

**GENDER CONTENT IN MEDIA:
MONITORING & ANALYSIS
JULY 2022**



**FREE
PRESS
UNLIMITED**



PRIMED
PROTECTING INDEPENDENT MEDIA
FOR EFFECTIVE DEVELOPMENT

SOUTH
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Introduction

Around the world, women perform two-third of the work. They perform household chores, take care after children, husband and elderly people. Many women are now participating in all forms of profession by playing their roles like doctor, engineer, teacher or government officials. But Most of their works remain unrecognized. Our media are also showing women in a typical gender stereotyped way. They are showing them as sexual/commercial objects or as victims. South Asia Centre for Media in Development (SACMID) is working under PRIMED (Protecting Interdependent Media for Effective Development) project with a vision to change this 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 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 16 -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)

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: 1st July – 31st July, 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 among 451 news of July 2022, only 20 (4.43%) news were reported by female. Male have reported 110 (24.39%) news and rest of the 321 (71.18%) news has not mentioned any reporter’s name. Among the 20 news reported by female, 10 were reported by Jamuna Television. Both Gramer Kagoj and Bangla Tribune have mentioned the names of 4 female reporters.

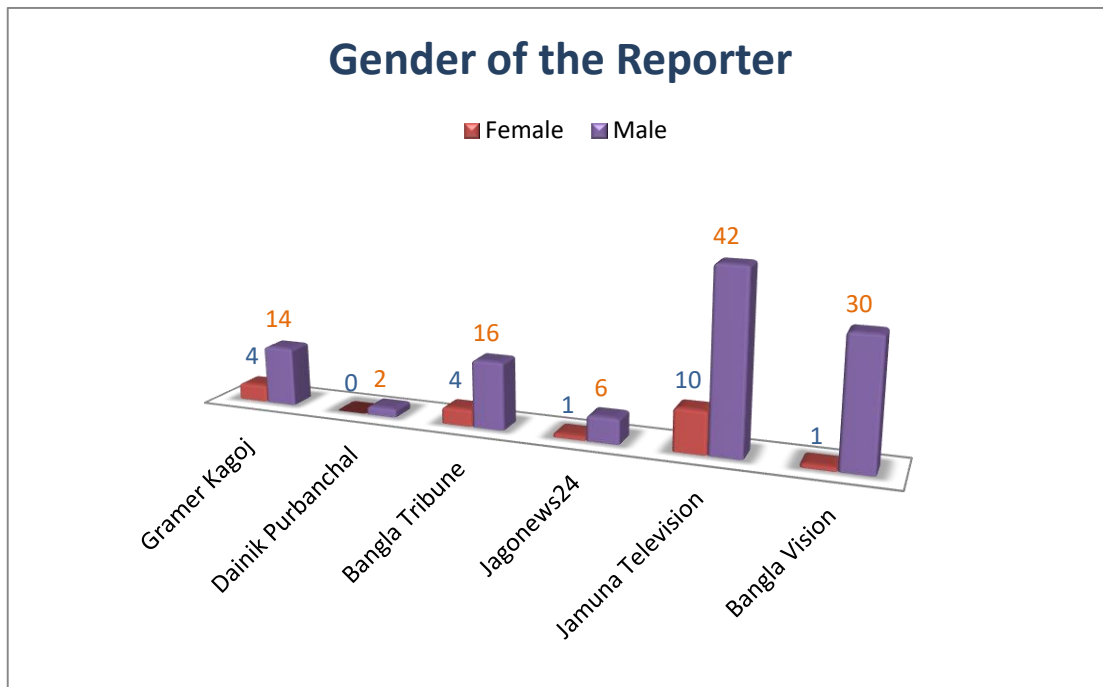


Chart 1: Gender of the reporter in various media outlets

Gender of Presenter

It has been revealed from the findings that among 157 news in Jamuna television and Bangla Vision, 122 (77.71%) news items were anchored by female Presenters. On the other hand, 35 (22.29%) news items were anchored by male Presenters. Female presenters are more than 4 times higher than the male presenters. This is a common practice in television to visualize women to attract the mass people.

