GENDER CONTENT MONITORING IN SELECTED MEDIA OUTLET

6ᵀᴴ Quarterly Report
1ˢᵀ October to 31ˢᵀ December, 2022

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ABSTRACT

The 6th quarterly Gender Media Monitoring (GMM) report of South Asia Center for Media in Development (SACMID) is a summary of the gender media monitoring of 1st October to 31th December 2022. In these 3 months it has been found that a total of 1,363 news items have been monitored during this time period. Among these news items, only 37 (9.46%) news items were reported by female. On the other hand 354 (90.54%) news items were reported by male reporters. Though female reporters are very low in number then male reporters, but female presenters are more than 5 times than male reporters and increasing in every quarter. About 82.46% presenters of television news were female. About 150 (22.19%) female were spokespersons in the 6th quarterly monitoring whereas male spokespersons were 526 (77.81%). There were only 4 (13.79%) women experts in 6th quarterly monitoring. Women were more visible as victims of the news. About 20% women were portrayed as victims when they were the first persons of the news, male were portrayed as victims in 8.24% cases when they were the first persons of the news. About 18.40% women have been identified by their family role whereas only 10.77% male were identified by their family role. A total of 83 (19.86%) quotations in newspapers and online portals were taken from women, rest of the 335 (80.14%) quotations were taken from men. On the other hand, female voxpop in television channels were 150 (19.18%) and male voxpop were 632 (80.82%). A total of 72 (5.28%) news among 1,363 news are specifically about women. But only 28 (2.05%) news stories challenged the social stereotypes towards women.

INTRODUCTION

Most of our daily activities are influenced by the media. Media not only gives us information, education or entertainment, but it also builds our opinion, reshapes our ideologies and gives us a horizon to think about our social and cultural phenomenon. When we look into Bangladeshi media, most of them are the representatives of patriarchal ideologies. Only a few media are concerned about gender equality and try to change the existing gender situation in the country. The overall gender situation in media is not up to the mark as our society is highly patriarchal. South Asia Center for Media in Development (SACMID) is working to bring changes in media. This 6th quarterly Gender Media Monitoring (GMM) report is a part of this initiative. This is a systematic and objective assessment of the design and planning of news contents from gender perspective. This monitoring occurs quarterly and aimed at bringing changes in the news contents of Bangladeshi media. This includes data collection from 6 Bangladeshi media outlets and analyzing them according to the gender equality objectives and indicators. From SACMID's experience of daily monitoring of the news contents in selected media houses of Bangladesh, a disproportion between male and female representation in all types (print, electronic, online) of media has been found. This quarterly gender media monitoring is a part of the PRIMED[1] (Protecting Independent Media for Effective Development) global project in Bangladesh, where SACMID is the local partner of FPU[2] in Bangladesh, working to improve gender sensitivity among Bangladeshi media outlets and to increase the gender diversity of their contents. Moreover, SACMID is also working on capacity building of the journalists and awareness raising of the concerned media-house authorities at a later stage of the project.

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[1] *PRIMED is a project under a global consortium of BBC Media Action, Free Press Unlimited, International Media Support and Media Development Investment Fund, supported by FCDO. SACMID, being the partner of FPU in Bangladesh has been engaged in PRIMED project from April 2021.*

[2] Free Press Unlimited

FINDINGS IN SUMMARY

1. Female reporters have decreased

Among 1363 news items in 6th quarterly monitoring, only 37 (9.46%) news items were reported by female reporters, whereas 354 (90.54%) news items were reported by male. Female reporters have decreased, on the other hand male reporters have increased than that of the previous quarter.

2. Female presenters have increased

Among all the presenters in televisions 362 (82.46%) are female, on the other hand 77 (17.54%) presenters are male. Female presenters are increasing in every quarter. Previously it was 81.12%.

3. Women as first persons are very low than male

A total of 250 (21.55%) female and 910 (78.45%) men are the first persons of the news in 6th quarterly monitoring. Female first persons have decreased from the previous quarter. Previously it was 272 (23.29%).

4. Women Spokespersons have increased

There are 150 (22.19%) women spokespersons in this quarter. On the other hand male Spokespersons are 526 (77.81%). Women spokespersons have increased in this quarter as it was 104 (18.98%) in the previous quarter.

5. Women experts have not increased

Same as the previous quarter, there are only 4 (13.79%) women experts in 6th quarterly gender monitoring, whereas male experts are 25 (86.21%). There were 4 (15.38%) female in the previous quarter.

6. Women victims have decreased

It has been found that women victims are decreasing in every quarter. In this 6th quarter, women were portrayed as victims in 50 (20%) news out of 250 news items they have been the first persons of the story, on the other hand male were victims in 75 (8.24%) news. Previously female victims were 64 (23.53%).

7. Women's family role has decreased

Women family role has decreased which shows the decreasing trend in every quarter. In this quarter, a total of 46 (18.4%) female were identified/introduced by their family role. Previously it was 55 (20.22%). On the other hand 98 (10.77%) male were identified/introduced by their family role.

8. Voices of women are very low than male

A total of 1,200 direct quotations and voxpops have been found in this 6th quarterly monitoring. Among them Female direct quotations are 83 (19.86%) and voxpops are 150 (19.18%). On the contrary male direct quotations are 335 (80.14%) and voxpops are 632 (80.82%).

9. A few stories challenge gender stereotype

Media stories are not challenging social stereotypes. Only 28 (2.05%) news stories have challenged gender stereotypes in this quarter.

METHODOLOGY

Objective of the study

The main objective of this monitoring is to investigate the representation of men and women in different media contents of Bangladesh. It will help to decrease gender discrimination and also contribute in bringing gender equality in media by revealing the gender situation of media in Bangladesh.

Method

Considering the resources FPU and SACMID team determined the sample and methodology maintaining research protocol. SACMID has developed a gender monitoring tool through month long consultation with FPU and on the basis of existing GMM Gender monitoring tools which constitutes 16-19 variables.

Sampling

For sampling, PRIMED committee has pre-selected three media houses through background research (media-outlet assessment), these are *Gramer Kagoj, Bangla Tribune* and *Jamuna Television*. Later SACMID has selected three outlets of the same category as non-PRIMED samples to see whether any changes happen after interventions of PRIMED project. Non-PRIMED media outlets are *Dainik Purbanchal, Bangla Vision* and *Jagonews24.*

