

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



**FREE
PRESS
UNLIMITED**



PRIMED
PROTECTING INDEPENDENT MEDIA
FOR EFFECTIVE DEVELOPMENT

SOUTH
ASIA
CENTER
FOR **media in
development**

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Women are almost half of the total population of Bangladesh. In order to achieve sustainable development goals more efficiently, both male and female should treat equally in every sector including education, healthcare, and job opportunities. But women are often deprived of these opportunities for the patriarchal norms of the society. Media are often called fourth estate of a nation. So it is the duty of media to bring changes in the society in order to achieve gender equality. But it has been found that, media are rather stabilizing the common patriarchal norms. The monthly monitoring findings of October 2022 of South Asia Centre for Media in Development (SACMID) revealed that, women are the subjects of only 23.97% news stories. Only 16.03% females were interviewed in 6 media outlets as spokespersons during October 2022. On the other hand, 14.29% females were interviewed as expert in October. 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

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)

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 October – 31th October, 2022





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 472 news have been monitored in the month of October 2022. Among them only 19 (4.03%) news were reported by the female reporters. Male have reported 127 (26.91%) news and rest of the 326 (69.07%) news have not by-lined or mentioned any reporter's name. Both male and female reporters have increased in the month of October 2022. Among these 19 news were reported by female, 9 were reported by *Jamuna Television*. *Bangla Vision* has 6 female reporters, *Bangla Tribune* has 3 female reporters and *Gramer Kagoj* has only 1 female reporters. Both *Dainik Purbanchal* and *Jagonews24.com* have not mentioned any female reporter's name.

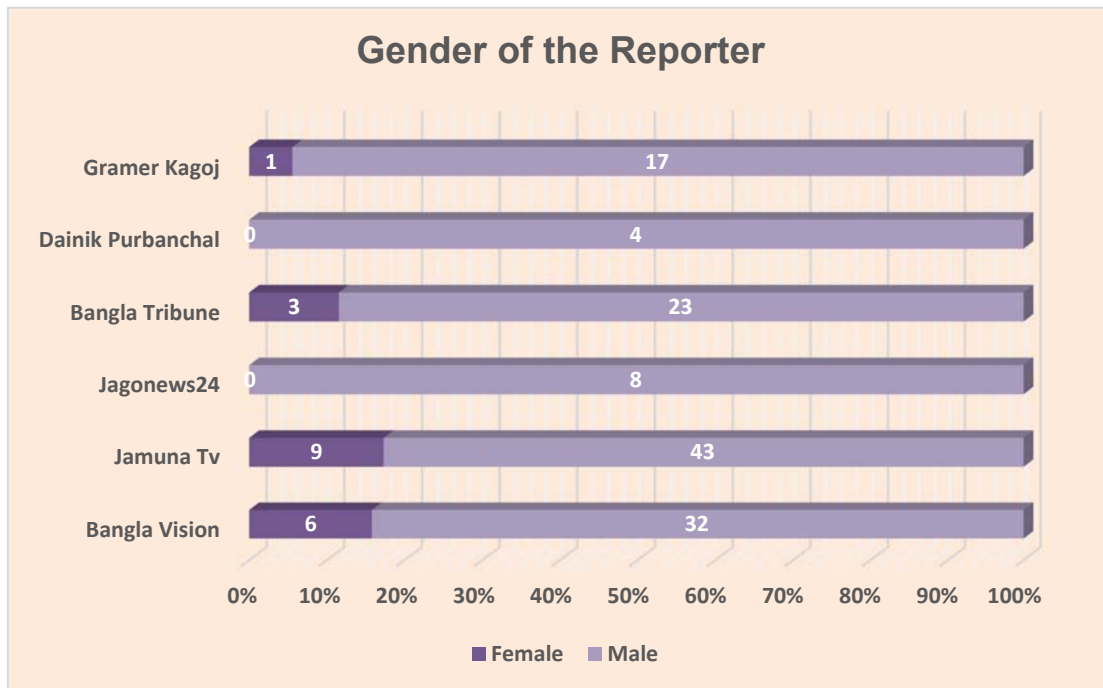


Chart 1: Gender of the reporter in various media outlets

Gender of Presenter

A total of 160 news have been monitored in the two television channels named *Jamuna television* and *Bangla Vision* in the month of October 2022. Among them 112 (70%) news were anchored by female presenters. On the other hand, 48 (30%) news were anchored by male presenters. Among the female presenters 58 (73.42%) were from *Jamuna Television* and 54 (66.67%) were from *Bangla Vision*.