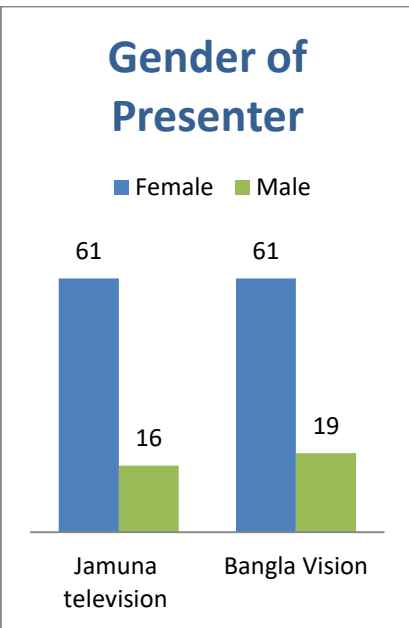


Chart 2: Gender of the presenters in various television channels

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 a main subject, spokesperson in the news, and opinion provider on specific subject, expert or mentioned in the story as eyewitness or sharing personal experience. It has been found that women are neglected in all types of functions. Women were subjects in 28 (25.93%) news stories in all 6 media outlets, whereas male are subjects in 80 (74.07) news stories. Female were spokespersons in 34 (17.17%) whereas 164 (82.83%) spokespersons were male. There are only two women experts (11.77%) in July 2022, whereas the number of male experts are 15 (88.24%). Only 14 (29.79%) female have shared their personal experiences, on the other hand 33 (70.21%) male have shared their personal experiences.

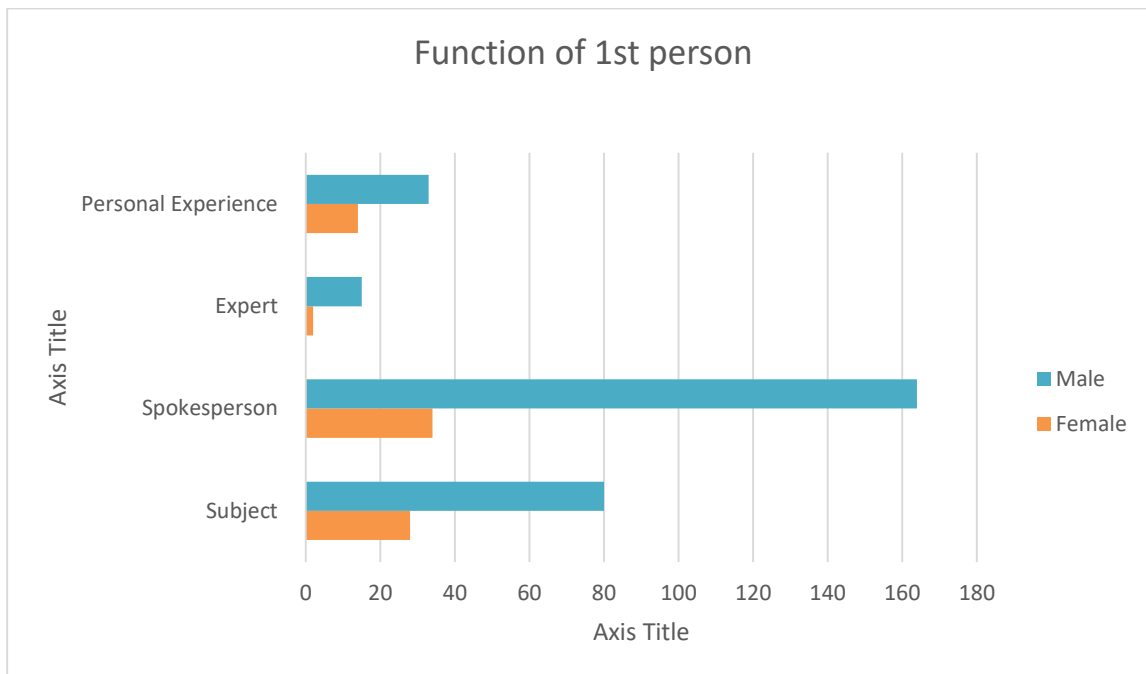


Chart 3: Function of 1st person in news story in various media outlets

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. Women were the first persons in 80 news stories. Out of them in 18 (22.50%) news stories they were the victims. On the other hand, male were the victims in 21 (7.09%) news stories out of 296 news stories.