Monitoring Schedule

Chart-1: Monitoring schedule of the media outlets being monitored
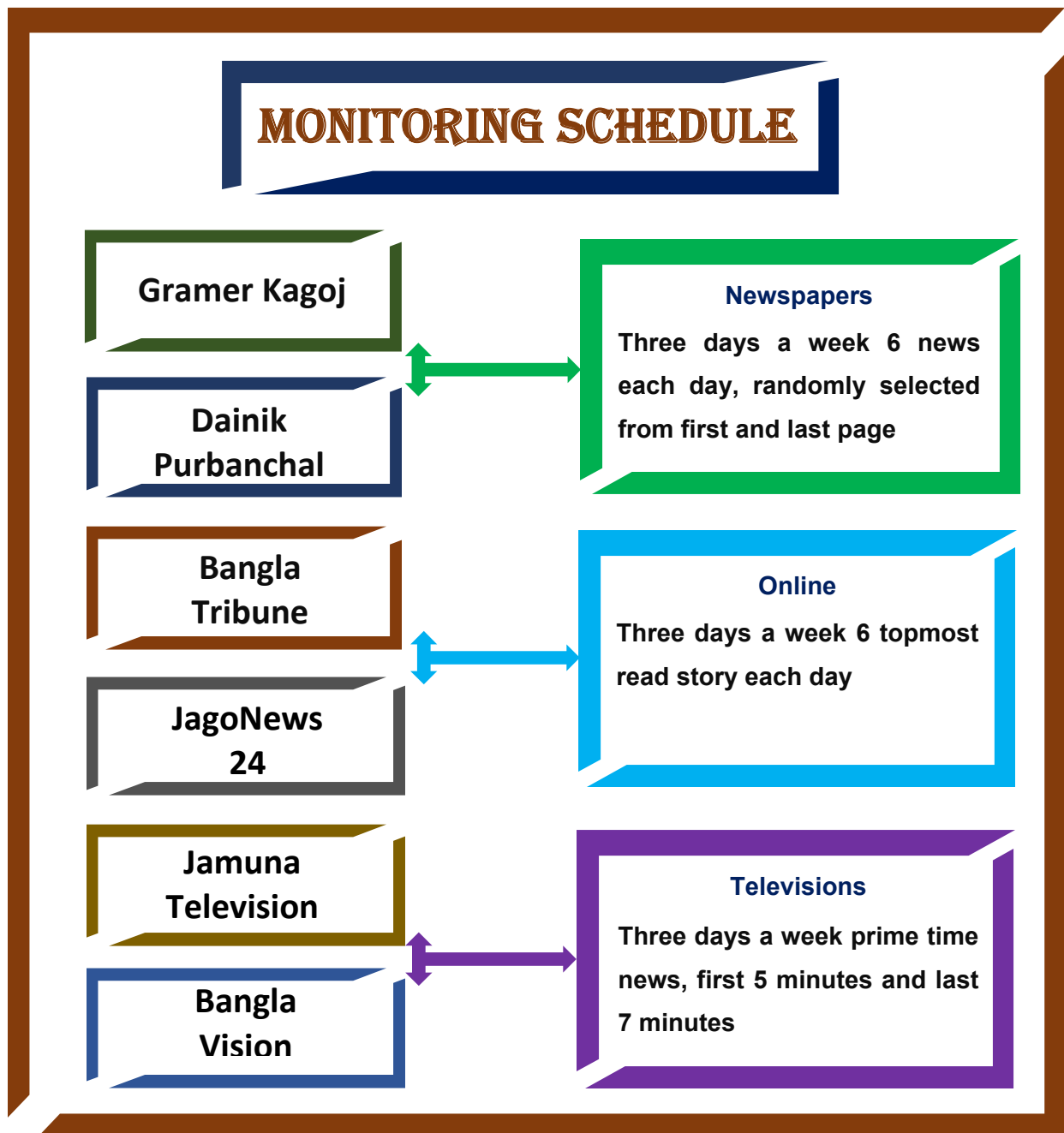
Gender of the reporter

The *gender of the reporter* part has identified whether the news was reported by a male or a female reporter. If a report is by lined (news with reporter's name) by a woman, that means she has produced the report by her own and got the acknowledgment for the report. In terms of television, reporter's gender has been identified by their voice over. The study has explored that among 1,363 news items in October-December 2022, only 37 (9.46%) news items were reported by female reporters, whereas 354 (90.54%) news items were reported by male. Rest of the 972 new items did not acknowledge the identity of the reporters. Female reporters have decreased from the previous quarter as it was 44 in number.

Gender of the Reporter

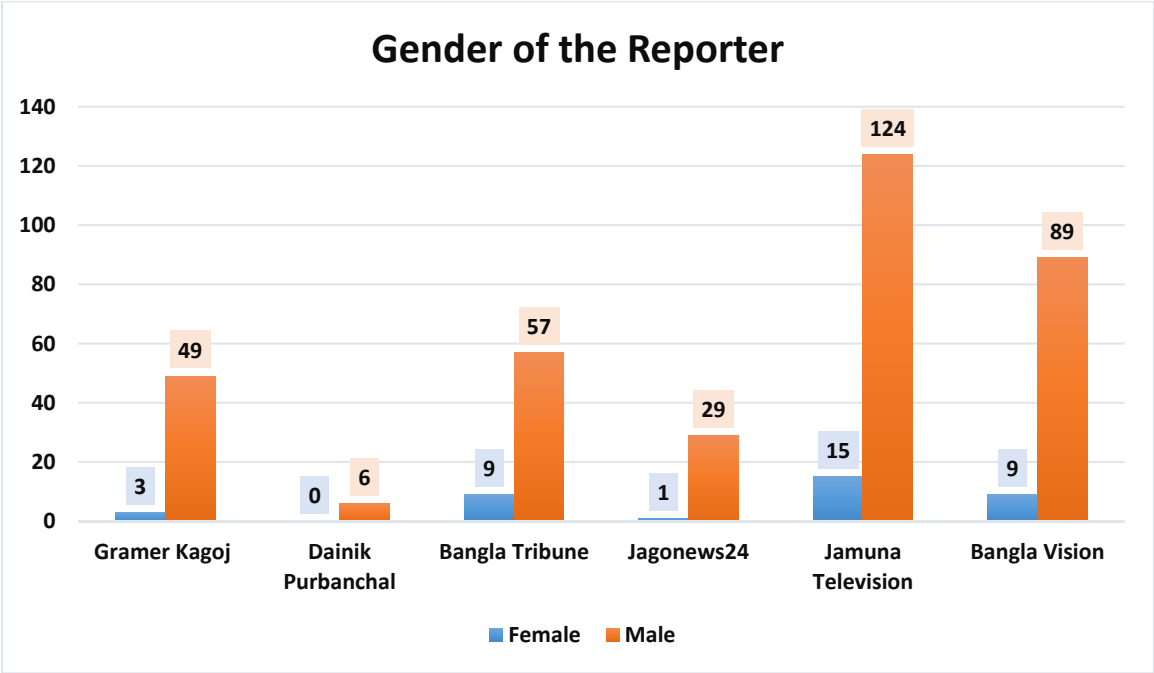| Media Outlet	Female	Male
Gramer Kagoj	3	49
Dainik Purbanchal	0	6
Bangla Tribune	9	57
Jagonews24	1	29
Jamuna Television	15	124
Bangla Vision	9	89

Chart-2: gender of reporter in different media outlets

The above chart (Chart-2) is showing that *Jamuna television* has the highest number of male and female reporters 15 (10.79%) and 124 (89.21) respectively. On the other hand *Dainik Purbanchal* has the lowest number of male and female reporters 06 (0.00%) and 0 (100). *Dainik Purbanchal* could use female reporters in their news. The other media have also kept a numerical difference between female and male reporters.

