

Trend Analysis

Gender Portrayal in Media Content

July 2021-
September 2022



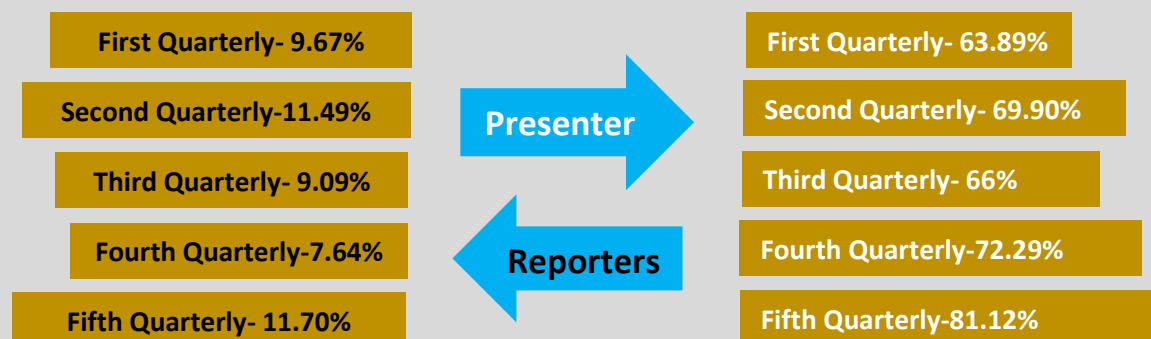
Introduction

This trend analysis has analyzed the gender portrayal in media content from July 2021-September 2022. The analysis included a comparative analysis of male and female representation in different quarters, different media and between the PRIMED and Non-PRIMED media outlets.

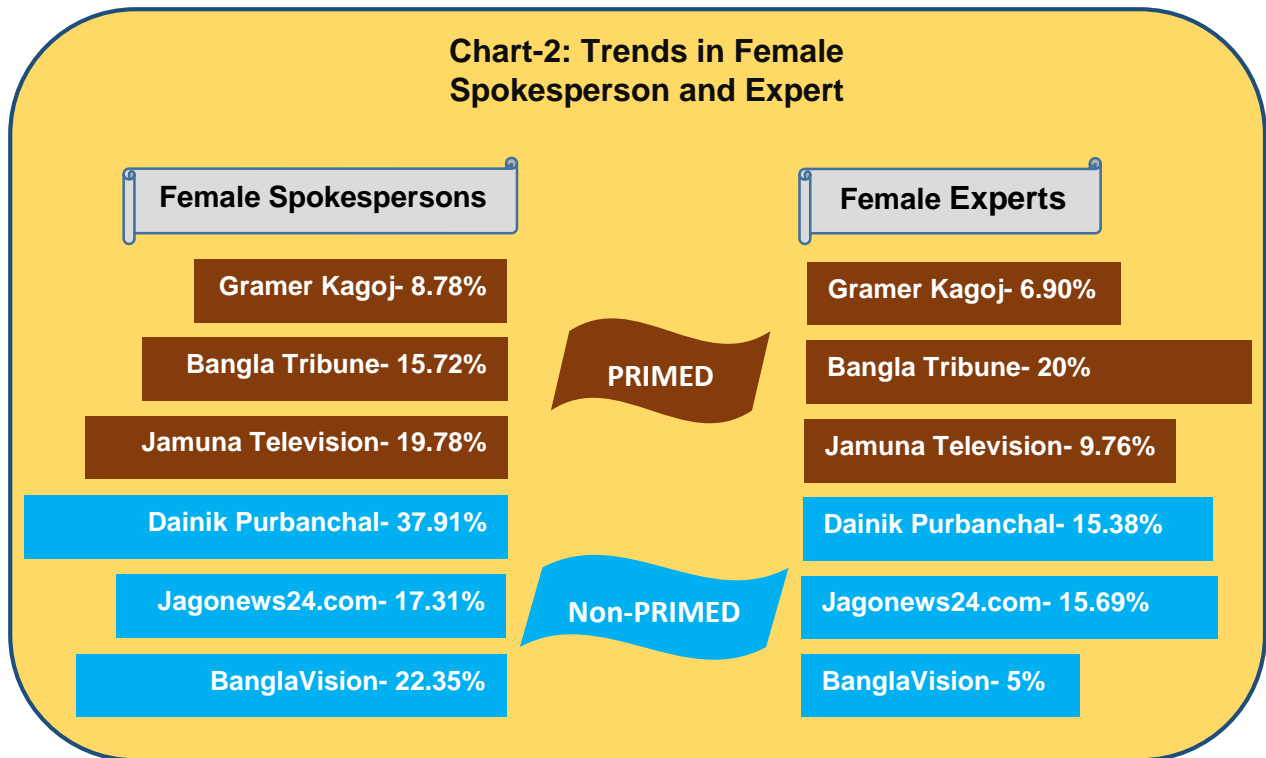
Findings

According to the findings, women journalists are neglected in every medium. The only exception was the position of news presenter that was dominated by female. From five quarterly trend, we can see upraise in female presenters, whereas we can see female reporters have decreased or increased very slowly.

Chart-1: Trends in Female Reporters and Presenters



Moreover, every media has a common tendency to illustrate male personality more powerful in maximum news, men are represented as spokesperson or expert. Female characters were less addressed as an expert or opinion provider compared to male personality.



Generally, when women were first persons in stories, in most of the cases they were portrayed as victims. But the number of female victims are decreasing in every quarter. This is very positive about women’s appearance in news stories.