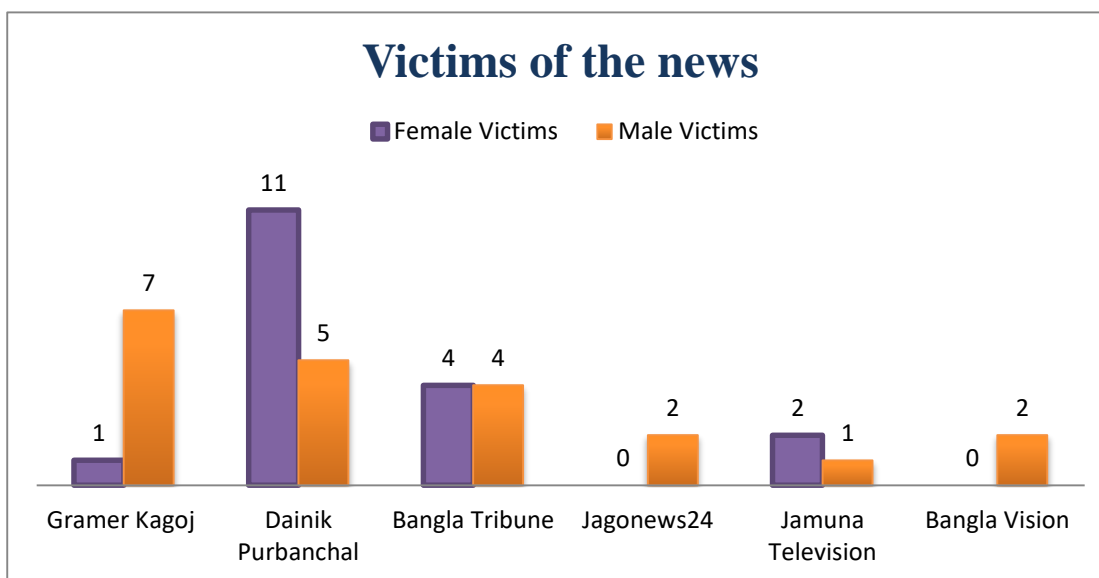


Chart 4: Victims of the news in various media outlets

Family role vs. Gender

It has been found that 16 (20%) women have been addressed or identified by their husband or father among 80 news, whereas 29 (9.80%) men in 296 news stories were identified by their own individual identity. So it's clear that media are more biased 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.

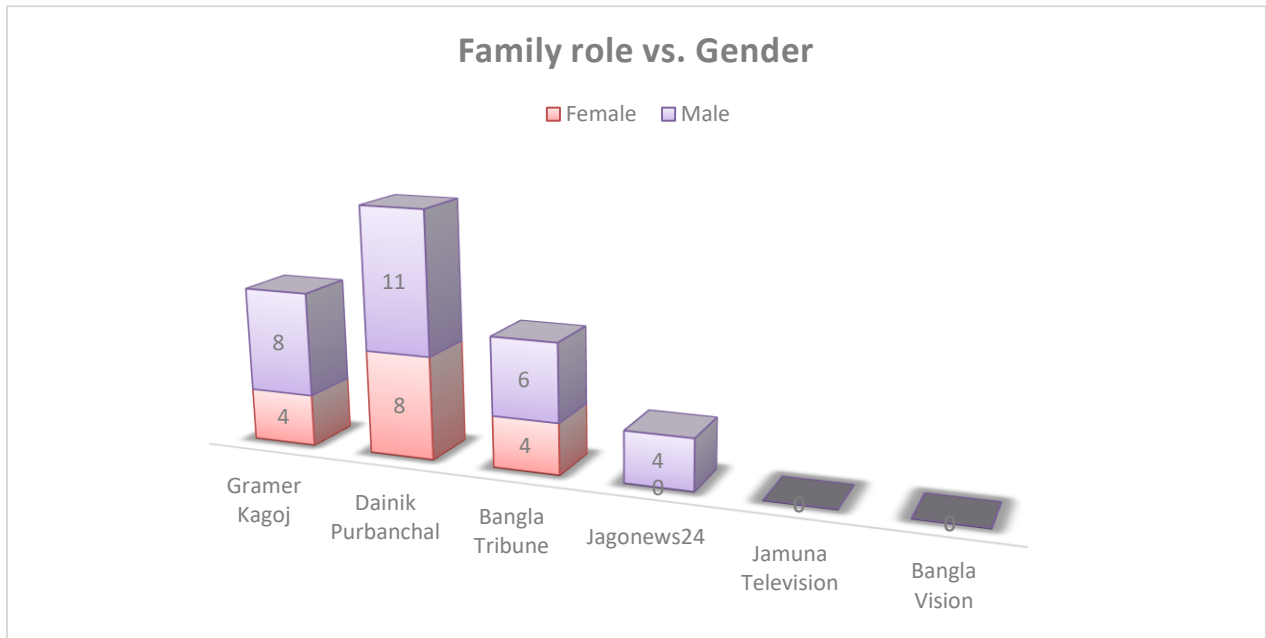


Chart 5: Family role vs Gender in various media outlets

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. Newspaper and online has 25 (18.80%) direct quotation of female and 108 (81.20%) direct quotation of male voices. In television 73 (22.26%) female voxpop have been taken whereas Male voxpop were 255 (77.74%).