Gender of the Presenter

It has been found that female presenters are increasing in every quarter. While there were 81.12% female presenters in 5th quarterly media monitoring, it has become 82.46% presenters in this 6th quarterly media monitoring. A total of 362 female presenters and 77 (17.54%) male presenters have found in two television channels (*Jamuna TV and Bangla Vision*) during October-December 2022.
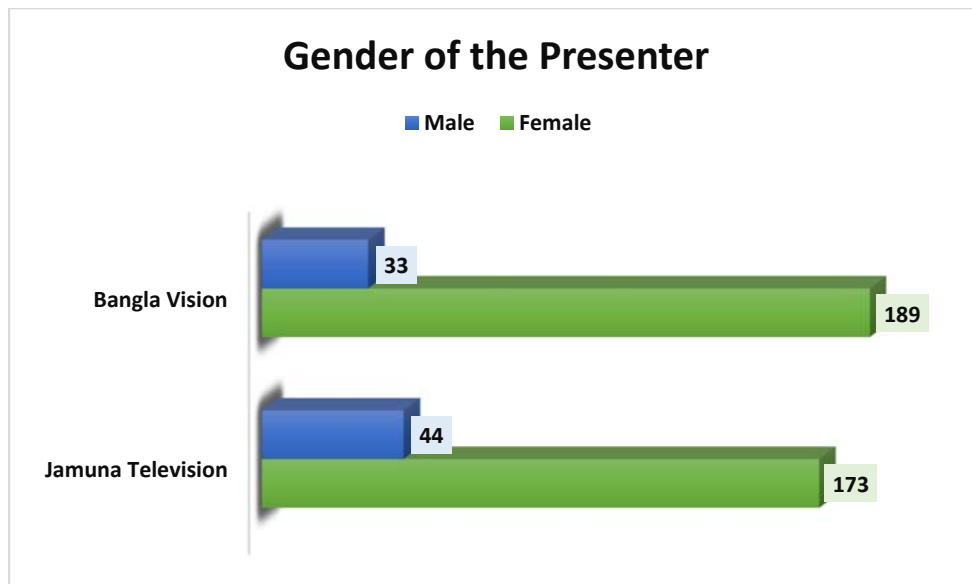

Chart-3: Number of female presenters in different quarters

The above chart (Chart-3) is showing that both *Jamuna television* and *Bangla Vision* has more female presenters than male presenters. That means female are shown as presenters but they are neglected in news producing.

Female Presenters in Deferant Quarters

◆ Number of female presenters

	FIRST QUARTERLY REPORT	SECOND QUARTERLY REPORT	THIRD QUARTERLY REPORT	FOURTH QUARTERLY REPORT	FIFTH QUARTERLY REPORT	SIXTH QUARTERLY REPORT
%	63.89%	69.90%	66%	71.29%	81.12%	82.46%
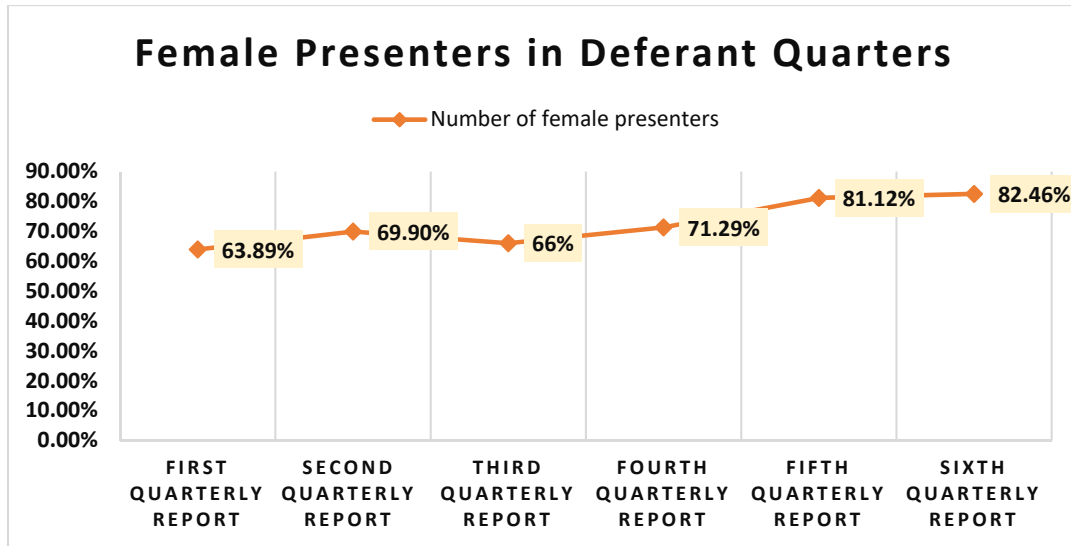
Chart-4: Number of female presenters in different quarters

The above chart is showing that Female presenters are increasing notably in every quarter in Television channels. Channels are attracting the male audiences by presenting female anchors. It is a common gender stereotype that male are the drivers of the economy and the main wage earners in the family. If the male audiences attract by female anchors, it will increase the revenue of the television.

Function of the first person

The first person in the news can be a subject, spokesperson, expert, eye witness or she/he can give personal opinion.

250   **910**

A total of 250 (21.55%) female were the first persons of the news story among 1,363 news.

A total of 910 (78.45%) male were the first persons of the news story among 1,363 news.

