



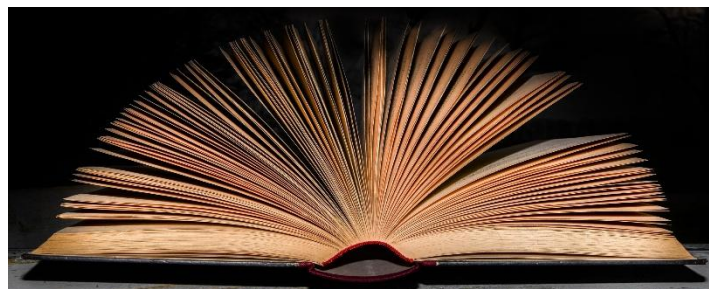
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# 1. INTRODUCTION

Women have a few opportunities to overcome patriarchal obstacles in Bangladesh. This situation is also true for media. The previous 5<sup>th</sup> quarterly monitoring report (July-October 2022) of SACMID<sup>1</sup> shown that the presence of women as spokespersons and experts are very low than male. As a result, voices of women are very low in media. Furthermore, women reporters are also being neglected. Whereas women are not producing news, but they are being showing as presenters. The number of female presenters are almost 4 times higher than male presenters. The situation is almost same in this monthly monitoring report of November 2022. This report revealed that, women are the subjects of only 20.47% news stories. A total of 24.22% female interviewed in 6 media outlets as spokespersons during October 2022. On the other hand, 22.22% female interviewed as expert October. Men are more likely to be quoted than women in the media. Female voxpops are also very low in number than male voxpops. Moreover, SACMID has jointly organized a stakeholder meeting with PIB<sup>2</sup> in 1<sup>st</sup> December 2022 to share their findings on Gender Media Monitoring. In that meeting, renowned media experts including Professor Dr. Geetiara Nasreen were presented. They said the situation of women in Bangladesh are changing. Now women are taking part in all sectors. So we can hope this situation will be changed in coming years.

SACMID is working under PRIMED<sup>3</sup> project with a vision to change this situation in media. PRIMED is a part of global consortium of BBC Media Action, FPU<sup>4</sup>, 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.

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<sup>1</sup> South Asia Centre for Media in Development

<sup>2</sup> Press Institute Bangladesh

<sup>3</sup> Protecting Interdependent Media for Effective Development

<sup>4</sup> Free Press Unlimited

## 2. METHODOLOGY

The infographic is divided into three horizontal sections. The top section, 'NEWSPAPERS', is orange and lists 'Gramer Kagoj' and 'Dainik Purbanchal' with details on sampling frequency and location. The middle section, 'ONLINES', is light blue and lists 'Banglatribune.com' and 'Jagonews24.com' with details on sampling frequency. The bottom section, 'TELEVISIONS', is light green and lists 'Jamuna Television' and 'Bangla Vision' with details on sampling frequency.

**NEWSPAPERS**

**গ্ৰামেৰ কাগজ**  
The Daily Gramer Kagoj  
Gramer Kagoj  
Three days a week 6 news each day, randomly selected from first and last page

**দৈনিক পূৰ্বাঞ্চল**  
দৈনিক পূৰ্বাঞ্চলে সৰ্বশেষ প্ৰান্তৰ সংবাদ  
Dainik Purbanchal

**ONLINES**

Three days a week 6 topmost read story each day

**তাশনা ট্ৰিবিউন**  
শুনিব পাৰে, সঠিক ববে  
Banglatribune.com

**Jago news24.com**  
সুনিব পাৰে, সঠিক ববে  
Jagonews24.com

**TELEVISIONS**

**Jamuna tv**  
Jamuna Television  
Three days a week prime time news, first 5 minutes and last 7 minutes

**BANGLA VISION**  
Bangla Vision

**Objective:** To investigate how different media of Bangladesh are representing 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 November – 30<sup>th</sup> November 2022

## 3. FINDINGS

### Gender of the 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 450 news have been monitored in the month of November 2022. Among them only 13 (2.89%) news were reported by the female reporters. Female reporters have decreased than the previous monthly monitoring report. Male have reported 104 (23.11%) news and rest of the 333 (74%) news have not by-lined or mentioned any reporter's name. Among these 13 news reported by female, 6 were reported by *Jamuna Television*, *Bangla Tribune* has 4 female reporters. *Gramer Kagoj*, *Bangla*

*Vision* and *Jagonews24.com* have only 1 female reporter respectively. On the other hand *Dainik Purbanchal* have not mentioned any female reporter's name.