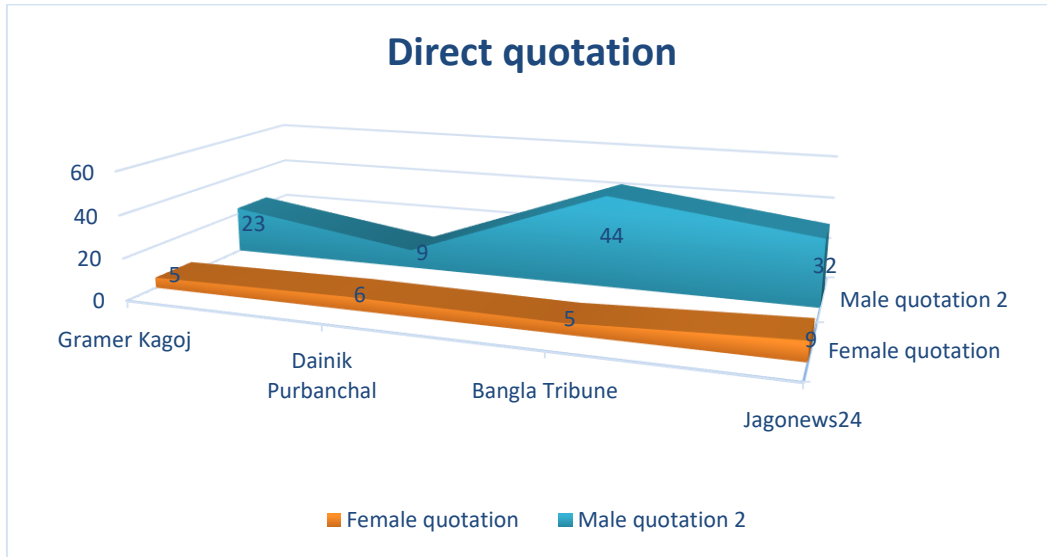


Chart 6: Direct quotation of Female in newspaper and online

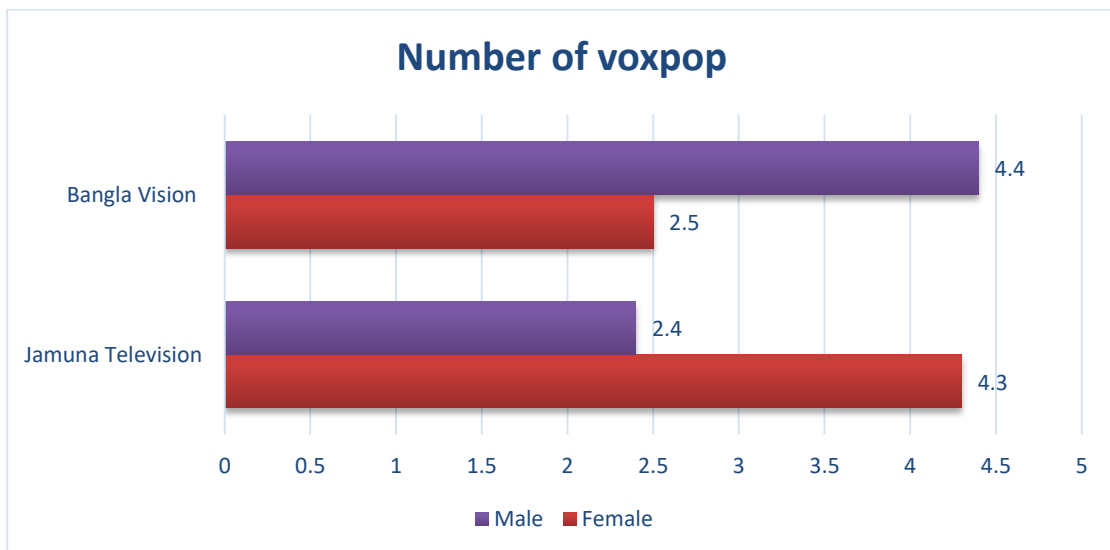


Chart 7: Number of voxpop in newspaper and online

Stories about women

A negligible amount of stories was particularly about women in July 2022. Only 24 (5.32%) news stories among 451 news stories were about women.