Chart-5: Difference between the number of female and male spokesperson

Women as spokesperson

A spokesperson is a person who tells anyone on behalf of another person or organization. In October-December 2022, a total of 150 (22.19%) female 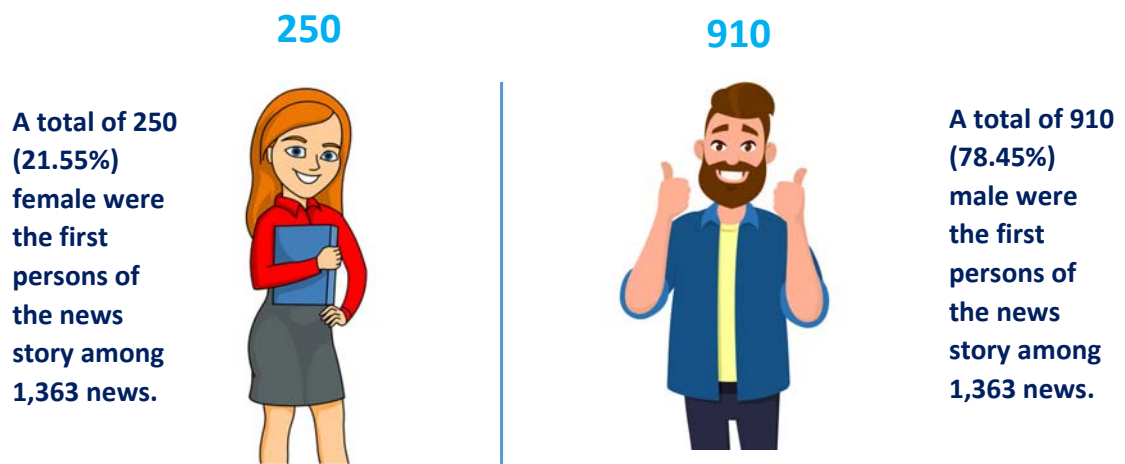were spokespersons when they were the first persons. On the other hand, 526 (77.81%) male were spokespersons when they were the first persons. The female spokesperson has increased slightly in this 6th quarter as it was 18.98% in the previous quarter.
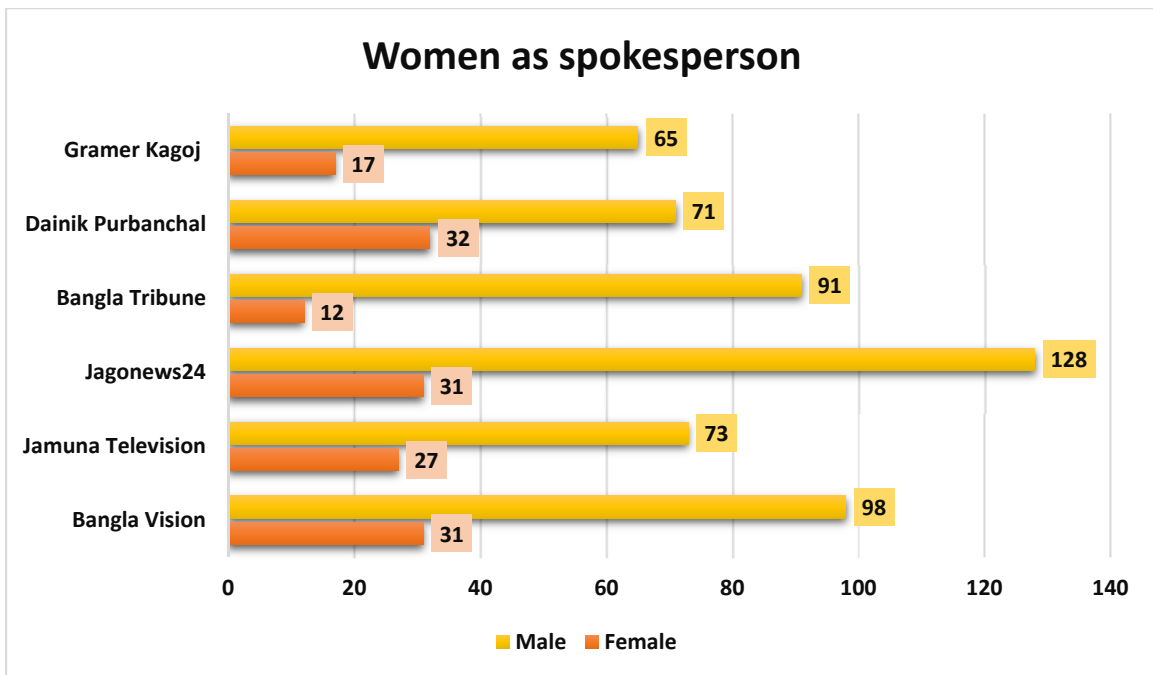
Chart-6: Women as spokespersons in different media outlets

The above chart is showing that women participation as spokespersons is very low in number than male in every media. Among them, PRIMED media outlet *Bangla Tribune* has the lowest number of women spokespersons; on the other hand non-PRIMED media outlet *Dainik Purbanchal* has the highest number of women spokespersons.

Women spokespersons are increasing considerably in every quarters as it was 18.98% in the 5th quarterly monitoring while it is now 22.19%. On the other hand male spokespersons have been decreased. It was 81.08% in the 5th quarter whereas, it is now 77.81%.

12.61%
1st Quarterly Report

21.80%
2nd Quarterly Report

19.63%
3rd Quarterly Report

15.87%
4th Quarterly Report

18.98%
5th Quarterly Report

22.19%
6th Quarterly Report
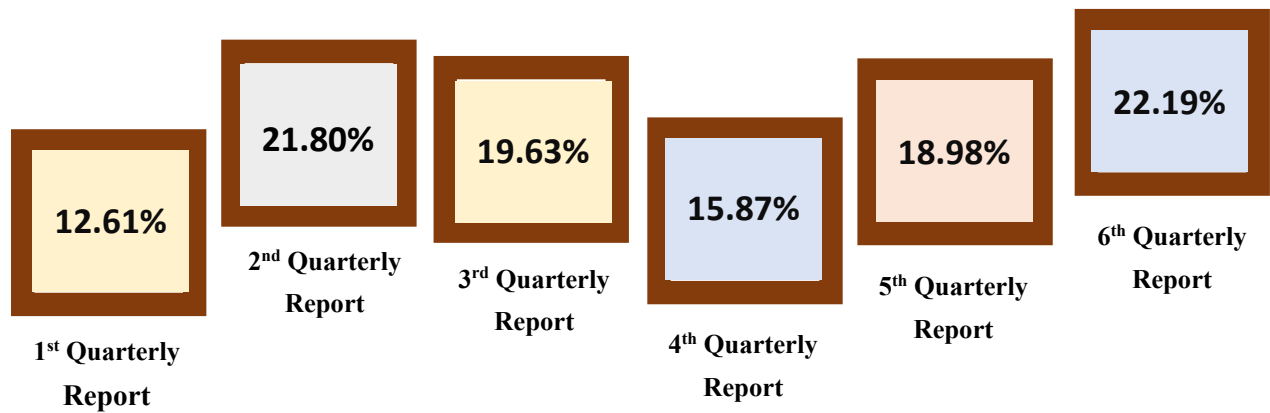
Chart-7: Number of women as spokespersons in different quarters

Women as experts

Only 4 (13.79%) expert opinions have been taken from female experts during preparing 1,363 news stories in October-December 2022. Among them 2 experts were from PRIMED media outlet *Bangla Tribune* and other 2 were from *Jamuna Television.*. The number of experts were same (4) in the previous 5th quarterly media monitoring.