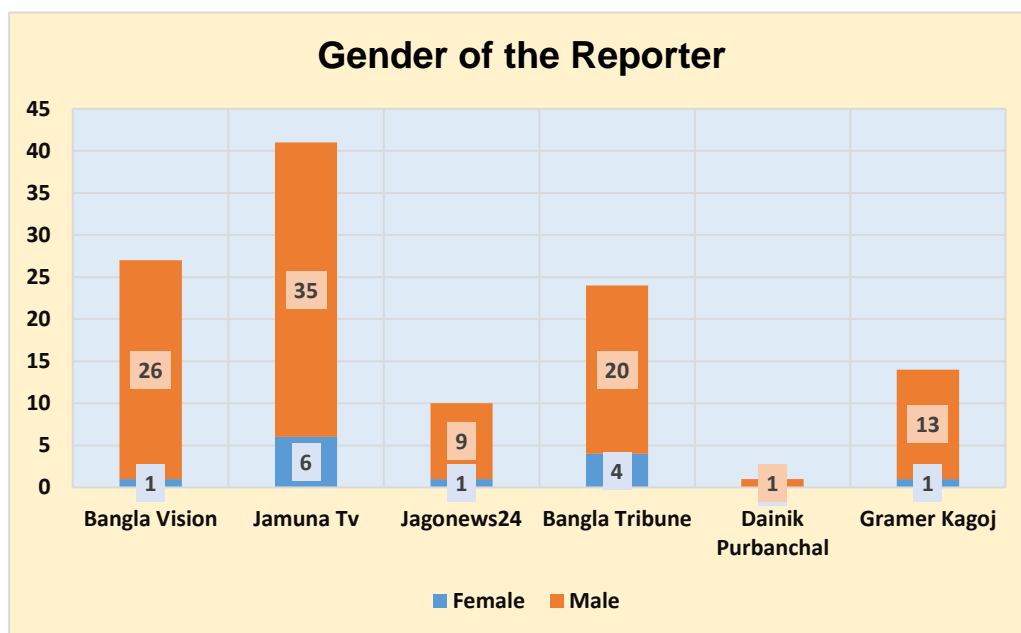


Chart 1: Gender of the reporter in various media outlets

### Gender of the presenter

A total of 138 news have been monitored in the two television channels named *Jamuna television* and *Bangla Vision* in the month of November 2022. Among them 121 (87.68%) news were anchored by female presenters. On the other hand, only 17 (12.32%) news were anchored by male presenters. Female presenters have increased in both newspaper. This is a common tendency among the television channels to show women in their visuals but not give them enough opportunity to produce news.

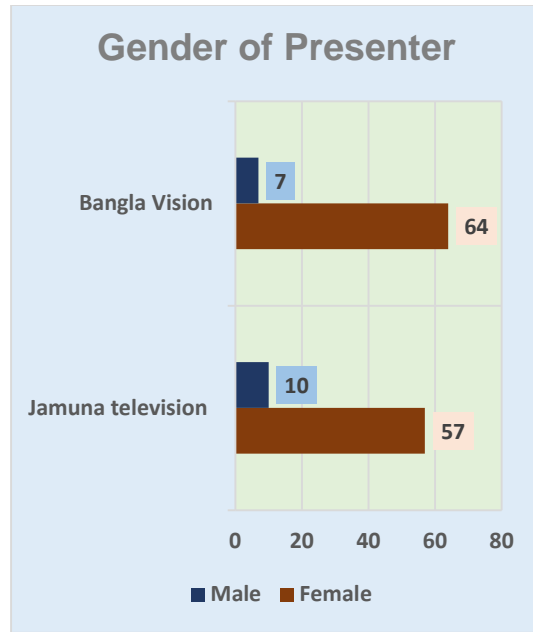


Chart 2: Gender of the presenters in various television channels

### 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 450 news of November 2022, women were subjects in 26 (20.47%) news stories in all 6 media outlets, whereas male were subjects in 101 (79.53) news stories. While female were spokespersons in 54 (24.22%) news stories, male were the spokespersons in 169 (75.78%) news stories. Female spokespersons have increased from the previous monthly monitoring. There were 2 (22.22%) woman experts in November 2022, on the other hand, the number male experts were 7 (77.78%). A total of 9 (28.13%) female have shared their personal experiences in the news and 23 (71.88%) males have shared their personal experiences.

