# GENDER CONTENT IN MEDIA:

# MONITORING & ANALYSIS
# AUGUST 2022



FREE PRESS UNLIMITED

PRIMED
PROTECTING INDEPENDENT MEDIA
FOR EFFECTIVE DEVELOPMENT

SOUTH ASIA CENTER FOR media in development

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# Introduction

Women's representation in media remains lower than their male counterparts. The monthly monitoring findings of August 2022 of South Asia Centre for Media in Development (SACMID) revealed that, women are the subjects of only 21.7% news stories. Only 18.93% female interviewed in 6 media outlets as spokespersons during August 2022. On the other hand, not a single female expert has been interviewed in August. Men are more likely to be quoted than women in the media. Female voxpops are also very low in number than male voxpops. South Asia Centre for Media in Development (SACMID) is working under PRIMED (Protecting Interdependent Media for Effective Development) project with a vision to change this situation in media. PRIMED is a part of global consortium of BBC Media Action, Free Press Unlimited, International Media Support and Media Development Investment Fund, supported by FCDO. SACMID has been engaged in PRIMED project as partner of FPU in Bangladesh from April 2021.

# Methodology and Sampling

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

**Method:** Mixed method (Quantitative and Qualitative) tools have been applied which are included 17 -19 variables (depending on types of media). Random sampling method used.

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



SELECTED MEDIA OUTLETS AND THE MONITORING SCHEDULE

Bangla Tribune

JagoNews24

Three days a week 6 topmost lead story each day

Jamuna Television

BanglaVision

Three days a week prime time news, first 5 minutes and last 7 minutes

Gramer Kagoj

Dainik Purbanchal

Three days a week 6 news each day, randomly selected from first and last page

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

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

**Duration:** 1 August – 31th August, 2022

# Findings

## Gender of Reporter

The purpose of identifying the gender of the reporters in selected media types is to understand the contribution and involvement of women in producing news. The findings have shown that 485 news have been monitored in the month of August 2022. Among them only 9 (1.86%) news were reported by female reporters. Male have reported 112 (23.09%) news and rest of the 364 (75.05%) news have not by-lined or mentioned any reporter's name. Among these 9 news reported by female, 3 were reported by *Jamuna Television*. Both *Gramer Kagoj* and *Bangla Tribune* have mentioned the names of 2 female reporters, *Bangla Vision* has mentioned the name of 1 female reporter, But *Dainik Purbanchal* and *Jagonews24.com* have not mentioned the name of any female reporter.
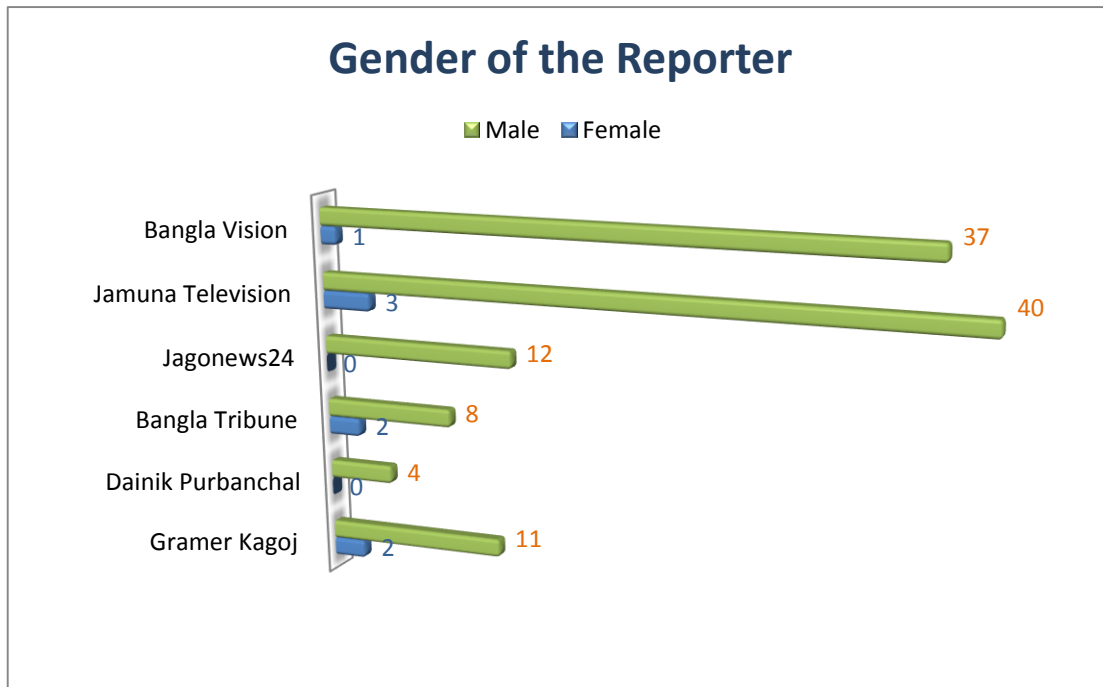
**Gender of the Reporter**

