_1st_Person * Sex_1st_Person (Jamuna Telveision)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Function_1st_Person	Subject	12	28	0	40
	Spokesperson	22	71	0	93
	Expert	0	5	0	5
	Personal Experience	12	21	0	33
	Eye Witness	2	3	0	5
	Not Applicable	0	0	50	50
Total		48	128	50	226

Function_1st_Person * Sex_1st_Person (Banglavisision)

Count

		Sex_1st_Person				Total	
		0	Female	Male	Not Mentioned		Not Applicable
Function_1st_Person	Subject	0	5	24	1	0	30
	Spokesperson	1	25	95	0	0	121
	Expert	0	1	12	0	0	13
	Personal Experience	0	10	17	0	0	27
	Eye Witness	0	0	4	0	0	4
	Not Applicable	0	0	0	0	45	45
Total		1	41	152	1	45	240

First Person Identified as Victim or Survivor versus Sex of the First Person

Identified_As_1st_Person * Sex_1st_Person (The Daily Gramer Kagoj)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Identified_As_1st_Person	Victim	9	21	1	0	31
	Neither Victim nor Survivor	32	139	1	0	172
	Not Applicable	0	0	0	13	13
Total		41	160	2	13	216

Identified_As_1st_Person * Sex_1st_Person (Dainik Purbanchal)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Identified_As_1st_Person	Victim	26	19	1	0	46
	Survivor	1	2	0	0	3
	Neither Victim nor Survivor	35	113	0	0	148
	Not Applicable	0	0	0	25	25
Total		62	134	1	25	222

Identified_As_1st_Person * Sex_1st_Person (Banglatribune.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Identified_As_1st_Person	Victim	15	11	0	0	26
	Neither Victim nor Survivor	24	162	2	0	188
	Not Applicable	0	0	0	20	20
Total		39	173	2	20	234

Identified_As_1st_Person * Sex_1st_Person (Jagonews24.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Identified_As_1st_Person	Victim	1	6	0	0	7
	Survivor	0	1	0	0	1
	Neither Victim nor Survivor	40	142	2	0	184
	Not Applicable	0	0	0	42	42
Total		41	149	2	42	234

Identified_As_1st_Person * Sex_1st_Person (Jamuna Television)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Identified_As_1st_Person	0	0	1	0	1
	Victim	9	4	0	13
	Neither Victim nor Survivor	39	121	0	160
	Not Applicable	0	2	50	52
Total		48	128	50	226

Identified_As_1st_Person * Sex_1st_Person (Bangla vision)

Count

		Sex_1st_Person					Total
		0	Female	Male	Not Mentioned	Not Applicable	
Identified_As_1st_Person	Victim	0	4	2	1	0	7
	Neither Victim nor Survivor	1	37	150	0	0	188
	Not Applicable	0	0	0	0	45	45
Total		1	41	152	1	45	240

Family Role versus Sex of the First Person

Family_Role_Given_1st_Person * Sex_1st_Person (The Daily Gramer Kagoj)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Family_Role_Given_1st_Person	Yes	14	32	0	0	46
	No	27	128	2	0	157
	Not Applicable	0	0	0	13	13
Total		41	160	2	13	216

Family_Role_Given_1st_Person * Sex_1st_Person (Dainik Purbanchal)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Family_Role_Given_1st_Person	Yes	21	34	0	0	55
	No	41	100	1	0	142
	Not Applicable	0	0	0	25	25
Total		62	134	1	25	222

Family_Role_Given_1st_Person * Sex_1st_Person (Banglatribune.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Family_Role_Given_1st_Person	Yes	13	14	0	0	27
	No	26	159	2	0	187
	Not Applicable	0	0	0	20	20
Total		39	173	2	20	234

Family_Role_Given_1st_Person * Sex_1st_Person (Jagonews24.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Family_Role_Given_1st_Person	Yes	5	11	0	0	16
	No	36	138	2	0	176
	Not Applicable	0	0	0	42	42

Total	41	149	2	42	234
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Family_Role_Given_1st_Person * Sex_1st_Person (Jamuna Television)

Count

	Sex_1st_Person			Total
	Female	Male	Not Applicable	
Yes	2	0	0	2
Family_Role_Given_1st_Person No	46	126	6	178
Not Applicable	0	2	44	46
Total	48	128	50	226

Family_Role_Given_1st_Person * Sex_1st_Person (Bangla vision)

Count

	Sex_1st_Person					Total
	0	Female	Male	Not Mentioned	Not Applicable	
Yes	0	1	0	0	0	1
Family_Role_Given_1st_Person No	1	40	152	1	2	196
Not Applicable	0	0	0	0	43	43
Total	1	41	152	1	45	240

Direct Quotation versus Sex of the First Person

Direct_Quotation * Sex_1st_Person (The Daily Gramer Kagoj)

Count

	Sex_1st_Person				Total
	Female	Male	Not Mentioned	Not Applicable	
Yes	18	84	1	0	103
Direct_Quotation No	23	76	1	0	100
Not Applicable	0	0	0	13	13
Total	41	160	2	13	216

Direct_Quotation * Sex_1st_Person (Dainik Purbanchal)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Direct_Quotation	Yes	13	37	0	0	50
	No	49	97	1	0	147
	Not Applicable	0	0	0	25	25
Total		62	134	1	25	222

Direct_Quotation * Sex_1st_Person (Banglatribune.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Direct_Quotation	Yes	17	114	2	0	133
	No	22	59	0	0	81
	Not Applicable	0	0	0	20	20
Total		39	173	2	20	234

Direct_Quotation * Sex_1st_Person (Jagonews24.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Direct_Quotation	Yes	28	105	2	0	135
	No	13	44	0	0	57
	Not Applicable	0	0	0	42	42
Total		41	149	2	42	234

Number of VOXPOP (Television)

	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Number of VOXPOP Female	93	21.78	64	16.62
Number of VOXPOP Male	334	78.22	321	83.38
	427	100.00	385	100.00

Character of News

Character Wheel (Newspaper)

Character	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1: Inspires me	1	0.46	0	0.00
Code2: Amuse me	40	18.51	4	1.80
Code 3: Educate Me	3	1.39	0	0.00
Code 4: Keep me on trend	0	0.00	0	0.00
Code 5: Update me	135	62.50	217	97.75
Code 6: Give me perspective	37	17.13	1	0.45
Total	216	100.00	222	100.00

Character Wheel (Online)

Character	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Inspires me	1	0.43	2	0.85
Code2: Amuse me	36	15.38	28	11.97
Code 3: Educate Me	0	0.00	0	0.00
Code 4: Keep me on trend	3	1.28	0	0.00
Code 5: Update me	130	51.28	145	61.97
Code 6: Give me perspective	64	27.35	59	25.21
Total	234	100.00	234	100.00

Character Wheel (Television)

Character	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Inspires me	0	0.00	1	0.42
Code2: Amuse me	22	9.73	22	9.17
Code 3: Educate Me	0	0.00	0	0.00
Code 4: Keep me on trend	42	18.58	25	10.42
Code 5: Update me	140	61.95	183	76.25
Code 6: Give me perspective	22	9.73	9	3.75
Total	226	100.00	240	100.00

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.