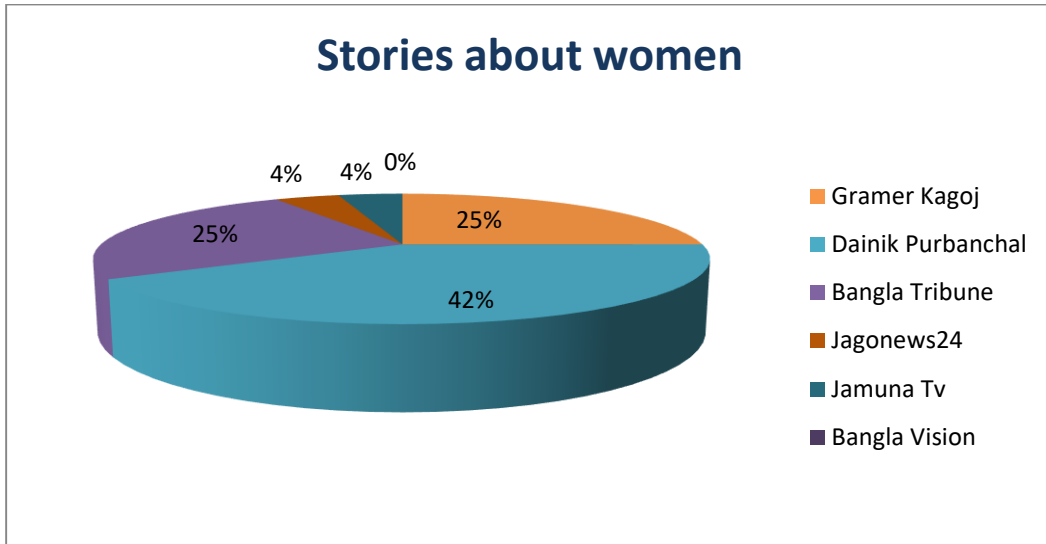


Chart 8: Stories about women in various media outlets

Stories that challenges stereotype

Media stories are not challenging social stereotypes. They are rather hindrance to achieve a better and gender sensitive society for women. Only 7(1.55%) news stories challenged stereotype among 451 news monitored in July 2022.