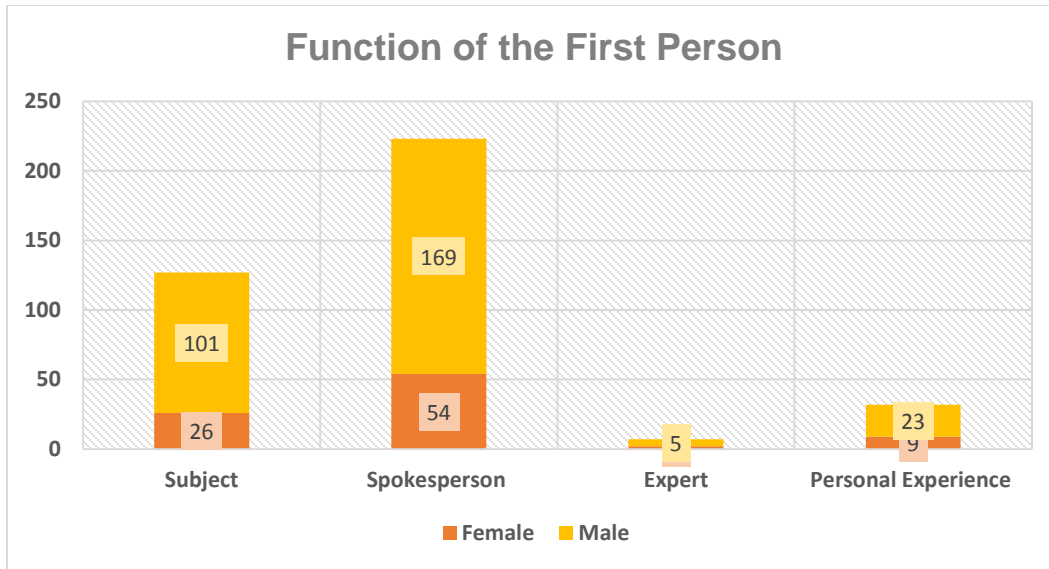


Chart 3: Function of 1st person in news story in various media outlets

## Victims of the news

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 November 2022, women were the first persons in 91 news stories. Out of these 91 news stories, female were victims in 19 (20.88%) news stories. On the other hand, male were the victims in 26 (8.72%) news stories out of 298 news stories.

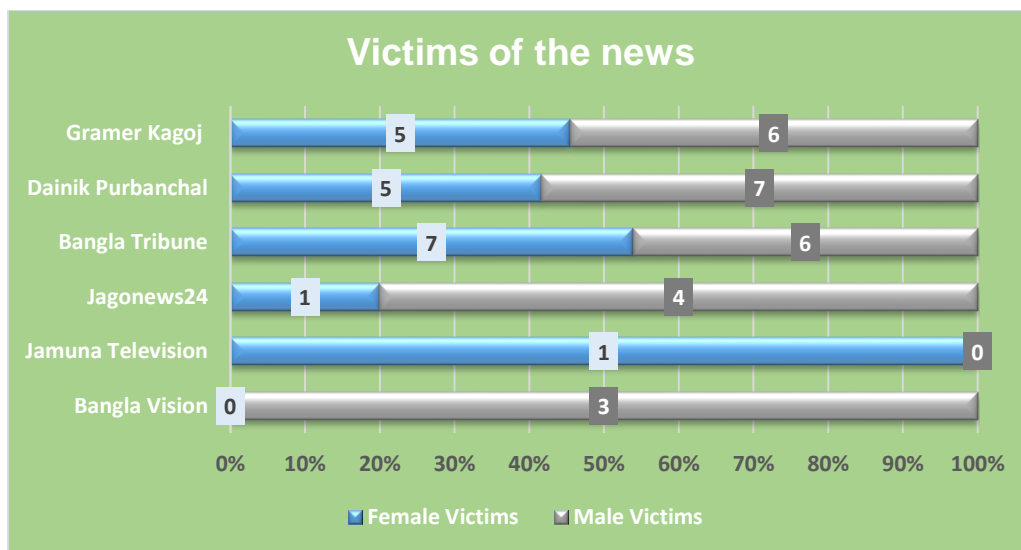


Chart 4: Victims of the news in various media outlets

## Family Role vs. Gender

It has been found in November 2022 that 13 (14.29%) women have been addressed or identified by their husband or father's name among 91 news, whereas 32 (10.74%) men in 298 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.