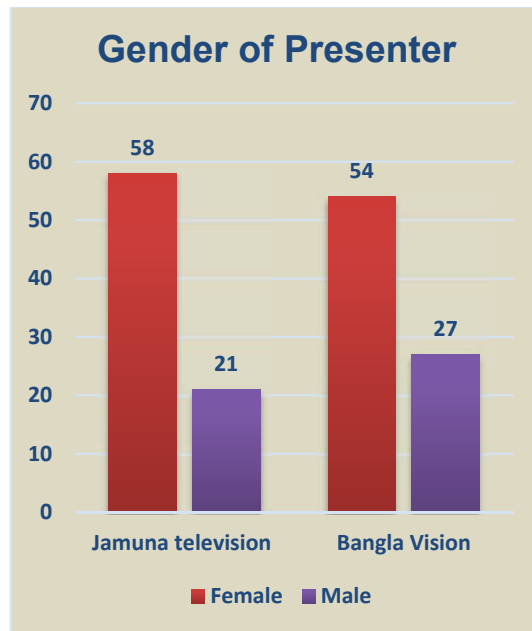


Chart 2: Gender of the presenters in various television channels

Function of the First Person

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 have revealed that, among 472 news of October 2022, women were subjects in 29 (23.97%) news stories in all 6 media outlets, whereas male were subjects in 92 (76.03) news stories. While female were spokespersons in 38 (16.03%) news stories, male were the spokespersons in 199 (83.97%) news stories. There were 2 (14.29%) woman experts in October 2022, on the other hand, the number male experts were 12 (85.71%). Female Experts have increased from the previous monthly monitoring. Only 1 (4%) female has shared her personal experiences in the news and 24 (96%) males have shared their personal experiences.

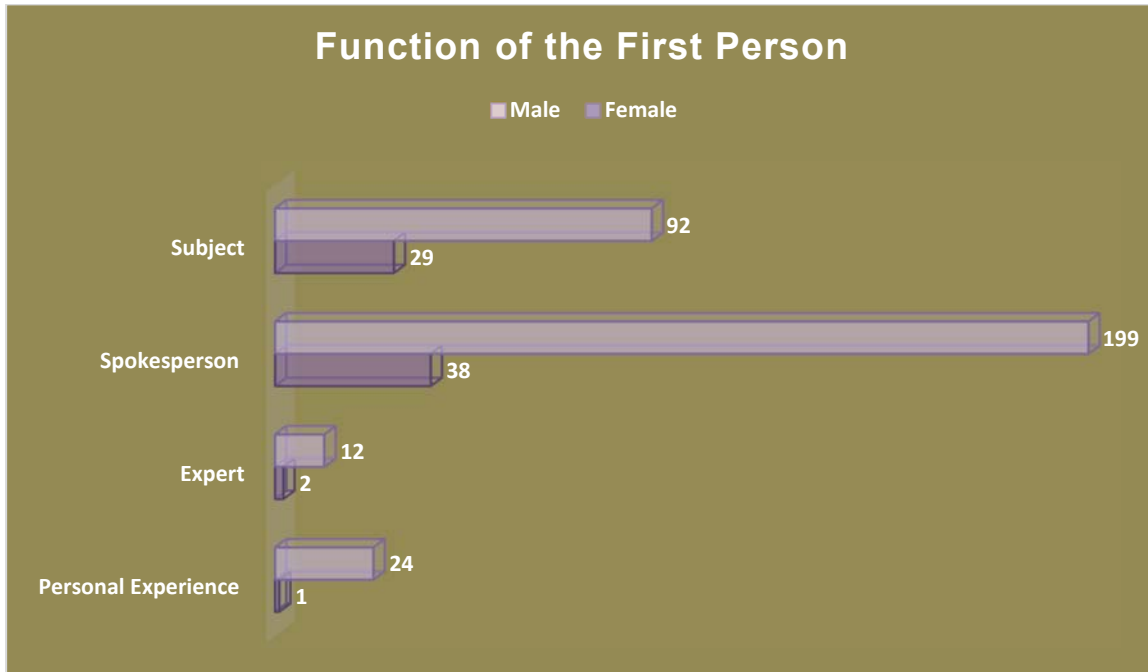


Chart 3: Function of 1st person in news story in various media outlets

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 October 2022, women were the first persons in 71 news stories. Out of these 71 news stories, female were victims in 21 (29.58%) news stories. On the other hand, male were the victims in 29 (8.81%) news stories out of 329 news stories. A male victim was portrayed as survivor in October 2022.