0
Gramer Kagoj

0
Dainik Purbanchal

2
Bangla Tribune

0
Jagonews24.com

2
Jamuna Television

0
Bangla Vision

Chart-8: Women as experts in different media outlets

Female as Victims

Victim is a person who loses her/his life or suffers by any physical or financial damage. The findings of October-December 2022 has found that women have portrayed as victims in 53 (21.20%) news items from 250 news items where they are the first persons. On the other hand male have been portrayed as victims in 75 (8.24%) news items from 910 news items where they are the first persons. So it is evident that, women are more prone to portray as victims in news.
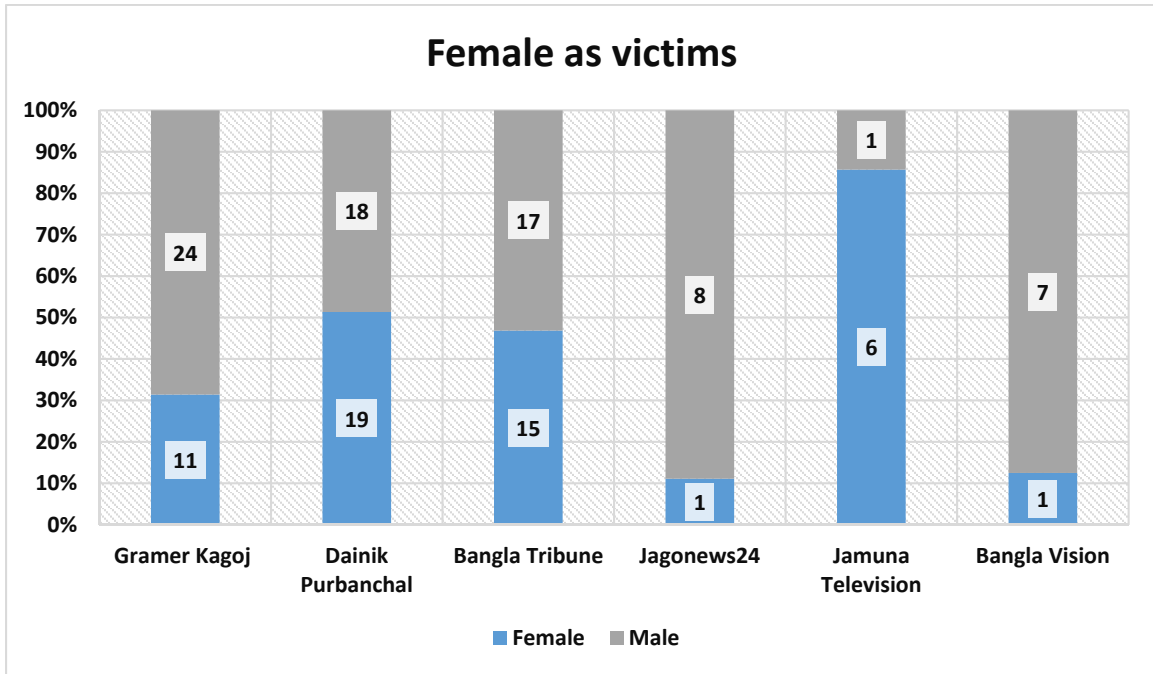
Chart-9: Victims in different Media outlets

The above chart is showing that female victims are almost same in number than male victims in every media. But female first persons are 250 and male first persons are 910. This is evident that, though women are less shown or quoted as the first persons in media, but when they are the first persons, most of the times they have been portrayed as victims. The findings of 6th quarterly monitoring have also found that, women victims are decreasing. It was 23.53% in the previous 5th quarterly report and 25.52% in third quarterly report. The chart-10 below is showing that, the ratio of female victims are declining rapidly. This is a good sign that media outlets are breaking down the tradition of showing women as victims.

41.40%
1st Quarterly Report

37.50%
2nd Quarterly Report

32.25%
3rd Quarterly Report

25.52%
4th Quarterly Report

23.53%
5th Quarterly Report

21.20%
6th Quarterly Report
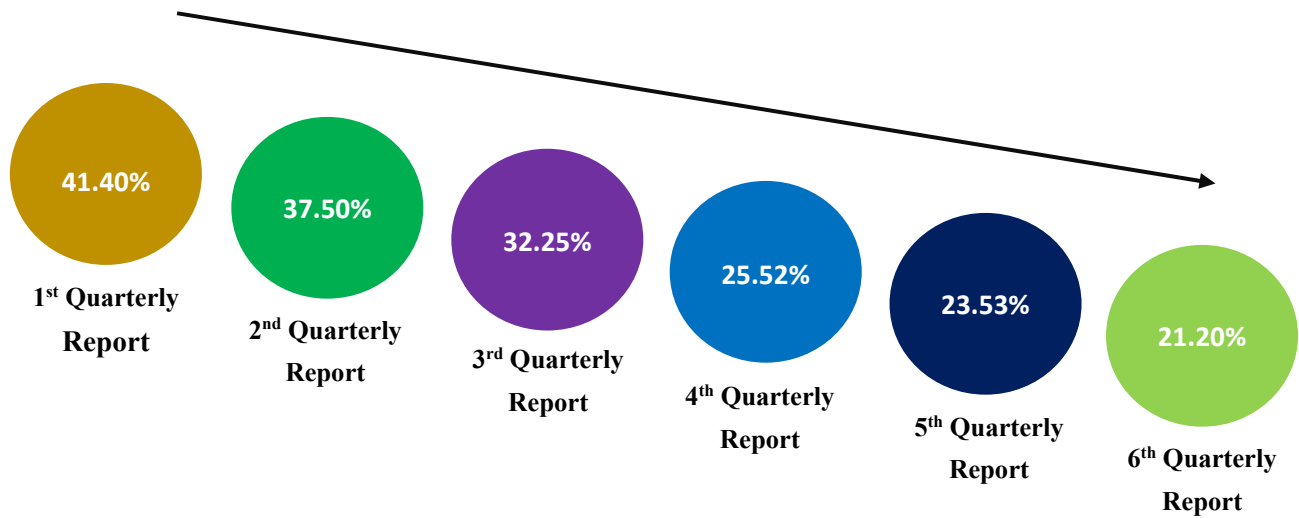
Chart-10: Women as victims in different quarters.

First person and family Identity

Female are often identified in the news by their familial relationships such as 'wife of someone' or 'daughter of someone' etc. In this 6th quarterly monitoring, a total of 46 (18.4%) female have been identified by their family role in 250 news stories where they were the first person of the news. On the other hand a total of 98 (10.77%) male have been identified by their family role in 910 news stories. But here is a slight difference between male and female familial presentation. Female are identified by their husband or father's name, but male were never identified by their wife or mother's name.

First person and family Identity

	Female	Male
Gramer Kagoj	10	33
Dainik Purbanchal	17	31
Bangla Tribune	12	24
Jagonews24	2	8
Jamuna Television	4	2
Bangla Vision	1	0
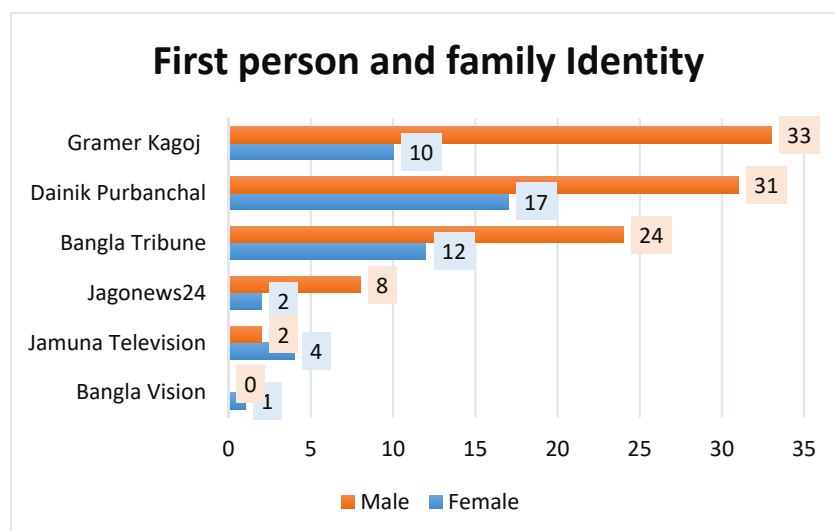
Chart-11: Family identity of Male and female in different media outlets

The above chart is showing that non-PRIMED media outlet *Dainik Purbanchal* has the highest familial identity of female first persons whereas non-PRIMED *Bangla Vision* has the lowest familial identity of female first persons. But it has been also found that, women family identity has also been decreasing in different quarters. The chart-12 below is showing that, the female identity in news is also declining in every quarter like female victims as we have discussed previously. This is also a good sign in media that women are being identified more by their own identity rather than their husband or father's identity.