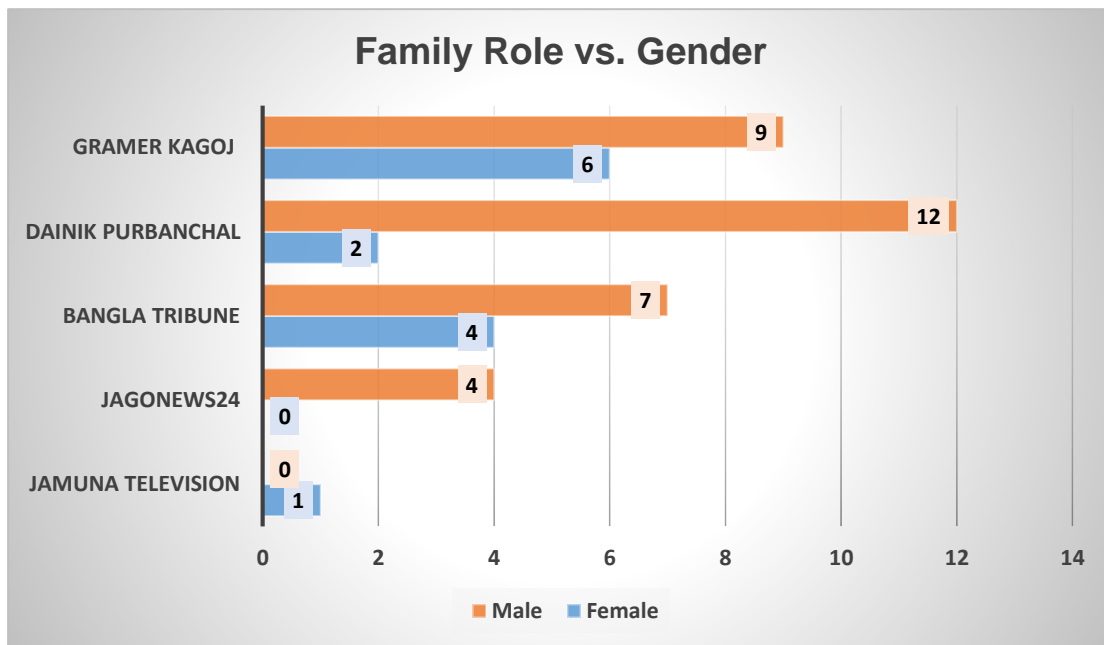


Chart 5: Family role vs. Gender in various media outlets

## 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 November 2022 have revealed that, newspaper and online have 30 (21.28%) direct quotations of female and 111 (78.72%) direct quotations of male. In television 71 (27.41%) female voxpops have been taken whereas Male voxpops were 188 (72.59%). Both female direct quotations and voxpops have increased in November 2022 than the previous monthly monitoring.