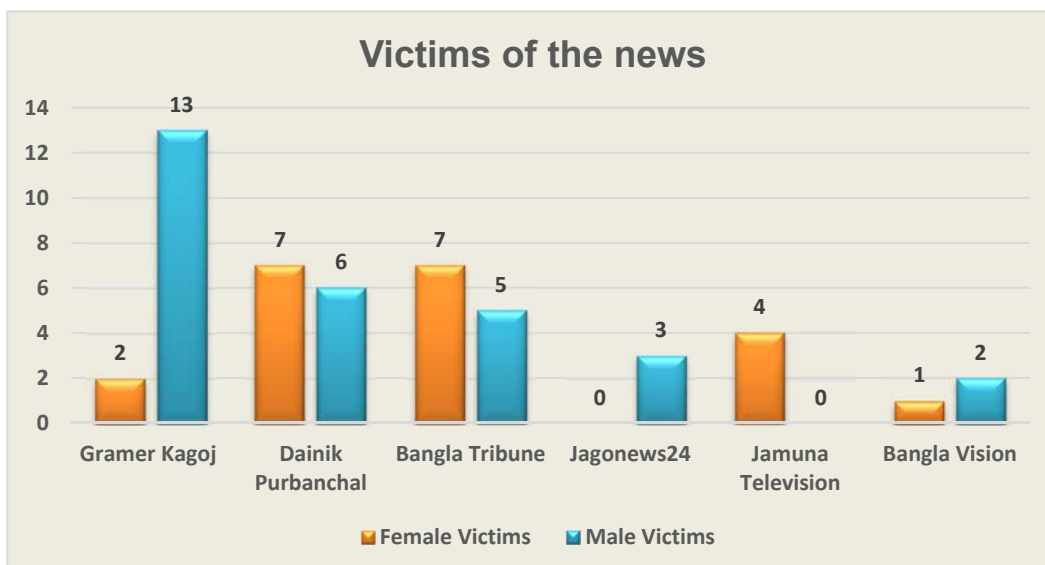


Chart 4: Victims of the news in various media outlets

Family Role vs. Gender

It has been found in October 2022 that 18 (25.35%) women have been addressed or identified by their husband or father's name among 71 news, whereas 32 (9.73%) men in 329 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.