30.2%	28.3%	27.9%	22.41%	20.2%	18.4%
1st Quarterly Report	2nd Quarterly Report	3rd Quarterly Report	4th Quarterly Report	5th Quarterly Report	6th Quarterly Report
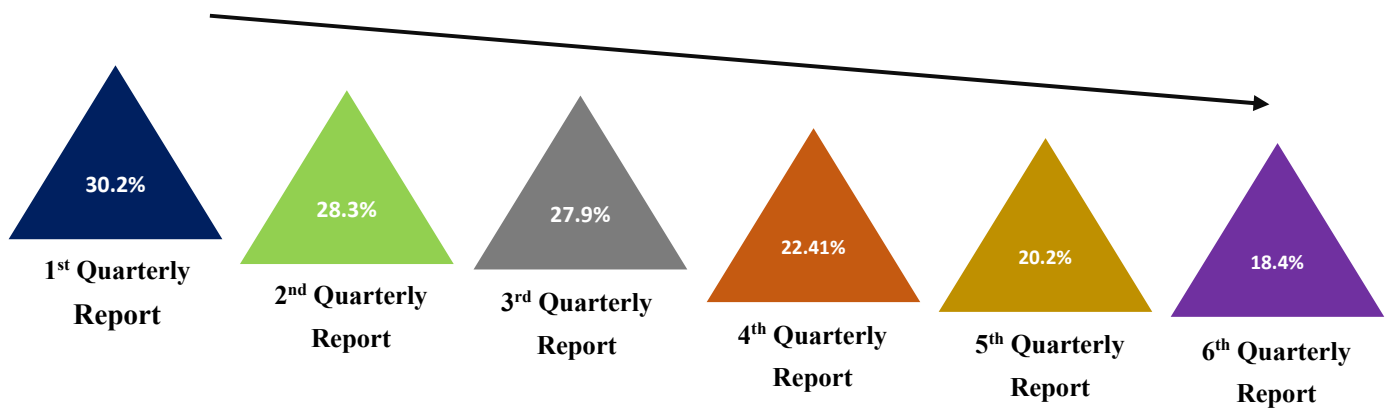
Chart-12: Family identity of women in different quarters

Voices of People

A total of 1.200 direct quotations and voxpops have found in October-December 2022. Among them direct quotations in two newspapers (*Gramer Kagoj* and *Dainik Purbanchal)* were 418 and the voxpops taken for two television channels (*Jamuna Television* and *Bangla Vision)* were 782. In both terms female contribution is very low than male. Female direct quotations were 83 (19.86%) whereas male direct quotations were 335 (80.14%). Female voxpops collected by two television channels were 150 (19.18%) on the other hand male voxpops were 632 (80.82%).

Direct quotations of male and female

Media outlet	Female	Male
Gramer Kagoj	16	79
Dainik Purbanchal	16	40
Bangla Tribune	25	122
Jagonews24	26	94
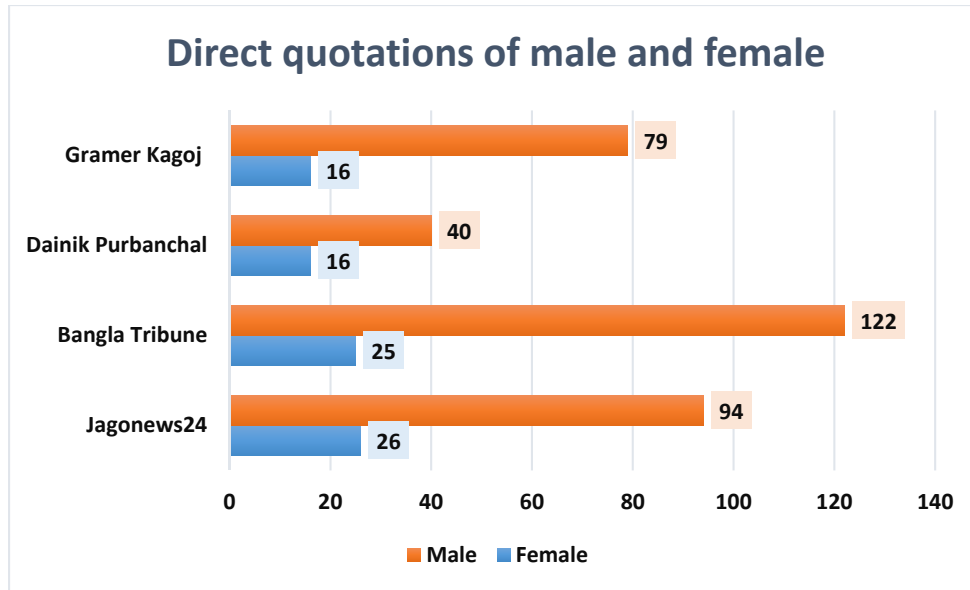
Chart-13: Direct quotations of male and female in different Media outlets

Voxpops of male and female

Media outlet	Female	Male
Jamuna Television	98	327
Bangla Vision	52	305
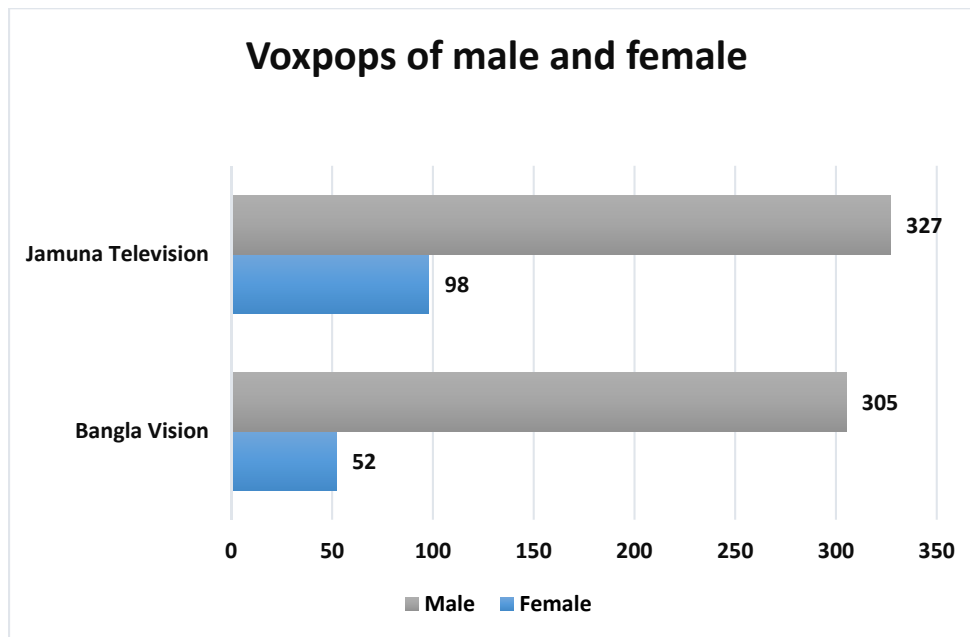
Chart-14: Voxpops of male and female in different Media outlets

The above charts (Chart-13 & Chart-14) are showing direct quotations and voxpops of male and female in different media outlets. In both cases women inclusion is low than male. Among the PRIMED and Non-PRIMED newspapers *Gramer Kagoj* and *Dainik Purbanchal* have the lowest number of female direct quotations. On the other hand Non-PRIMED online portal Jagonews24.com has the highest female direct quotations.