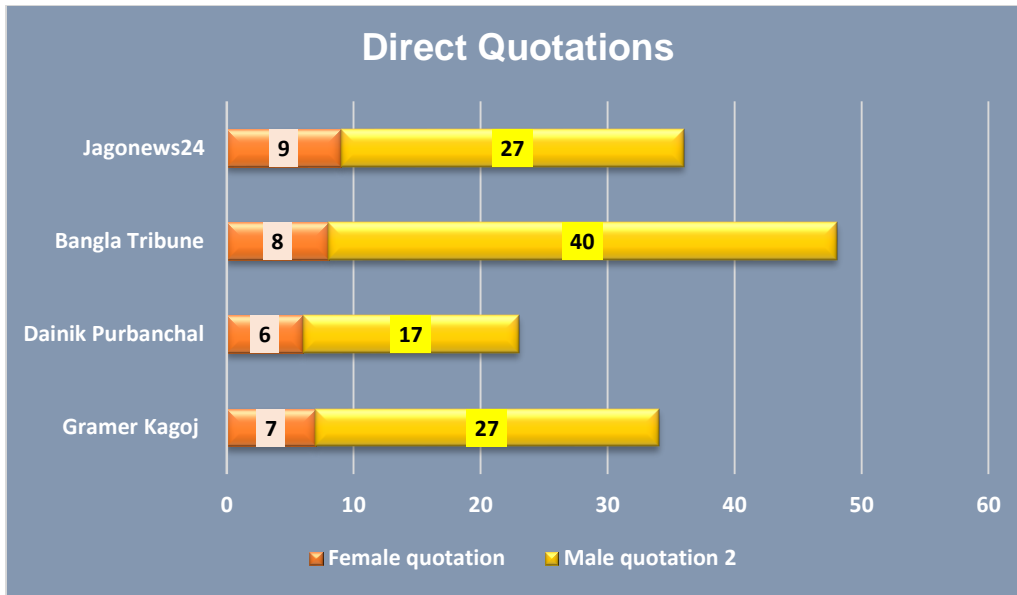


Chart 6: Direct quotations of Female in newspaper and online

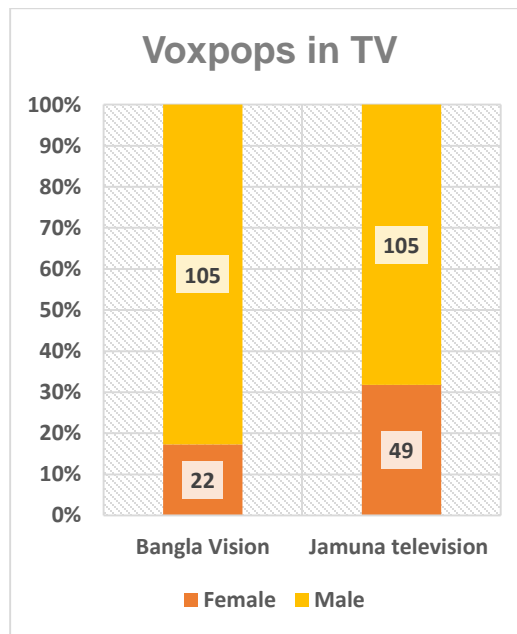


Chart 7: Number of voxpops in newspaper and online

## Stories about Women

A total of 23 (5.11%) news stories among 450 news stories were about women. This number proves that women are much neglected in our media.

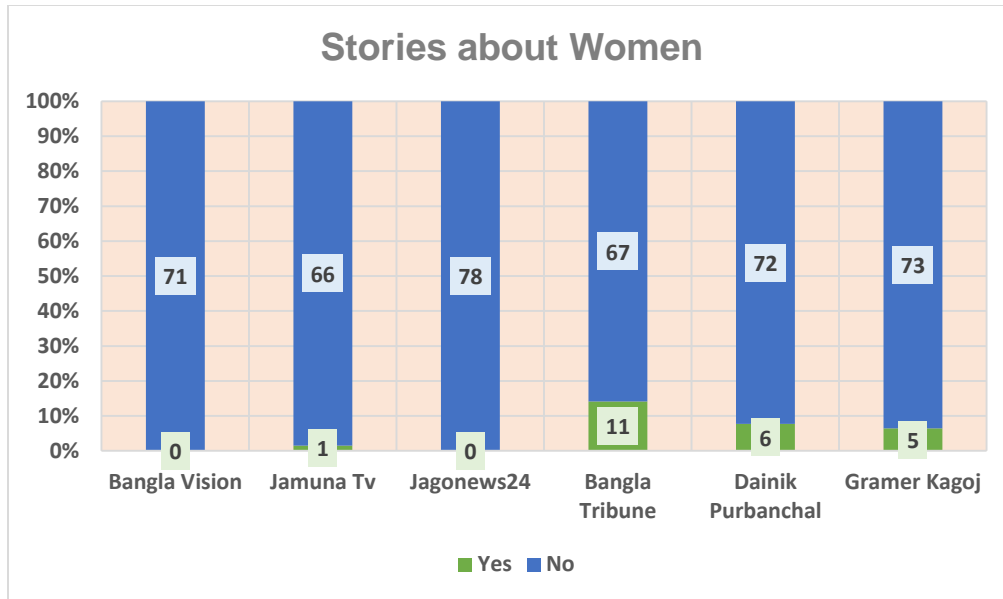


Chart 8: Stories about women in various media outlets

## Stories Challenges Stereotype

A few media stories are challenging social stereotypes. Other news are rather strengthening the common gender norms of the society. The findings have shown that, only 7 (1.55%) news stories have challenged the gender stereotypes among 450 news monitored in November 2022.