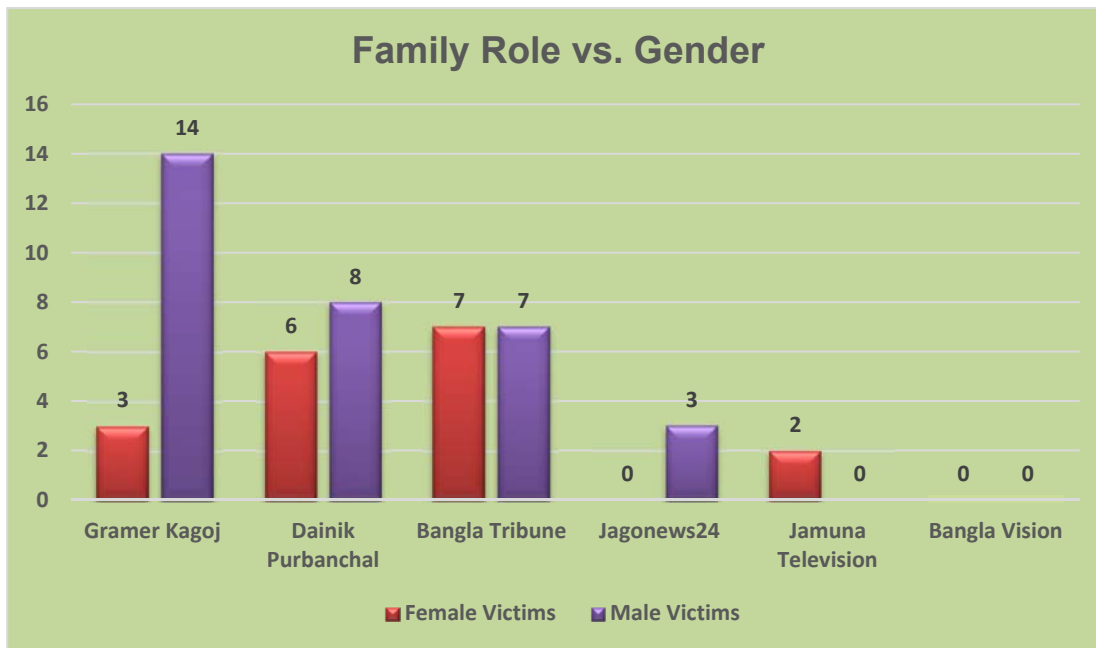


Chart 5: Family role vs. Gender in various media outlets

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 October 2022 have revealed that, newspaper and online have used 22 (15.60%) direct quotations of female and 119 (84.40%) direct quotations of male. In television 33 (12.74%) female voxpops have been taken whereas Male voxpops were 226 (87.26%). Both female direct quotations and voxpops have decreased in October 2022 than the previous monthly monitoring findings.