Male   Female

| Media Outlet | Female | Male |
|---|---|---|
| Bangla Vision | 1 | 37 |
| Jamuna Television | 3 | 40 |
| Jagonews24 | 0 | 12 |
| Bangla Tribune | 2 | 8 |
| Dainik Purbanchal | 0 | 4 |
| Gramer Kagoj | 2 | 11 |

Chart 1: Gender of the reporter in various media outlets

## Gender of Presenter

A total of 173 news have been monitored in the two television channels named *Jamuna television* and *Bangla Vision*. Among them 120 (69.36%) news were anchored by female presenters. On the other hand, 53 (30.64%) news were anchored by male presenters. Among the female presenters 49 (40.83%) were from *Jamuna Television* and 71 (59.17%) were from *Bangla Vision.*
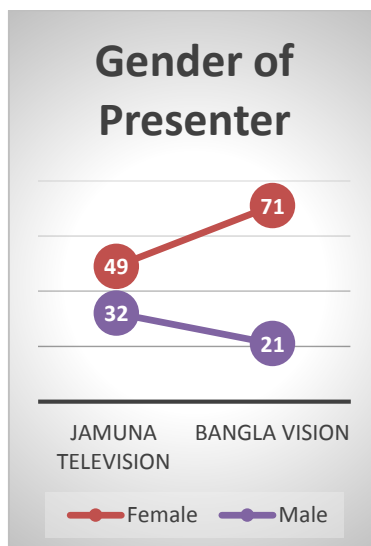
Chart 2: Gender of the presenters in various television channels

## Function of 1st person in news story

There was an attempt to find out the gender of a person who is playing the main role in a news story. The main role players are classified in different categories like subject of the news, spokesperson in the news, expert or mentioned in the story as eyewitness or sharing personal experiences. It has been found that women are neglected in all types of function. The findings of August 2022 have revealed that, women were subjects in 31 (27.19%) news stories in all 6 media outlets, whereas male were subjects in 83 (72.81) news stories. While female were spokespersons in 39 (18.93%) news stories, male were the spokespersons in 167 (81.07%) news stories. There was not a single woman expert (0.00%) in August 2022. On the other hand, the number male experts were 5 (100%). Only 5 (16.13%) females have shared their personal experiences in the news and 26 (83.87%) males have shared their personal experiences.
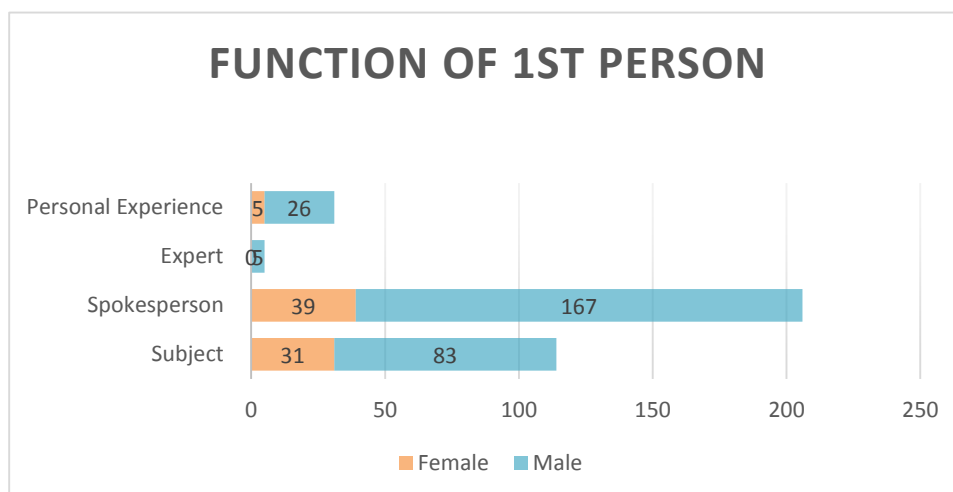


Chart 3: Function of 1st person in news story in various media outlets

## Identify Victim or Survivor Vs. Gender

Women's participation is quite low as the first person of story. But whenever they were the first persons, maximum times they were portrayed as victims. In August 2022, women were the first persons in 75 news stories. Out of these 75 news stories, female were victims in 21 (28%) news stories. On the other hand, male were the victims in 21 (7.47%) news stories out of 281 news stories. A male victim was portrayed as survivor in August 2022.
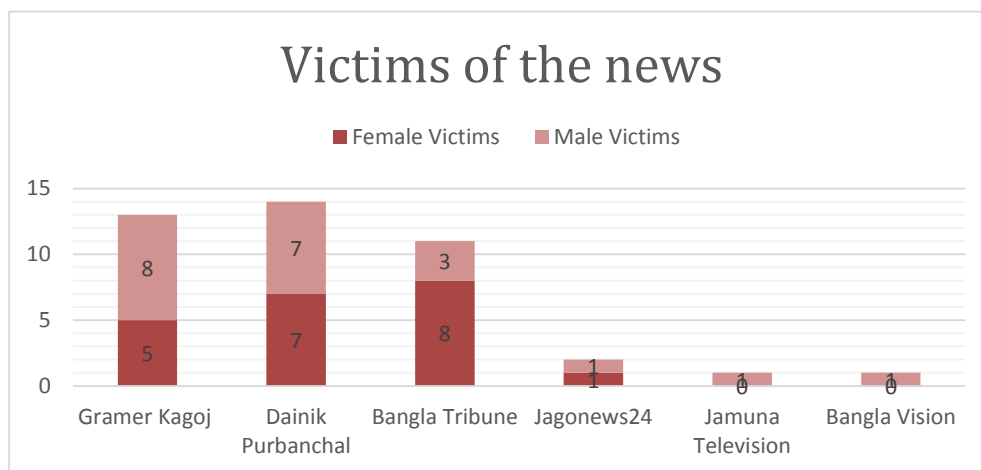