Story about women

A total of 72 (5.28%) news among 1,363 news are specifically about women. Story about women has been decreased in this 6th quarterly monitoring. Previously it was 93 (6.78%). The chart-15 below is showing that PRIMED media outlet *Bangla Tribune* has the highest number of story about women whereas Non-PRIMED *Bangla Vision and Jagonews24* has the lowest number of story about women (1 and 3).

Chart-15: Stories about women in different media outlets

Stories that challenges stereotype

From the monitoring data of October-December 2022, it has been found that media stories are not challenging the social stereotypes regarding gender. They are rather strengthening the common gender norms of the society. Only 28 (2.05%) news stories have challenged gender stereotypes among 1,363 news in this 6th quarterly monitoring. The number has decreased from the previous quarter. Previously it was 37 (2.70%).

Gramer Kagoj- 8	*Dainik Purbanchal- 8*
Bangla Tribune-6	*Jagonews24.com-1*
Jamuna Television-3	*Bangla Vision-2*
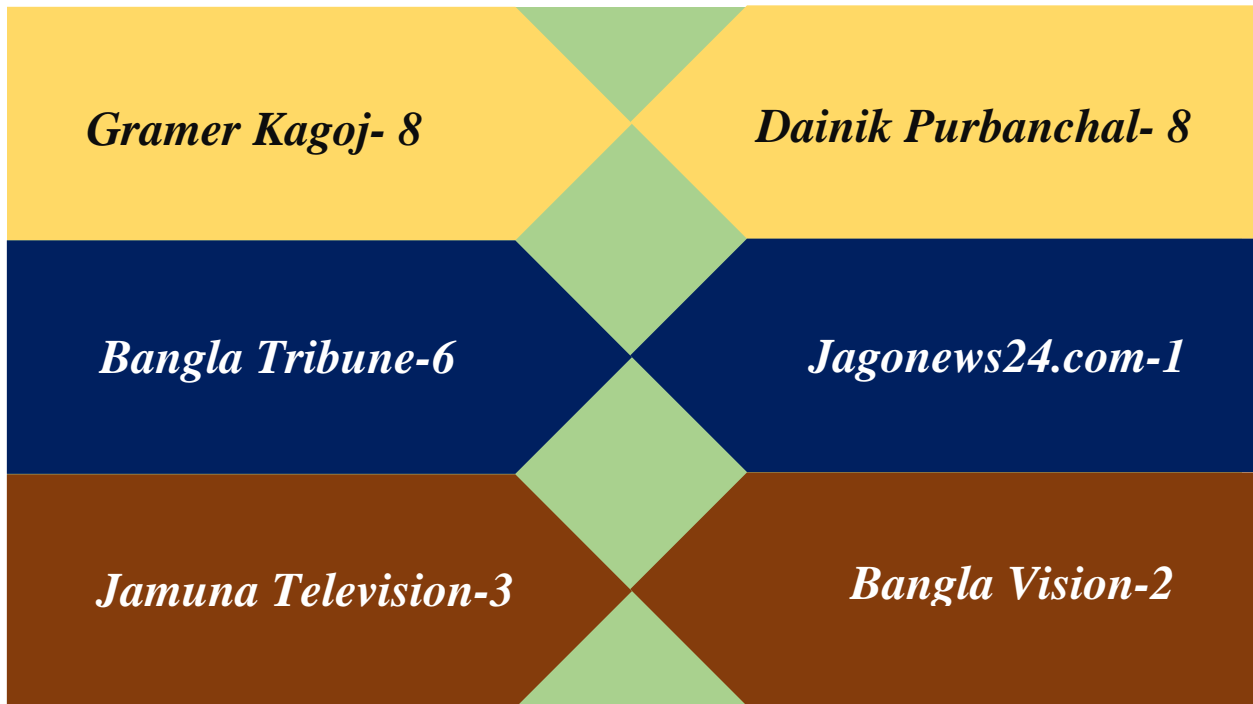
Chart 16: Stories challenged stereotype in various media outlets

The above chart is showing that the number of stories challenges gender stereotype in various media outlets. Among them the two newspaper *Gramer Kagoj* (PRIMED) and *Dainik Purbanchal* (non-PRIMED) has both 8 news those challenged gender stereotypes. On the other hand non-PRIMED online portal *Jagonews24.com* and television channel *Bangla Vision* has the lowest news those challenged gender stereotypes.

Character of news

The character of news refers to the nature or type of news. We can understand the essence of news by the character of news. This essence can be made of 6 possible nature of news. These are inspiring, amusing, educating, keep on trending, updating or giving perspective. This finding will help BBC Media Acton team to monitor how much their intervention on public interest media is being practiced.

News that inspire us and give us positive energy are characterized by *'Inspire me'*. News that entertain us are characterized by *'Amuse me'*. News that increase our knowledge and change our outlook are characterized by *'Educate me'*. News about hot topic of discussions are characterized by *'Keep me on trend'*. *'Update me'* means the news that keeps us updated. *Give me perspective* helps us to think further about a news and helps to make or shape opinion.

It has been identified that, among 1,363 news stories of October-December 2022, a total of 1,042 (76.45%) news have updated the readers and viewers. Another 21 (1.54%) news have kept them on trend, 149 (10.93%) news have given them perspectives and 118 (8.63%) news have amused the readers and the viewers. On the other hand only 13 (0.95%) news have inspired the readers and 21 (1.54%) news have educated them.

Characters	Gramer Kagoj	Dainik Purbanchal	Bangla Tribune	Jagonews 24.com	Jamuna Tv	Bangla Vision	Total
Inspire me	1	4	1	0	5	2	13
Amuse me	34	4	32	13	20	15	118
Educate me	13	0	4	0	2	2	21
Keep me on trend	1	1	1	2	10	6	21
Update me	155	212	141	174	169	190	1042
Give me perspective	24	7	55	45	11	7	149
Total	228	228	234	234	226	240	1,363