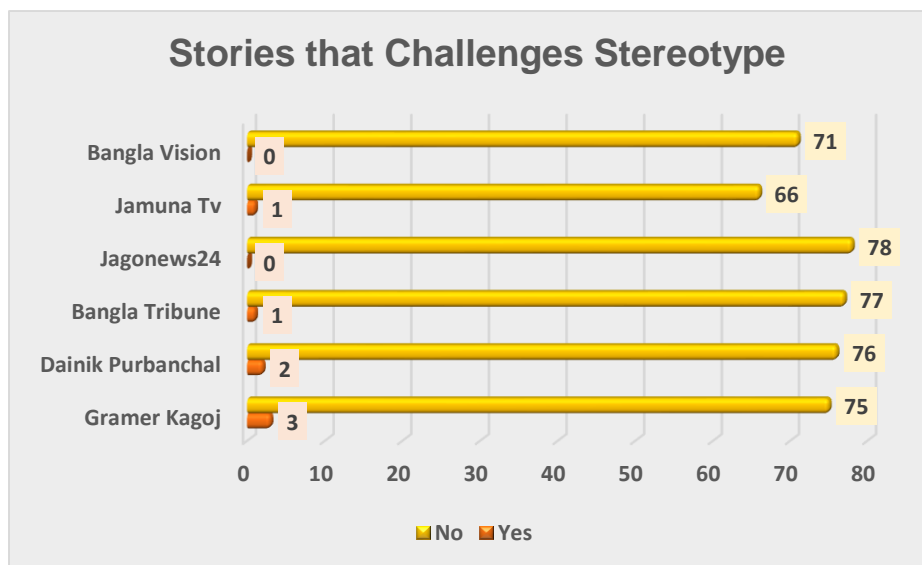


Chart 9: Stories challenges stereotype in various media outlets

## Characters of the 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 450 news stories of November 2022, about 359 (79.78%) news have updated the readers and viewers. Only 3 (0.67%) news have kept them on trend, 49 (9.18%) news have given them perspectives and 33 (7.33%) news have amused the readers and the viewers. On the other hand, only 6 (1.33%) news have educated the readers and viewers and not a single news have inspired them.

Characters of the News							
Characters	Gramer Kagoj	Dainik Purbanchal	Bangla Tribune	Jagonews 24.com	Jamuna Tv	Bangla Vision	Total
Inspire me	0	0	0	0	0	0	0
Amuse me	11	2	10	6	4	0	33
Educate me	3	0	1	1	1	0	6
Keep me on trend	1	0	1	0	1	0	3
Update me	53	72	48	56	59	71	359
Give me perspective	10	4	18	15	2	0	49
<b>Total</b>	<b>78</b>	<b>78</b>	<b>78</b>	<b>78</b>	<b>67</b>	<b>71</b>	<b>450</b>

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

## 4. ANNEX

### 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	13	16.67%	1	1.28
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	64	82.05	77	98.72
	78	100.00	78	100.00

#### Sex of Reporter (Online)

Gender	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Female	4	5.13	1	1.28
Code 2 : Male	20	25.64	9	11.54
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	54	69.23	68	87.18
	78	100.00	78	100.00

#### Sex of Reporter (Television)

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	6	8.96	1	1.41
Code 2 : Male	35	44.87	26	36.62
Code 3: Transgender	0	0.00	0	0.00
Code 4 : Not Applicable	26	38.81	44	61.97
	67	100.00	71	100.00

## Sex of Presenter (Television)

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	57	85.07	64	90.14
Code 2 : Male	10	14.93	7	9.86
Code 3: Transgender	0	0.00	0	0.00
Code 4 :Both	0	0.00	0	0.00
	67	100.00	71	100.00