Chart 4: Victims of the news in various media outlets

## Family role vs. Gender

It has been found in August 2022 that 34 (45%) women have been addressed or identified by their husband or father's name among 75 news, whereas 72 (25.62%) men in 281 news stories were identified by their family members. So it's clear that media are more willing to identify women by their family role. Moreover women are identified by their husband or father's name. But men have not been identified by their mother or sister's name.
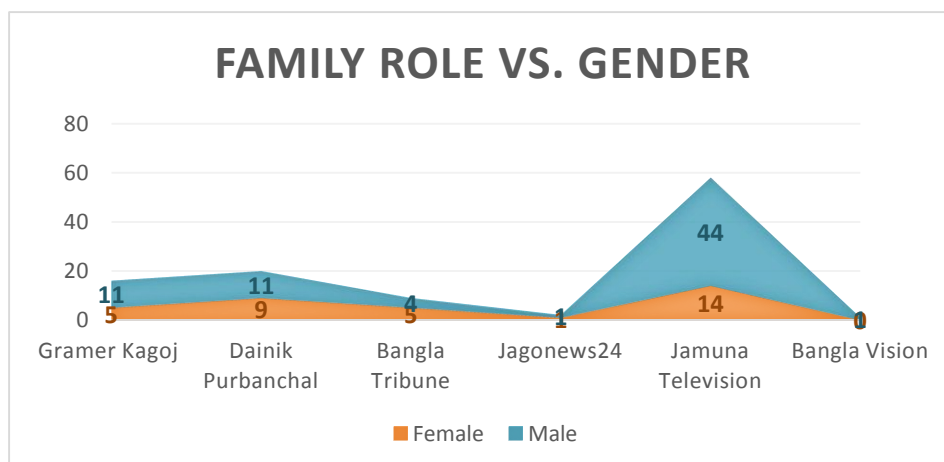


Chart 5: Family role vs Gender in various media outlets

## Voices of women

Women voices are very important to achieve gender equality in the society. But voices of women in media is very low than men. The findings of August 2022 have revealed that, newspaper and online have 25 (17.12%) direct quotations of female and 121 (82.88%) direct quotations of male. In television 37 (15.55%) female voxpops have been taken whereas Male voxpops were 238 (86.55%).
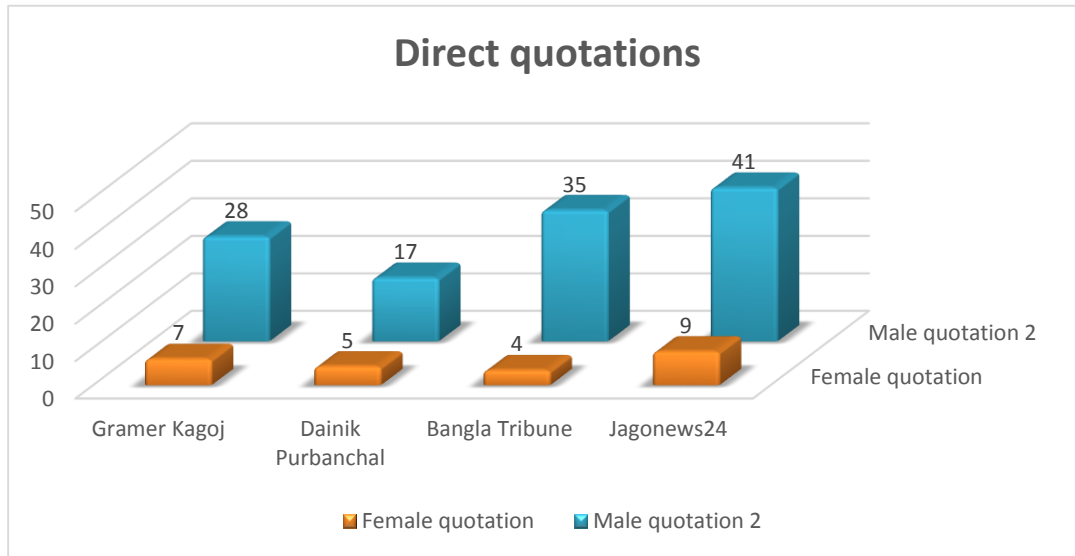