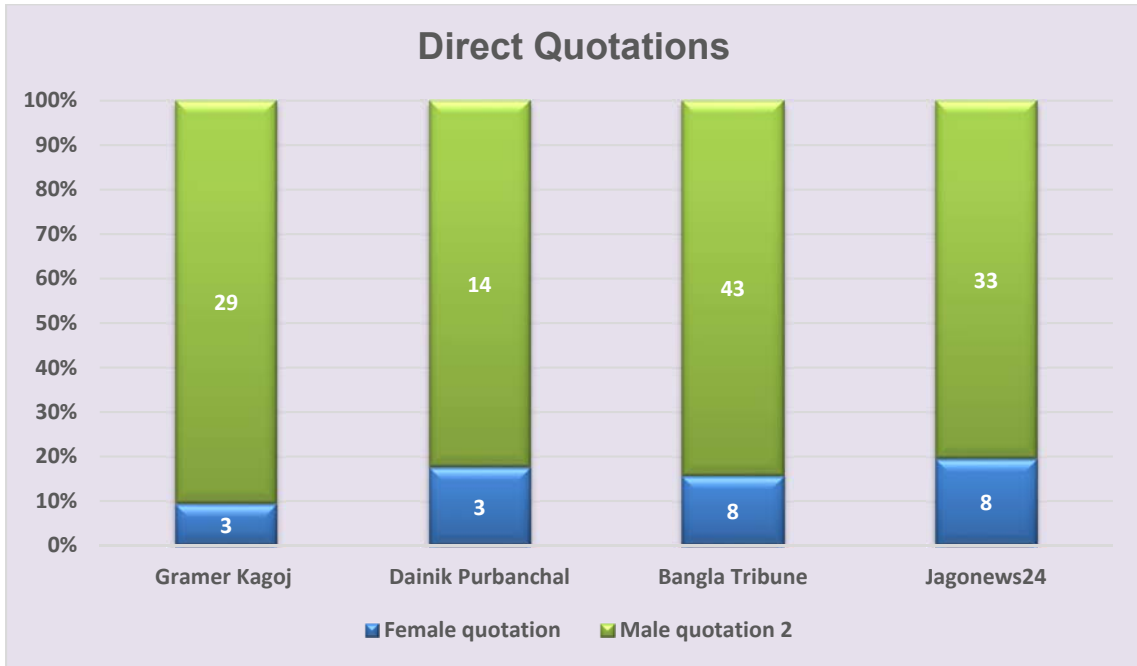


Chart 6: Direct quotations of Female in newspaper and online

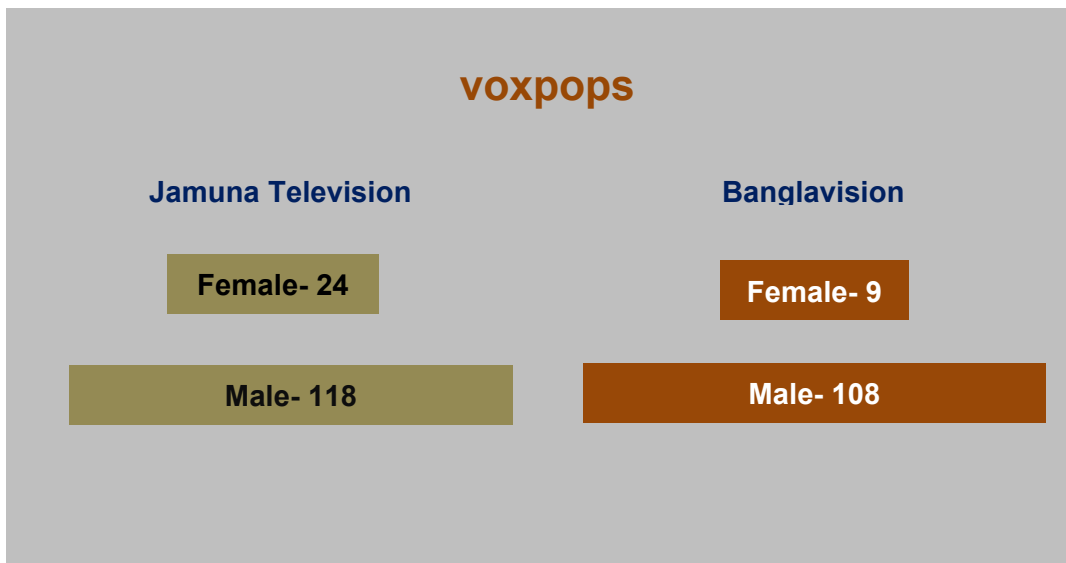


Chart 7: Number of vox pops in newspaper and online

Stories about Women

A negligible amount of stories were specifically about women in October 2022. Only 27 (5.72%) news stories among 472 news stories were about women. This picture depicts that, women are much neglected in our media.

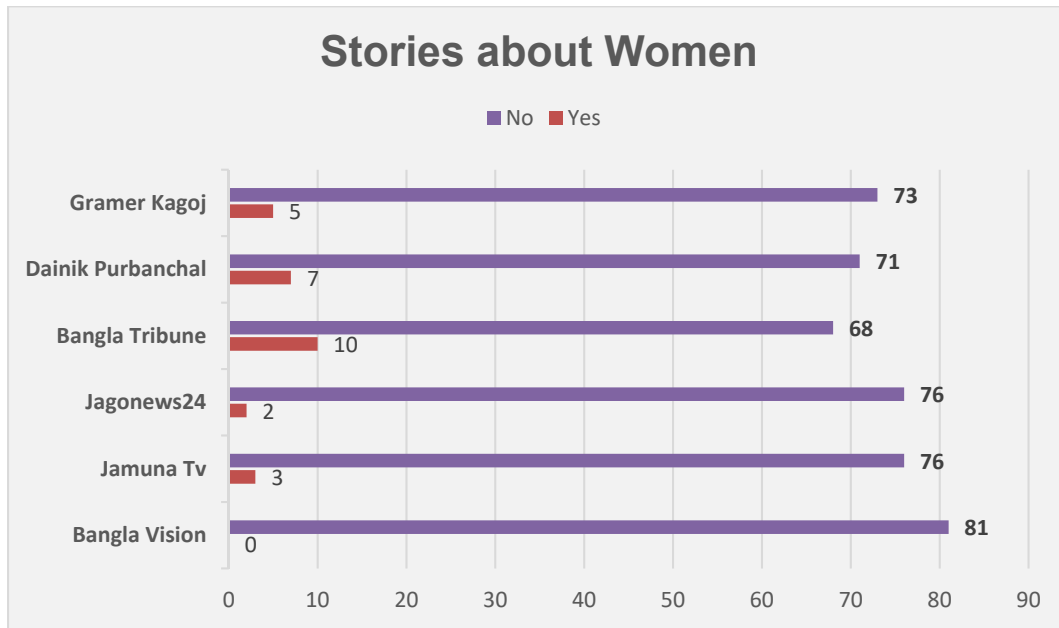


Chart 8: Stories about women in various media outlets

Stories that Challenges Stereotypes

Media stories are not challenging social stereotypes. They are rather strengthening the common gender norms of the society. The findings have shown that, only 12 (2.54%) news stories have challenged the gender stereotypes among 472 news monitored in October 2022.