## Gender versus Function of First Person in News Story

Table-01: Sex_1st_Person * Function_1st_Person (Gramer Kagoj)						
		Function_1st_Person				Total
		Subject	Spokesperson	Personal Experience	Not Applicable	
Sex_1st_Person	Female	7	9	1	0	17
	Male	29	21	5	0	55
	Not Applicable	0	0	0	6	6
Total		36	30	6	6	78

Table-02: Sex_1st_Person * Function_1st_Person (Purbanchal)						
		Function_1st_Person				Total
		Subject	Spokesperson	Expert	Not Applicable	
Sex_1st_Person	Female	7	12	0	0	19
	Male	24	23	2	0	49
	Not Mentioned	0	1	0	0	1
	Not Applicable	0	0	0	9	9
Total		31	36	2	9	78

Table-03: Sex_1st_Person * Function_1st_Person (Banglatribune.com)						
		Function_1st_Person				Total
		Subject	Spokesperson	Expert	Personal Experience	
Sex_1st_Person	Female	11	3	1	1	16
	Male	28	23	3	7	61
	Not Applicable	0	0	0	0	1
Total		39	26	4	8	78

<b>Table-04: Sex_1st_Person * Function_1st_Person (Jagonews24.com)</b>						
		Function_1st_Person				Total
		Subject	Spokesperson	Personal Experience	Not Applicable	
Sex_1st_Person	Female	0	8	2	0	10
	Male	13	41	1	0	55
	Not Mentioned	0	1	0	0	1
	Not Applicable	0	0	0	12	12
Total		13	50	3	12	78

<b>Table-05: Sex_1st_Person * Function_1st_Person (Jamuna Television)</b>							
		Function_1st_Person				Total	
		Subject	Spokesperson	Expert	Personal Experience		Not Applicable
Sex_1st_Person	Female	1	11	1	3	0	16
	Male	5	24	0	7	0	36
	Not Applicable	0	0	0	0	15	15
Total		6	35	1	10	15	67

<b>Table-06: Sex_1st_Person * Function_1st_Person (Banglavision)</b>						
		Function_1st_Person				Total
		Subject	Spokesperson	Personal Experience	Not Applicable	
Sex_1st_Person	Female	0	11	2	0	13
	Male	2	37	3	0	42
	Not Applicable	0	0	0	16	16
Total		2	48	5	16	71

## Gender versus First Person Identified as Victim or Survivor

<b>Table-07: Sex_1st_Person * Identified_As_1st_Person (Gramer Kagoj)</b>					
		Identified_As_1st_Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
Sex_1st_Person	Female	5	12	0	17
	Male	6	49	0	55
	Not Applicable	0	0	6	6
Total		11	61	6	78

<b>Table-08: Sex_1st_Person * Identified_As_1st_Person (Purbanchal)</b>					
		Identified_As_1st_Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
Sex_1st_Person	Female	5	14	0	19
	Male	7	42	0	49
	Not Mentioned	0	1	0	1
	Not Applicable	0	0	9	9
Total		12	57	9	78

<b>Table-09: Sex_1st_Person * Identified_As_1st_Person (Banglatribune.com)</b>					
		Identified_As_1st_Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
Sex_1st_Person	Female	7	9	0	16
	Male	6	55	0	61
	Not Applicable	0	0	1	1
Total		13	64	1	78

<b>Table-10: Sex_1st_Person * Identified_As_1st_Person (Jagonews24.com)</b>					
		Identified_As_1st_Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
Sex_1st_Person	Female	1	9	0	10
	Male	4	51	0	55
	Not Mentioned	0	1	0	1
	Not Applicable	0	0	12	12
Total		5	61	12	78

<b>Table-11: Sex_1st_Person * Identified_As_1st_Person (Jamuna Television)</b>					
		Identified_As_1st_Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
Sex_1st_Person	Female	1	15	0	16
	Male	0	36	0	36
	Not Applicable	0	0	15	15
Total		1	51	15	67

<b>Table-12: Sex_1st_Person * Identified_As_1st_Person (Banglavision)</b>					
		Identified_As_1st_Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
Sex_1st_Person	Female	0	13	0	13
	Male	3	39	0	42
	Not Applicable	0	0	16	16
Total		3	52	16	71

## Gender versus Family Role

<b>Table-13: Sex_1st_Person * Family_Role_Given_1st_Person (Gramer Kagoj)</b>					
		Family_Role_Given_1st_Person			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	6	11	0	17
	Male	9	46	0	55
	Not Applicable	0	0	6	6
Total		15	57	6	78