Chart 6: Direct quotations of Female in newspaper and online
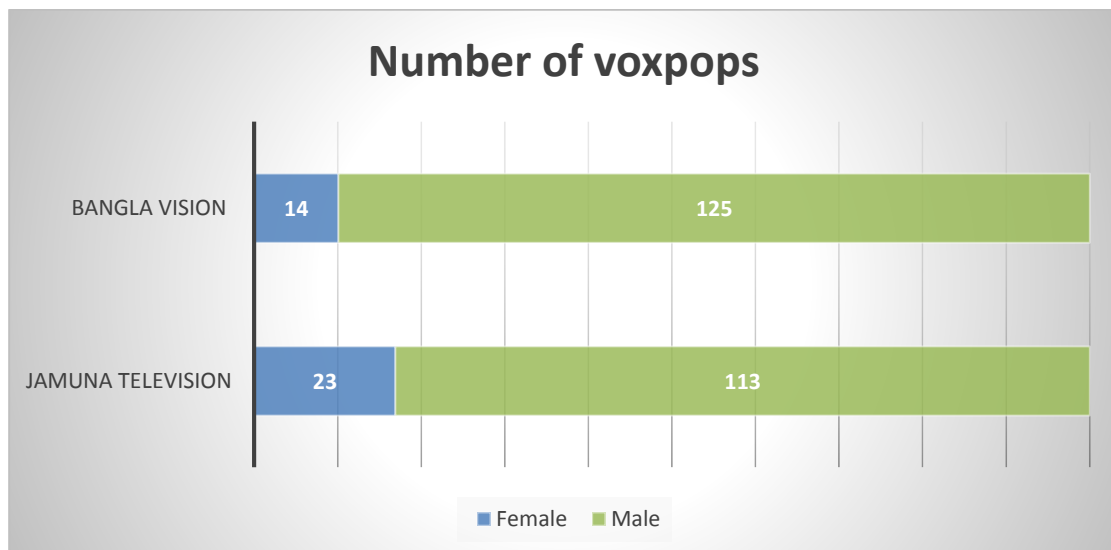


Chart 7: Number of voxpops in newspaper and online

## Stories about women

A negligible amount of stories were specifically about women in August 2022. Only 27 (5.57%) news stories among 485 news stories were about women. This picture depicts that, women are much neglected in our media.
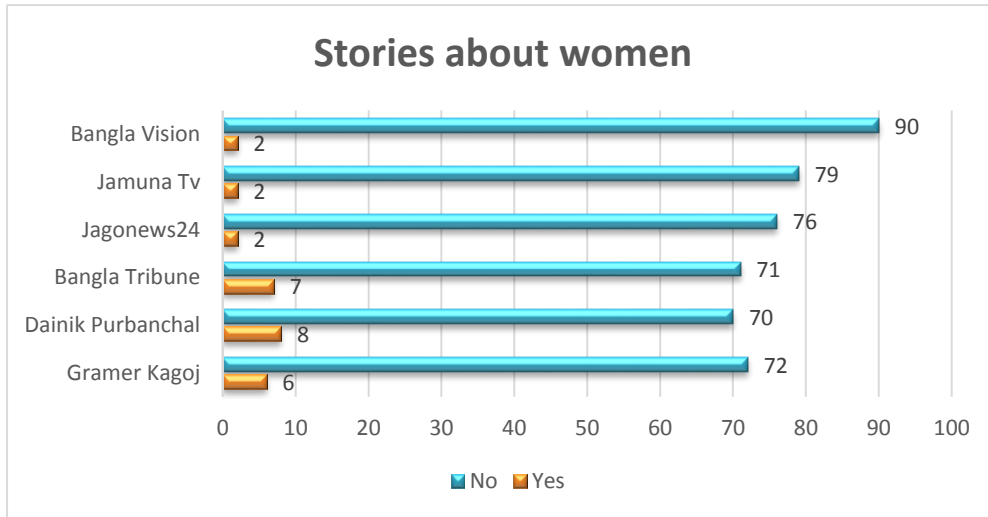


Chart 8: Stories about women in various media outlets

## 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 August 2022 have shown that, only 10 (2.06%) news stories have challenged gender stereotypes among 485 news monitored in August 2022.