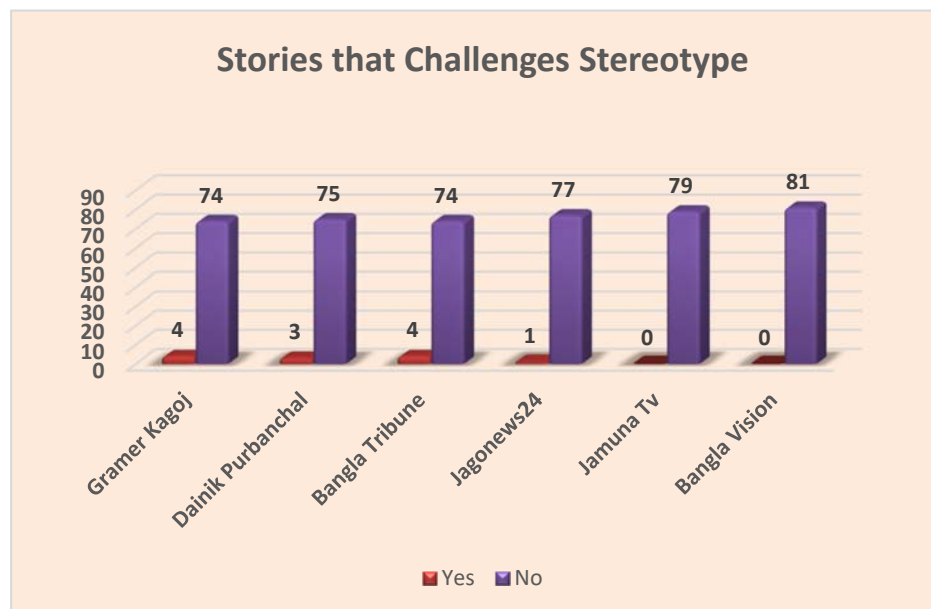


Chart 9: Stories challenges stereotype in various media outlets

Characters of the News

Indicators have been used to identify/measure whether 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 472 news stories of October 2022, a total of 359 (76.06%) news have updated the readers and viewers. Another 13 (2.75%) news have kept them on trend, 50 (10.59%) news have given them perspectives and 35 (7.42%) news have amused the readers and the viewers. On the other hand, only 6 (1.27%) news have inspired the readers and viewers and only 9 (1.91%) have educated them.

Characters of the News							
Characters	Gramer Kagoj	Dainik Purbanchal	Bangla Tribune	Jagonews 24.com	Jamuna Tv	Bangla Vision	Total
Inspire me	1	2	0	0	2	1	6
Amuse me	10	1	10	4	5	5	35
Educate me	4	0	2	0	1	2	9
Keep me on trend	0	1	0	0	8	4	13
Update me	56	72	52	61	55	63	359
Give me perspective	7	2	14	13	8	6	50
Total	78	78	78	78	79	81	472

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



Reporter and Presenter

Sex of Reporter (Newspaper)

Gender	Gramer Kagoj	Percentage %	Dainik Purbanchal	Percentage %
Code 1: Female	1	1.28	0	0.00
Code 2 : Male	17	21.79	4	5.13
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	60	76.92	74	94.87
	78	100.00	78	100.00

Sex of Reporter (Online)

Gender	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Female	3	3.85	0	0.00
Code 2 : Male	23	29.49	8	10.25
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	52	66.67	70	89.74
	78	100.00	78	100.00

Sex of Reporter (Television)

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	9	11.39	6	7.41
Code 2 : Male	43	54.43	32	39.51
Code 3: Transgender	0	0.00	0	0.00
Code 4 : Not Applicable	27	34.18	43	53.09
	79	100.00	81	100.00

Sex of Presenter (Television)

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	58	73.42	54	66.67
Code 2 : Male	21	26.58	27	33.33
Code 3: Transgender	0	0.00	0	0.00
Code 4 :Both	0	0.00	0	0.00
	79	100.00	81	100.00