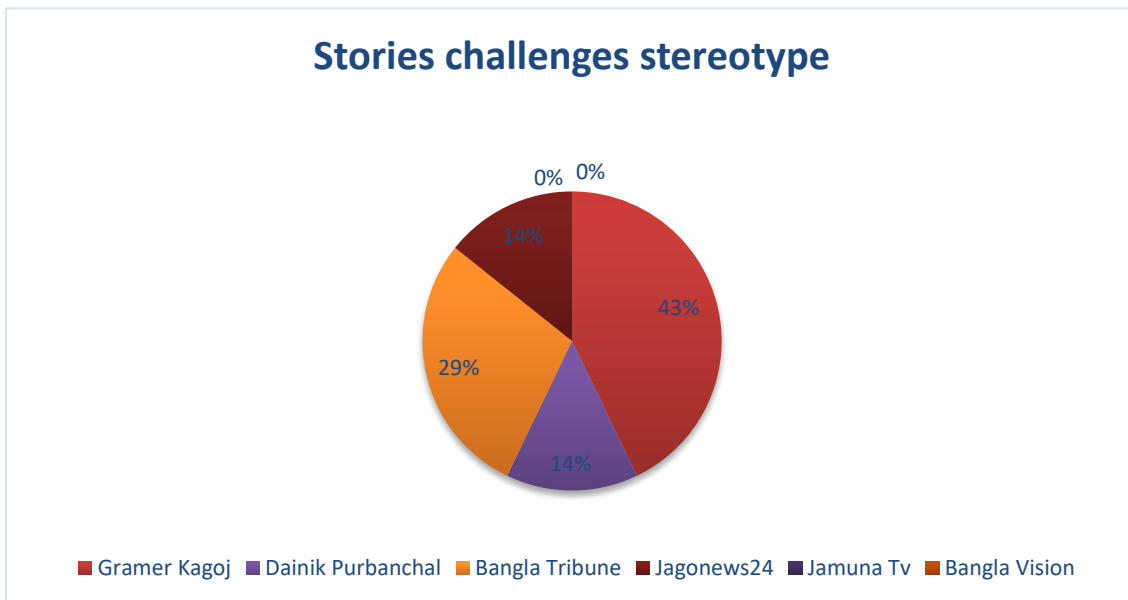


Chart 9: Stories challenged stereotype in various media outlets

Character/ Types of News

Indicators have been used to identify if the news stories of different media are serving news consumer from 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, about 66.96% news have updated the readers and viewers in the month of July 2022. Another 7.09% news have kept them on trend, 11.53% news have given them perspectives and 13.53% news have amused the readers and viewers.

Characters	Gramer Kagoj	Dainik Purbanchal	Bangla Tribune	Jagonews 24	Jamuna Tv	Bangla Vision
Inspire me	1	0	1	1	0	1
Amuse me	16	0	14	21	5	5
Educate me	0	0	0	0	0	0
Keep me on trend	0	0	2	0	19	11
Update me	39	72	41	42	46	62
Give me perspective	10	0	20	14	7	1
Total	66	72	78	78	77	80

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

Appendix

Reporter and Presenter

Table 01: Sex of Reporter (Newspaper)

Gender	Gramer Kagoj	Percentage %	Dainik Purbanchal	Percentage %
Code 1: Female	4	6.06	0	0.00
Code 2 : Male	14	21.21	2	2.78
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	48	72.73	70	89.74
	66	100.00	72	100.00

Table 02: Sex of Reporter (Online)

Gen der	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Female	4	5.12	1	1.28
Code 2 : Male	16	20.51	6	7.69
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	58	74.36	71	91.02
	78	100.00	78	100.00

Table 03: Sex of Reporter (Television)

Gend er	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	10	12.99	1	1.25
Code 2 : Male	42	54.55	30	37.50
Code 3: Transgender	0	0.00	0	0.00
Code 4 : Not Applicable	25	32.46	49	61.25
	77	100.00	80	100.00

Table 04: Sex of Presenter (Television)

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	61	79.22	61	76.25
Code 2 : Male	16	20.78	19	23.75
Code 3: Transgender	0	0.00	0	0.00
Code 4 :Both	0	0.00	0	0.00
	77	100.00	80	100.00

Function of the First Person in News Story**Function_1st_Person * Sex_1st_Person Cross tabulation (Gramer Kagoj)**

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Function_1st_Person	Subject	7	21	0	0	28
	Spokesperson	4	23	1	0	28
	Personal Experience	0	6	0	0	6
	Not Applicable	0	0	0	4	4
Total		11	50	1	4	66

Function_1st_Person * Sex_1st_Person Cross tabulation (Dainik Purbanchal)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Function_1st_Person	Subject	15	15	0	30
	Spokesperson	6	24	0	30
	Expert	1	0	0	1
	Personal Experience	0	1	0	1
	Eye Witness	0	1	0	1
	Not Applicable	0	0	9	9
Total		22	41	9	72

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	0	11	0	0	11
	Spokesperson	10	27	0	0	37
	Expert	1	2	0	0	3
	Personal Experience	1	5	1	0	7

	Not Applicable	0	0	0	20	20
Total		12	45	1	20	78

Function_1st_Person * Sex_1st_Person Cross tabulation (Banglatribune.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Function_1st_Person	Subject	4	19	0	0	23
	Spokesperson	2	37	2	0	41
	Expert	0	6	0	0	6
	Personal Experience	1	2	0	0	3
	Eye Witness	1	1	0	0	2
	Not Applicable	0	0	0	3	3
Total		8	65	2	3	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	4	0	6
	Spokesperson	3	31	0	34
	Expert	0	2	0	2
	Personal Experience	6	11	0	17
	Eye Witness	1	1	0	2
	Not Applicable	0	0	16	16
Total		12	49	16	77

Function_1st_Person * Sex_1st_Person Cross tabulation (Bangla Vision)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Function_1st_Person	Subject	0	10	1	0	11
	Spokesperson	9	22	0	0	31
	Expert	0	5	0	0	5
	Personal Experience	6	8	0	0	14
	Eye Witness	0	1	0	0	1
	Not Applicable	0	0	0	18	18
Total		15	46	1	18	80