|  | Gramer Kagoj | Dainik Purbanchal | Bangla Tribune | Jagonews24 | Jamuna Tv | Bangla Vision |
|---|---|---|---|---|---|---|
| Yes | 4 | 1 | 3 | 0 | 2 | 0 |
| No | 74 | 77 | 75 | 78 | 79 | 92 |
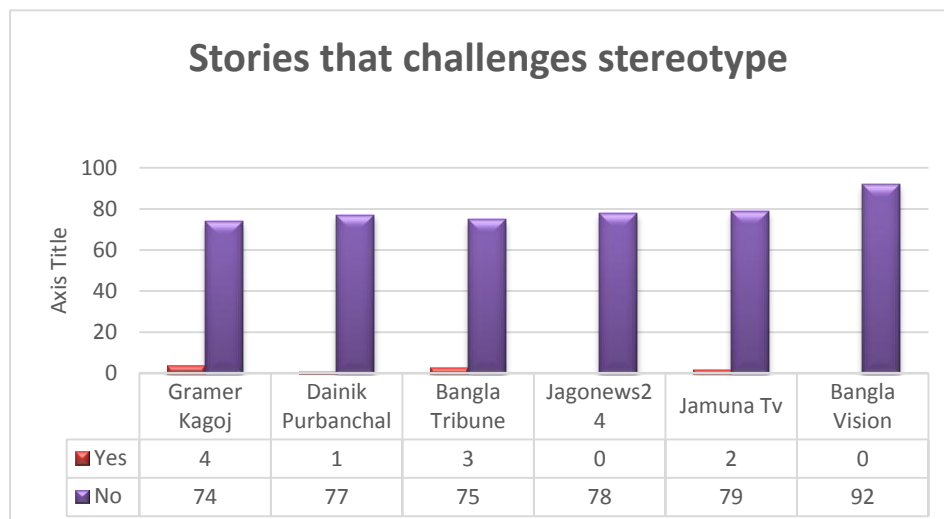
Chart 9: Stories challenges stereotype in various media outlets

## Character/ Types of News

Indicators have been used to identify/measure if the news stories of different media are serving news consumers from their interest or media houses are only working to establish their own agenda or by following the old trend they are only updating about current affairs. It has been identified that, among 485 news stories, about 354 (72.99%) news have updated the readers and viewers in the month of August 2022. Another 17 (3.51%) news have kept them on trend, 61 (12.58%) news have given them perspectives and 50 (10.31%) news have amused the readers and the viewers.

| Characters | Gramer Kagoj | Dainik Purbanchal | Bangla Tribune | Jagonews24 | Jamuna Tv | Bangla Vision |
|---|---|---|---|---|---|---|
| Inspire me | 0 | 0 | 0 | 1 | 0 | 0 |
| Amuse me | 14 | 1 | 12 | 4 | 9 | 10 |
| Educate me | 2 | 0 | 0 | 0 | 0 | 0 |
| Keep me on trend | 0 | 0 | 2 | 0 | 9 | 6 |
| Update me | 48 | 77 | 44 | 49 | 62 | 74 |
| Give me perspective | 14 | 0 | 22 | 24 | 1 | 0 |
| Total | 78 | 78 | 78 | 78 | 81 | 92 |

Chart 10: Character/Types of News in various media outlets

# Annex

## Reporter and Presenter

### Sex of Reporter (Newspaper)

| Gender | Gramer Kagoj | Percentage % | Dainik Purbanchal | Percentage % |
|---|---|---|---|---|
| Code 1: Female | 2 | 2.56 | 0 | 0.00 |
| Code 2 : Male | 11 | 14.10 | 5 | 6.41 |
| Code 3: Both | 0 | 0.00 | 0 | 0.00 |
| Code 4 : Not Identified/Mentioned | 65 | 83.33 | 73 | 93.59 |
| | 78 | 100.00 | 78 | 100.00 |

### Sex of Reporter (Online)

| Gender | Bangla Tribune | Percentage % | Jagonews24 | Percentage % |
|---|---|---|---|---|
| Code 1: Female | 2 | 2.56 | 0 | 0.00 |
| Code 2 : Male | 8 | 10.26 | 12 | 15.38 |
| Code 3: Both | 0 | 0.00 | 0 | 0.00 |
| Code 4 : Not Identified/Mentioned | 68 | 87.18 | 66 | 84.62 |
| | 78 | 100.00 | 78 | 100.00 |

### Sex of Reporter (Television)

| Gender | Jamuna TV | Percentage % | Bangla Vision | Percentage % |
|---|---|---|---|---|
| Code 1: Female | 3 | 3.70 | 1 | 1.09 |
| Code 2 : Male | 40 | 49.38 | 37 | 40.22 |
| Code 3: Transgender | 0 | 0.00 | 0 | 0.00 |
| Code 4 : Not Applicable | 38 | 46.91 | 54 | 58.70 |
| | 81 | 100.00 | 92 | 100.00 |

**Sex of Presenter (Television)**

| Gender | Jamuna TV | Percentage % | Bangla Vision | Percentage % |
|---|---|---|---|---|
| Code 1: Female | 49 | 60.49 | 71 | 77.17 |
| Code 2 : Male | 32 | 39.51 | 21 | 22.83 |
| Code 3: Transgender | 0 | 0.00 | 0 | 0.00 |
| Code 4 :Both | 0 | 0.00 | 0 | 0.00 |
| | 81 | 100.00 | 92 | 100.00 |