Gender versus Function of First Person in News Story

Sex_1st_Person * Function_1st_Person Cross tabulation (Gramer Kagoj)

Count

	Function_1st_Person					Total
	Subject	Spokesperson	Expert	Personal Experience	Not Applicable	
Sex_1st_Person Female	4	2	0	0	0	6
Sex_1st_Person Male	32	26	2	6	0	66
Sex_1st_Person Not Applicable	0	0	0	0	6	6
Total	36	28	2	6	6	78

Sex_1st_Person * Function_1st_Person Cross tabulation (Purbanchal)

Count

	Function_1st_Person			Total
	Subject	Spokesperson	Not Applicable	
Sex_1st_Person Female	8	10	0	18
Sex_1st_Person Male	17	30	0	47
Sex_1st_Person Not Mentioned	3	0	0	3
Sex_1st_Person Not Applicable	0	0	10	10
Total	28	40	10	78

Sex_1st_Person * Function_1st_Person Crosstabulation (Banglatribune.com)

Count

	Function_1st_Person					Total
	Subject	Spokesperson	Expert	Personal Experience	Not Applicable	
Sex_1st_Person Female	11	2	1	0	0	14
Sex_1st_Person Male	18	31	4	3	0	56
Sex_1st_Person Not Applicable	0	0	0	0	8	8

Total	29	33	5	3	8	78
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Sex_1st_Person * Function_1st_Person Cross tabulation (Jagonews24.com)

Count

		Function_1st_Person					Total
		Subject	Spokesperson	Expert	Personal Experience	Not Applicable	
Sex_1st_Person	Female	0	10	0	0	0	10
	Male	4	50	2	2	0	58
	Not Applicable	0	0	0	0	10	10
Total		4	60	2	2	10	78

Sex_1st_Person * Function_1st_Person Cross tabulation (Jamuna Television)

Count

		Function_1st_Person					Total
		Subject	Spokesperson	Expert	Personal Experience	Not Applicable	
Sex_1st_Person	Female	5	7	1	1	0	14
	Male	8	30	2	8	0	48
	Not Applicable	0	0	0	0	17	17
Total		13	37	3	9	17	79

Sex_1st_Person * Function_1st_Person Cross tabulation (Banglavisision)

Count

		Function_1st_Person							Total
		0	Subject	Spokesperson	Expert	Personal Experience	Eye Witness	Not Applicable	
Sex_1st_Person	Female	0	1	7	0	0	1	0	9
	Male	1	13	32	2	5	1	0	54
	Not Applicable	0	0	0	0	0	0	18	18
Total		1	14	39	2	5	2	18	81

Gender versus First Person Identified as Victim or Survivor

Sex_1st_Person * Identified_As_1st_Person Cross tabulation (Gramer Kagoj)

Count

		Identified As 1st Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
Sex_1st_Person	Female	2	4	0	6
	Male	13	53	0	66
	Not Applicable	0	0	6	6
Total		15	57	6	78

Sex_1st_Person * Identified_As_1st_Person Cross tabulation (Purbanchal)

Count

		Identified As 1st Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
Sex_1st_Person	Female	7	11	0	18
	Male	6	41	0	47
	Not Mentioned	1	2	0	3
	Not Applicable	0	0	10	10
Total		14	54	10	78

Sex_1st_Person * Identified_As_1st_Person Cross tabulation (Banglatribune.com)

Count

		Identified As 1st Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
Sex_1st_Person	Female	7	7	0	14
	Male	5	51	0	56
	Not Applicable	0	0	8	8
Total		12	58	8	78

Sex_1st_Person * Identified_As_1st_Person Cross tabulation (Jagonews24.com)

Count

		Identified As 1st Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
Sex_1st_Person	Female	0	10	0	10
	Male	3	55	0	58
	Not Applicable	0	0	10	10
Total		3	65	10	78

Sex_1st_Person * Identified_As_1st_Person Cross tabulation (Jamuna Television)

Count

		Identified As 1st Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
Sex_1st_Person	Female	4	10	0	14
	Male	0	47	1	48
	Not Applicable	0	0	17	17
Total		4	57	18	79

Sex_1st_Person * Identified_As_1st_Person Cross tabulation (Banglavision)