<b>Table-14: Sex_1st_Person * Family_Role_Given_1st_Person (Purbanchal)</b>					
		Family_Role_Given_1st_Person			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	2	17	0	19
	Male	12	37	0	49
	Not Mentioned	0	1	0	1
	Not Applicable	0	0	9	9
Total		14	55	9	78

<b>Table-15: Sex_1st_Person * Family_Role_Given_1st_Person (Banglatribune.com)</b>					
		Family_Role_Given_1st_Person			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	4	12	0	16
	Male	7	54	0	61
	Not Applicable	0	0	1	1
Total		11	66	1	78



<b>Table-16: Sex_1st_Person * Family_Role_Given_1st_Person (Jagonews24.com)</b>					
		Family_Role_Given_1st_Person			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	0	10	0	10
	Male	4	51	0	55
	Not Mentioned	0	1	0	1
	Not Applicable	0	0	12	12
Total		4	62	12	78

<b>Table-17: Sex_1st_Person * Family_Role_Given_1st_Person (Jamuna Television)</b>					
		Family_Role_Given_1st_Person			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	1	15	0	16
	Male	0	36	0	36
	Not Applicable	0	0	15	15
Total		1	51	15	67

<b>Table-18: Sex_1st_Person * Family_Role_Given_1st_Person (Banglavision)</b>					
		Family_Role_Given_1st_Person		Total	
		No	Not Applicable		
Sex_1st_Person	Female	13	0	13	
	Male	42	0	42	
	Not Applicable	0	16	16	
Total		55	16	71	

## Gender versus Direct Quotation

<b>Table-19: Sex_1st_Person * Direct_Quotation (Gramer Kagoj)</b>					
		Direct_Quotation			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	7	10	0	17
	Male	27	28	0	55
	Not Applicable	0	0	6	6
Total		34	38	6	78

<b>Table-20: Sex_1st_Person * Direct_Quotation (Purbanchal)</b>					
		Direct_Quotation			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	6	13	0	19
	Male	17	32	0	49
	Not Mentioned	1	0	0	1
	Not Applicable	0	0	9	9
Total		24	45	9	78

<b>Table-21: Sex_1st_Person * Direct_Quotation (Banglatribune.com)</b>					
		Direct_Quotation			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	8	8	0	16
	Male	40	21	0	61
	Not Applicable	0	0	1	1
Total		48	29	1	78

<b>Table-22: Sex_1st_Person * Direct_Quotation (Jagonews24.com)</b>					
		Direct_Quotation			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	9	1	0	10
	Male	27	28	0	55
	Not Mentioned	1	0	0	1
	Not Applicable	0	0	12	12
Total		37	29	12	78

### **Number of VOXPOP (Television)**

<b>Gender</b>	<b>Jamuna TV</b>	<b>Percentage %</b>	<b>Bangla Vision</b>	<b>Percentage %</b>
Number of VOXPOP Female	49	31.18	22	20.95
Number of VOXPOP Male	105	68.18	83	79.05
	154	100.00	105	100.00

## Character Wheel

### Character Wheel (Newspaper)

Character	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1: Inspires me	0	0.00	0	0.00
Code2: Amuse me	11	14.10	2	2.56
Code 3: Educate Me	3	3.85	0	0.00
Code 4: Keep me on trend	1	1.28	0	0.00
Code 5: Update me	53	67.95	72	92.31
Code 6: Give me perspective	10	12.82	4	5.13
Total	78	100.00	78	100.00

### Character Wheel (Online)

Character	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Inspires me	0	0.00	0	0.00
Code2: Amuse me	10	12.82	6	7.69
Code 3: Educate Me	1	1.28	1	1.28
Code 4: Keep me on trend	1	1.28	0	0.00
Code 5: Update me	48	61.54	56	71.79
Code 6: Give me perspective	18	23.08	15	19.23
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	4	5.97	0	0.00
Code 3: Educate Me	1	1.49	0	0.00
Code 4: Keep me on trend	1	1.49	0	0.00
Code 5: Update me	59	88.06	71	100
Code 6: Give me perspective	2	2.99	0	0.00
Total	67	100.00	71	100.00