# Gender versus Function of First Person in News Story

**Function_1st_Person * Sex_1st_Person Cross tabulation (Gramer Kagoj)**

Count

| | | Sex_1st_Person | | | Total |
|---|---|---|---|---|---|
| | | Female | Male | Not Applicable | |
| Function_1st_Person | Subject | 9 | 20 | 0 | 29 |
| | Spokesperson | 5 | 32 | 0 | 37 |
| | Personal Experience | 1 | 5 | 0 | 6 |
| | Not Applicable | 0 | 0 | 6 | 6 |
| Total | | 15 | 57 | 6 | 78 |

**Function_1st_Person * Sex_1st_Person Cross tabulation (Purbanchal)**

Count

| | | Sex_1st_Person | | | | Total |
|---|---|---|---|---|---|---|
| | | Female | Male | Not Mentioned | Not Applicable | |
| | Subject | 10 | 25 | 1 | 0 | 36 |
| Function_1st_Person | Spokesperson | 8 | 28 | 0 | 0 | 36 |
| | Not Applicable | 0 | 0 | 0 | 6 | 6 |
| Total | | 18 | 53 | 1 | 6 | 78 |

**Function_1st_Person * Sex_1st_Person Cross tabulation (Banglatribune.com)**

Count

| | | Sex_1st_Person | | | Total |
|---|---|---|---|---|---|
| | | Female | Male | Not Applicable | |
| Function_1st_Person | Subject | 9 | 18 | 0 | 27 |
| | Spokesperson | 4 | 35 | 0 | 39 |
| | Personal Experience | 0 | 3 | 0 | 3 |

| | | | | | |
|---|---|---|---|---|---|
| Not Applicable | | 0 | 0 | 9 | 9 |
| Total | | 13 | 56 | 9 | 78 |

### Function_1st_Person * Sex_1st_Person Cross tabulation (Jagonews24.com)

Count

| | | Sex_1st_Person | | | | Total |
|---|---|---|---|---|---|---|
| | | Female | Male | Not Mentioned | Not Applicable | |
| Function_1st_Person | Subject | 1 | 4 | 0 | 0 | 5 |
| | Spokesperson | 13 | 41 | 1 | 0 | 55 |
| | Expert | 0 | 2 | 0 | 0 | 2 |
| | Personal Experience | 0 | 6 | 0 | 0 | 6 |
| | Not Applicable | 0 | 0 | 0 | 10 | 10 |
| Total | | 14 | 53 | 1 | 10 | 78 |

### Function_1st_Person * Sex_1st_Person Cross tabulation (Jamuna Television)

Count

| | | Sex_1st_Person | | | Total |
|---|---|---|---|---|---|
| | | Female | Male | Not Applicable | |
| Function_1st_Person | Subject | 2 | 15 | 0 | 17 |
| | Spokesperson | 8 | 23 | 0 | 31 |
| | Expert | 0 | 2 | 0 | 2 |
| | Personal Experience | 4 | 5 | 0 | 9 |
| | Not Applicable | 0 | 0 | 22 | 22 |
| Total | | 14 | 45 | 22 | 81 |

### Function_1st_Person * Sex_1st_Person Cross tabulation (Bangla Vision)

Count

| | | Sex_1st_Person | | | | Total |
|---|---|---|---|---|---|---|
| | | 0 | Female | Male | Not Applicable | |
| Function_1st_Person | Subject | 0 | 1 | 10 | 0 | 11 |
| | Spokesperson | 1 | 8 | 37 | 0 | 46 |
| | Expert | 0 | 1 | 7 | 0 | 8 |
| | Personal Experience | 0 | 1 | 7 | 0 | 8 |
| | Not Applicable | 0 | 0 | 0 | 19 | 19 |

| Total | | 1 | 11 | 61 | 19 | 92 |
|---|---|---|---|---|---|---|

## Gender versus First Person Identified as Victim or Survivor

**Identified_As_1st_Person * Sex_1st_Person Cross tabulation (Gramer Kagoj)**

Count

| | | Sex_1st_Person | | | Total |
|---|---|---|---|---|---|
| | | Female | Male | Not Applicable | |
| Identified_As_1st_Person | Victim | 5 | 8 | 0 | 13 |
| | Neither Victim nor Survivor | 10 | 49 | 0 | 59 |
| | Not Applicable | 0 | 0 | 6 | 6 |
| Total | | 15 | 57 | 6 | 78 |

**Identified_As_1st_Person * Sex_1st_Person Cross tabulation (Purbanchal)**

Count

| | | Sex_1st_Person | | | | Total |
|---|---|---|---|---|---|---|
| | | Female | Male | Not Mentioned | Not Applicable | |
| Identified_As_1st_Person | Victim | 7 | 7 | 1 | 0 | 15 |
| | Survivor | 0 | 1 | 0 | 0 | 1 |
| | Neither Victim nor Survivor | 11 | 45 | 0 | 0 | 56 |
| | Not Applicable | 0 | 0 | 0 | 6 | 6 |
| Total | | 18 | 53 | 1 | 6 | 78 |