First Person Identified as Victim or Survivor Vs. Gender

Identified_As_1st_Person * Sex_1st_Person Cross tabulation (Gramer Kagoj)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Identified_As_1st_Person	Victim	1	7	0	0	8
	Neither Victim nor Survivor	10	43	1	0	54
	Not Applicable	0	0	0	4	4
Total		11	50	1	4	66

Identified_As_1st_Person * Sex_1st_Person Cross tabulation (Dainik Purbanchal)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Identified_As_1st_Person	Victim	11	5	0	16
	Survivor	0	1	0	1
	Neither Victim nor Survivor	11	35	0	46
	Not Applicable	0	0	9	9
Total		22	41	9	72

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	0	2	0	0	2
	Survivor	0	1	0	0	1
	Neither Victim nor Survivor	12	42	1	0	55
	Not Applicable	0	0	0	20	20
Total		12	45	1	20	78

Identified_As_1st_Person * Sex_1st_Person Cross tabulation (Banglatribune.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Identified_As_1st_Person	Victim	4	4	0	0	8
	Neither Victim nor Survivor	4	61	2	0	67
	Not Applicable	0	0	0	3	3
Total		8	65	2	3	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	Victim	2	1	0	3
	Neither Victim nor Survivor	10	47	0	57
	Not Applicable	0	1	16	17
Total		12	49	16	77

Identified_As_1st_Person * Sex_1st_Person Cross tabulation (Bangla Vision)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Identified_As_1st_Person	Victim	0	2	1	0	3
	Neither Victim nor Survivor	15	44	0	0	59
	Not Applicable	0	0	0	18	18
Total		15	46	1	18	80

Family Role Vs. Gender

Family_Role_Given_1st_Person * Sex_1st_Person Cross tabulation (Gramer Kagoj)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Family_Role_Given_1st_Person	Yes	4	8	0	0	12
	No	7	42	1	0	50
	Not Applicable	0	0	0	4	4
Total		11	50	1	4	66

Family_Role_Given_1st_Person * Sex_1st_Person Cross tabulation (Dainik Purbanchal)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Family_Role_Given_1st_Person	Yes	8	11	0	19
	No	14	30	0	44
	Not Applicable	0	0	9	9
Total		22	41	9	72

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	0	4	0	0	4
Family_Role_Given_1st_Person	No	12	41	1	0	54
Family_Role_Given_1st_Person	Not Applicable	0	0	0	20	20
Total		12	45	1	20	78

Family_Role_Given_1st_Person * Sex_1st_Person Cross tabulation (Banglatribune.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Family_Role_Given_1st_Person	Yes	4	6	0	0	10
Family_Role_Given_1st_Person	No	4	59	2	0	65
Family_Role_Given_1st_Person	Not Applicable	0	0	0	3	3
Total		8	65	2	3	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	12	48	1	61
Family_Role_Given_1st_Person	Not Applicable	0	1	15	16
Total		12	49	16	77

Family_Role_Given_1st_Person * Sex_1st_Person Cross tabulation (Bangla Vision)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Family_Role_Given_1st_Person	No	15	46	1	1	63
Family_Role_Given_1st_Person	Not Applicable	0	0	0	17	17
Total		15	46	1	18	80

Directly Quoted Vs. Gender

Direct_Quotation * Sex_1st_Person Cross tabulation (Gramer Kagoj)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Direct_Quotation	Yes	5	23	1	0	29
	No	6	27	0	0	33
	Not Applicable	0	0	0	4	4
Total		11	50	1	4	66

Direct_Quotation * Sex_1st_Person Cross tabulation (Dainik Purbanchal)

Count

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Direct_Quotation	Yes	6	9	0	15
	No	16	32	0	48
	Not Applicable	0	0	9	9
Total		22	41	9	72

Direct_Quotation * Sex_1st_Person Cross tabulation (Jagonews24.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Direct_Quotation	Yes	9	32	1	0	42
	No	3	13	0	0	16
	Not Applicable	0	0	0	20	20
Total		12	45	1	20	78

Direct_Quotation * Sex_1st_Person Cross tabulation (Banglatribune.com)

Count

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Direct_Quotation	Yes	5	44	2	0	51
	No	3	21	0	0	24
	Not Applicable	0	0	0	3	3
Total		8	65	2	3	78

Number of VOXPOP (Television)

	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Number of VOXPOP Male	147	80.32	108	74.48
Number of VOXPOP Female	36	19.37	37	25.52
	183	100.00	145	100.00