Count

		Identified As 1st Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
Sex_1st_Person	Female	1	8	0	9
	Male	2	52	0	54
	Not Applicable	0	0	18	18
Total		3	60	18	81

Gender versus Family Role**Sex_1st_Person * Family_Role_Given_1st_Person Cross tabulation (Gramer Kagoj)**

Count

		Family_Role_Given_1st_Person			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	3	3	0	6
	Male	14	52	0	66
	Not Applicable	0	0	6	6

Total	17	55	6	78
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Sex_1st_Person * Family_Role_Given_1st_Person Cross tabulation (Purbanchal)

Count

		Family_Role_Given_1st_Person			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	6	12	0	18
	Male	8	39	0	47
	Not Mentioned	0	3	0	3
	Not Applicable	0	0	10	10
Total		14	54	10	78

Sex_1st_Person * Family_Role_Given_1st_Person Cross tabulation (Banglatribune.com)

Count

		Family_Role_Given_1st_Person			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	7	7	0	14
	Male	7	49	0	56
	Not Applicable	0	0	8	8
Total		14	56	8	78

Sex_1st_Person * Family_Role_Given_1st_Person Cross tabulation (Jagonews24.com)

Count

		Family_Role_Given_1st_Person			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	0	10	0	10
	Male	3	55	0	58
	Not Applicable	0	0	10	10
Total		3	65	10	78

Sex_1st_Person * Family_Role_Given_1st_Person Cross tabulation (Jamuna Television)

Count

		Family_Role_Given_1st_Person			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	2	12	0	14
	Male	0	47	1	48
	Not Applicable	0	0	17	17
Total		2	59	18	79

Sex_1st_Person * Family_Role_Given_1st_Person Cross tabulation (Banglavision)

Count

		Family_Role_Given_1st_Person		Total
		No	Not Applicable	
Sex_1st_Person	Female	9	0	9
	Male	54	0	54
	Not Applicable	0	18	18
Total		63	18	81

Gender versus Direct Quotation

Sex_1st_Person * Direct_Quotation Cross tabulation (Gramer Kagoj)

Count

		Direct_Quotation			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	3	3	0	6
	Male	29	37	0	66
	Not Applicable	0	0	6	6
Total		32	40	6	78

Sex_1st_Person * Direct_Quotation Cross tabulation (Purbanchal)

Count

		Direct_Quotation			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	3	15	0	18
	Male	14	33	0	47
	Not Mentioned	1	2	0	3
	Not Applicable	0	0	10	10
Total		18	50	10	78

Sex_1st_Person * Direct_Quotation Cross tabulation (Banglatribune.com)

Count

		Direct Quotation			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	8	6	0	14
	Male	43	13	0	56
	Not Applicable	0	0	8	8
Total		51	19	8	78

Sex_1st_Person * Direct_Quotation Cross tabulation (Jagonews24.com)

Count

		Direct Quotation			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	8	2	0	10
	Male	33	25	0	58
	Not Applicable	0	0	10	10
Total		41	27	10	78

Number of VOXPOP (Television)

	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Number of VOXPOP Female	24	16.90	9	7.69
Number of VOXPOP Male	118	83.10	108	92.31
	142	100.00	117	100.00

Character Wheel (Newspaper)

Character	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1: Inspires me	1	1.28	2	2.56
Code2: Amuse me	10	12.82	1	1.28
Code 3: Educate Me	4	5.13	0	0.00
Code 4: Keep me on trend	0	0.00	1	1.28
Code 5: Update me	56	71.79	72	92.31
Code 6: Give me perspective	7	8.97	2	2.56
Total	78	100.00	78	100.00

Character	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Inspires me	0	0.00	0	0.00

Code2: Amuse me	10	12.82	4	5.13
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	52	66.67	61	78.21
Code 6: Give me perspective	14	17.95	13	16.67
Total	78	100.00	78	100.00

Character Wheel (Online)

Character Wheel (Television)

Character	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Inspires me	2	2.56	1	1.28
Code2: Amuse me	5	6.33	5	6.17
Code 3: Educate Me	1	1.28	2	2.56
Code 4: Keep me on trend	8	10.13	4	4.94
Code 5: Update me	55	69.62	63	77.78
Code 6: Give me perspective	8	10.13	6	7.41
Total	79	100.00	81	100.00