**Identified_As_1st_Person * Sex_1st_Person Cross tabulation (Banglatribune.com)**

Count

| | | Sex_1st_Person | | | Total |
|---|---|---|---|---|---|
| | | Female | Male | Not Applicable | |
| Identified_As_1st_Person | Victim | 8 | 3 | 0 | 11 |
| | Neither Victim nor Survivor | 5 | 53 | 0 | 58 |
| | Not Applicable | 0 | 0 | 9 | 9 |
| Total | | 13 | 56 | 9 | 78 |

**Identified_As_1st_Person * Sex_1st_Person Cross tabulation (Jagonews24.com)**

Count

| | | Sex_1st_Person | | | | Total |
|---|---|---|---|---|---|---|
| | | Female | Male | Not Mentioned | Not Applicable | |
| Identified_As_1st_Person | Victim | 1 | 1 | 0 | 0 | 2 |
| | Neither Victim nor Survivor | 13 | 52 | 1 | 0 | 66 |
| | Not Applicable | 0 | 0 | 0 | 10 | 10 |
| Total | | 14 | 53 | 1 | 10 | 78 |

**Identified_As_1st_Person * Sex_1st_Person Cross tabulation (Jamuna Television)**

Count

| | | Sex_1st_Person | | | Total |
|---|---|---|---|---|---|
| | | Female | Male | Not Applicable | |
| Identified_As_1st_Person | 0 | 0 | 1 | 0 | 1 |
| | Victim | 0 | 1 | 0 | 1 |
| | Neither Victim nor Survivor | 14 | 42 | 0 | 56 |
| | Not Applicable | 0 | 1 | 22 | 23 |
| Total | | 14 | 45 | 22 | 81 |

**Identified_As_1st_Person * Sex_1st_Person Cross tabulation (Bangla Vision)**

Count

| | | Sex_1st_Person | | | | Total |
|---|---|---|---|---|---|---|
| | | 0 | Female | Male | Not Applicable | |
| Identified_As_1st_Person | Victim | 0 | 1 | 0 | 0 | 1 |
| | Neither Victim nor Survivor | 1 | 10 | 61 | 0 | 72 |
| | Not Applicable | 0 | 0 | 0 | 19 | 19 |
| Total | | 1 | 11 | 61 | 19 | 92 |

## Gender versus Family Role

**Family_Role_Given_1st_Person * Sex_1st_Person Cross tabulation (Gramer Kagoj)**

Count

|  |  | Sex_1st_Person | | | Total |
|---|---|---|---|---|---|
|  |  | Female | Male | Not Applicable |  |
|  | Yes | 5 | 11 | 0 | 16 |
| Family_Role_Given_1st_Person | No | 10 | 46 | 0 | 56 |
|  | Not Applicable | 0 | 0 | 6 | 6 |
| Total |  | 15 | 57 | 6 | 78 |

**Family_Role_Given_1st_Person * Sex_1st_Person Cross tabulation (Purbanchal)**

Count

|  |  | Sex_1st_Person | | | | Total |
|---|---|---|---|---|---|---|
|  |  | Female | Male | Not Mentioned | Not Applicable |  |
|  | Yes | 9 | 11 | 0 | 0 | 20 |
| Family_Role_Given_1st_Person | No | 9 | 42 | 1 | 0 | 52 |
|  | Not Applicable | 0 | 0 | 0 | 6 | 6 |
| Total |  | 18 | 53 | 1 | 6 | 78 |

**Family_Role_Given_1st_Person * Sex_1st_Person Cross tabulation (Banglatribune.com)**

Count

|  |  | Sex_1st_Person | | | Total |
|---|---|---|---|---|---|
|  |  | Female | Male | Not Applicable |  |
|  | Yes | 5 | 4 | 0 | 9 |
| Family_Role_Given_1st_Person | No | 8 | 52 | 0 | 60 |
|  | Not Applicable | 0 | 0 | 9 | 9 |
| Total |  | 13 | 56 | 9 | 78 |

**Family_Role_Given_1st_Person * Sex_1st_Person Cross tabulation (Jagonews24.com)**

Count

|  |  | Sex_1st_Person | | | | Total |
|---|---|---|---|---|---|---|
|  |  | Female | Male | Not Mentioned | Not Applicable |  |
| Family_Role_Given_1st_Person | Yes | 1 | 1 | 0 | 0 | 2 |
|  | No | 13 | 52 | 1 | 0 | 66 |

| | | | | | |
|---|---|---|---|---|---|
| | Not Applicable | 0 | 0 | 0 | 10 | 10 |
| Total | | 14 | 53 | 1 | 10 | 78 |

**Family_Role_Given_1st_Person * Sex_1st_Person Cross tabulation (Jamuna Television)**

Count

| | | Sex_1st_Person | | | Total |
|---|---|---|---|---|---|
| | | Female | Male | Not Applicable | |
| Family_Role_Given_1st_Person | No | 14 | 44 | 4 | 62 |
| | Not Applicable | 0 | 1 | 18 | 19 |
| Total | | 14 | 45 | 22 | 81 |

**Family_Role_Given_1st_Person * Sex_1st_Person Cross tabulation (Bangla Vision )**

Count

| | | Sex_1st_Person | | | | Total |
|---|---|---|---|---|---|---|
| | | 0 | Female | Male | Not Applicable | |
| Family_Role_Given_1st_Person | Yes | 0 | 1 | 0 | 0 | 1 |
| | No | 1 | 10 | 61 | 0 | 72 |
| | Not Applicable | 0 | 0 | 0 | 19 | 19 |
| Total | | 1 | 11 | 61 | 19 | 92 |

# Gender versus Direct Quotation

**Direct_Quotation * Sex_1st_Person Cross tabulation**

Count

| | | Sex_1st_Person | | | Total |
|---|---|---|---|---|---|
| | | Female | Male | Not Applicable | |
| Direct_Quotation | Yes | 7 | 28 | 0 | 35 |
| | No | 8 | 29 | 0 | 37 |
| | Not Applicable | 0 | 0 | 6 | 6 |
| Total | | 15 | 57 | 6 | 78 |

**Direct_Quotation * Sex_1st_Person Cross tabulation**

Count

| | | Sex_1st_Person | | | | Total |
|---|---|---|---|---|---|---|
| | | Female | Male | Not Mentioned | Not Applicable | |
| | Yes | 5 | 17 | 0 | 0 | 22 |
| Direct_Quotation | No | 13 | 36 | 1 | 0 | 50 |
| | Not Applicable | 0 | 0 | 0 | 6 | 6 |
| Total | | 18 | 53 | 1 | 6 | 78 |

**Direct_Quotation * Sex_1st_Person Cross tabulation**

Count

| | | Sex_1st_Person | | | Total |
|---|---|---|---|---|---|
| | | Female | Male | Not Applicable | |
| | Yes | 4 | 35 | 0 | 39 |
| Direct_Quotation | No | 9 | 21 | 0 | 30 |
| | Not Applicable | 0 | 0 | 9 | 9 |
| Total | | 13 | 56 | 9 | 78 |

**Direct_Quotation * Sex_1st_Person Cross tabulation**

Count

| | | Sex_1st_Person | | | | Total |
|---|---|---|---|---|---|---|
| | | Female | Male | Not Mentioned | Not Applicable | |
| | Yes | 9 | 41 | 1 | 0 | 51 |
| Direct_Quotation | No | 5 | 12 | 0 | 0 | 17 |
| | Not Applicable | 0 | 0 | 0 | 10 | 10 |
| Total | | 14 | 53 | 1 | 10 | 78 |

Number of VOXPOP (Television)

| | Jamuna TV | Percentage % | Bangla Vision | Percentage % |
|---|---|---|---|---|
| Number of VOXPOP Female | 23 | 16.91 | 14 | 10.07 |
| Number of VOXPOP Male | 113 | 83.09 | 125 | 89.93 |
| | 136 | 100.00 | 139 | 100.00 |

Character Wheel (Newspaper)

| Character | Gramer Kagoj | Percentage % | Doinik Purbanchol | Percentage % |
|---|---|---|---|---|
| Code 1: Inspires me | 0 | 0.00 | 0 | 0.00 |
| Code2: Amuse me | 14 | 17.95 | 1 | 1.28 |
| Code 3: Educate Me | 2 | 2.56 | 0 | 0.00 |
| Code 4: Keep me on trend | 0 | 0.00 | 0 | 0.00 |
| Code 5: Update me | 48 | 61.54 | 77 | 98.72 |
| Code 6: Give me perspective | 14 | 17.95 | 0 | 0.00 |
| Total | 78 | 100.00 | 78 | 100.00 |

Character Wheel (Online)

| Character | Bangla Tribune | Percentage % | Jagonews24 | Percentage % |
|---|---|---|---|---|
| Code 1: Inspires me | 0 | 4.70 | 1 | 1.28 |
| Code2: Amuse me | 12 | 15.38 | 4 | 5.13 |
| Code 3: Educate Me | 0 | 0.00 | 0 | 0.00 |
| Code 4: Keep me on trend | 0 | 0.00 | 0 | 0.00 |
| Code 5: Update me | 44 | 56.41 | 49 | 62.82 |
| Code 6: Give me perspective | 22 | 28.21 | 12 | 15.38 |
| Total | 78 | 100.00 | 78 | 100.00 |

Character Wheel (Television)

| Character | Jamuna TV | Percentage % | Bangla Vision | Percentage % |
|---|---|---|---|---|
| Code 1: Inspires me | 0 | 0.00 | 0 | 0.00 |
| Code2: Amuse me | 9 | 11.11 | 10 | 10.87 |
| Code 3: Educate Me | 0 | 0.00 | 0 | 0.00 |
| Code 4: Keep me on trend | 9 | 11.11 | 6 | 6.52 |
| Code 5: Update me | 62 | 76.54 | 74 | 80.43 |
| Code 6: Give me perspective | 1 | 1.23 | 2 | 2.17 |
| Total | 81 | 100.00 | 92 | 100.00 |