Chart-17: Character of news in different media outlets

5.12 differences observed in six quarters

First quarterly report	Second quarterly report	Third quarterly report	Fourth quarterly report	Fifth quarterly report	Sixth quarterly report
Gender of reporter Female- 9.67% Male- 90.33%	Gender of reporter Female- 11.49% Male- 88.51%	*Gender of reporter* Female- 9.09% Male- 90.91%	*Gender of reporter* Female- 7.64% Male- 92.36%	*Gender of reporter* Female- 11.70% Male- 88.30%	*Gender of reporter* Female- 9.46% Male- 90.54%
Gender of presenters Female- 63.89% Male- 36.11%	*Gender of presenters* Female- 69.9% Male- 30.1%	*Gender of presenters* Female- 66% Male- 34%	*Gender of presenters* Female- 71.29% Male- 28.71%	*Gender of presenters* Female- 81.11% Male- 18.88%	*Gender of presenters* Female- 82.46% Male- 17.54%
Gender of first person Female- 27.14% Male- 72.86%	*Gender of first person* Female- 28.20% Male- 71.30%	*Gender of first person* Female- 28.09% Male- 71.91%	*Gender of first person* Female- 24.11% Male- 75.89%	*Gender of first person* Female- 23.29% Male- 76.71%	*Gender of first person* Female- 21.55% Male- 78.45%
Number of spokesperson Female- 12.61% Male- 87.39%	*Number of spokesperson* Female- 21.8% Male- 78.2%	*Number of spokesperson* Female- 19.63% Male- 80.37%	*Number of spokesperson* Female- 15.87% Male- 84.13%	*Number of spokesperson* Female- 18.98% Male- 81.02%	*Number of spokesperson* Female- 22.19% Male- 77.81%
Number of expert Female- 16.22% Male- 83.78%	*Number of expert* Female- 13% Male- 87%	*Number of expert* Female- 14.51% Male- 85.84%	*Number of expert* Female- 0.00% Male- 100%	*Number of expert* Female- 15.38% Male- 84.62%	*Number of expert* Female- 13.79% Male- 86.21%
Victim of the news Female- 41.4% Male- 13.76%	*Victim of the news* Female- 37.6% Male- 15.5%	*Victim of the news* Female- 32.26% Male- 11.57%	*Victim of the news* Female- 25.52% Male- 12.38%	*Victim of the news* Female- 23.53% Male- 7.03%	*Victim of the news* Female- 20% Male- 8.24%
Family Identity Female- 30.2% Male- 8.86%	*Family Identity* Female- 28.3% Male- 10.32%	*Family Identity* Female- 27.86% Male- 5.48%	*Family Identity* Female- 22.41% Male- 10.62%	*Family Identity* Female- 20.22% Male- 10.27%	*Family Identity* Female- 18.4% Male- 10.77%
Voice of people Female quotation -20.53% Male quotation- 79.47%	*Voice of people* Female quotation- 19.8% Male quotation- 80.2%	*Voice of people* Female quotation- 22.25% Male quotation- 77.7%	*Voice of people* Female quotation- 15.33% Male quotation- 84.67%	*Voice of people* Female quotation- 18.27% Male quotation- 81.73%	*Voice of people* Female quotation- 19.86% Male quotation- 80.14%

Female Voxpop-21.52% Male Voxpop-78.48%	Female Voxpop-18.49% Male Voxpop-81.51%	Female Voxpop-23.76% Male Voxpop-74.24%	Female Voxpop-21.73% Male Voxpop-78.27%	Female Voxpop-19.33% Male Voxpop-80.67%	Female Voxpop-19.18% Male Voxpop-80.82%

Chart-18: Comparison between all quarterly findings

Observations

Many differences have been observed in monitoring during this quarter. Among them some are positive and some are negative Firstly the number of female spokespersons and experts have increased notably in every quarter. On the other hand the number of victims and female family identity is decreasing in every quarter. These are very positive sign that media are found active to make a gender balance in their news.

If we look at the negative trends of these quarter, we can see that, the number of female reporters are not increasing. They are confined in 9-11% as by-liners in every quarter. On the other hand the number of female presenters are increasing in every quarter. Female are not producing the news, but they are showing in presenting the news to attract the audience. Moreover female contribution in the 'gender of the first person' is decreasing in every quarter. Female direct quotation in newspapers and online portals and voxpops in television has decreased in the last three quarters.

News those Break Stereotypes—

1. Women are the entrepreneurs

The above news is about women entrepreneurs in *Jamuna Television*. The news was broadcasted in prime time bulletin of 23rd November, 2022. This was a 3 minutes 25 seconds long news and reported by a male reporter. This has challenged gender stereotype that only female must report women based news. The news was about women empowerment and a total of 9 voxpops has been taken in this news from female.

2. Women is the driver of Metrorail

Non-PRIMED Television channel *Bangla Vision* has showed in their news, a women is driving country's first Metrorail. This news clearly challenges gender stereotype as this has proved that women can do those tasks as those are traditionally specialized for man in the society. The news was also covered by other media outlets also.

3. Rising of women can build a prosperous Bangladesh

Non-PRIMED newspaper *Dainik Purbanchal* has published a news where Prime Minister of Bangladesh has emphasized that the rising of women can build a prosperous Bangladesh. The news is about women empowerment and development. This was a lead news of the front page of *Dainik Purbanchal* in 12th December 2022. The news clearly challenged the gender stereotype.

News those Promote Stereotypes—

1. Mother's Identity Ignored

The picture above is a news published in 26th December's PRIMED newspaper *Gramer Kagoj*. The news is about a male entrepreneur. He was identified only by his father's name. His mother's name was ignored in the news. This news promotes the common gender stereotype about family identity. Maximum times both male and female are identified by their husband or father's name. Mother or wife's name is ignored.

2. Women's voice are silent

The above news was broadcasted on Non-PRIMED television channel *Bangla Vision* on 29th October 2022. There was a speech of Education Minister of Bangladesh Dr. Dipu Moni. But the speech was silent and the visual was appeared only for 2-3 seconds. On the other hand other male minister's speech was broadcasted in full sound. This scenario depicts women's voices are silent in our media.

3. Women have no Identity of their own

জাতীয় গ্রিডে বিপর্যয়ের কারণে বিদ্যুতের পাশাপাশি পানি নিয়েও চরম সংকটের কথা জানাচ্ছেন ঢাকার বাসিন্দারা। বিদ্যুৎহীনতার মধ্যে বাসাবাড়িতে পানির সরবরাহ না থাকার ফলে দুর্ভোগে পড়েছেন বিভিন্ন এলাকার মানুষ। খাবার পানি থেকে শুরু করে রান্নাবান্না, গোসল আর নিত্যকার কাজে সংকটের মধ্যে পড়েছেন তারা। লিফট বন্ধ থাকায় উঁচু ভবনে উঠানামায়ও কষ্টের মুখোমুখি হয়েছে মানুষ। রাজধানীর মহাখালী এলাকার ক্ষুদ্র ব্যবসায়ী রতন শিকদার শান্ত থাকেন আবদুল্লাহপুরের বেড়িবাঁধ এলাকায়। দুপুরে তার স্ত্রী স্কুল থেকে ছেলেকে নিয়ে বাসায় ফিরে দেখেন বিদ্যুৎ আর পানি নেই। বাসায় ফিরে গরমে অতিষ্ঠ হয়ে ওঠেন শান্তর স্ত্রী ও দুই সন্তান। দীর্ঘ সময় বিদ্যুৎহীন থাকলে খাবার পানি কোথায় পাবেন সেই দুশ্চিন্তায় তারা। আশপাশের কোথাও থেকে অন্তত খাবার পানির ব্যবস্থা করতে স্ত্রীকে টেলিফোনে পরামর্শ দিয়েছেন বলে জানালেন শান্ত।

The above news was published in 5th October 2022 in Non-PRIMED newspaper *Dainik Purbanchal.* The news was about electricity disruption in Dhaka city. Here suffering of a man named Ratan Shikdar Shanto was quoted. But his wife's name was not there. She has been only identified by the word, *His wife* and their children were also identified as *His two children* instead of *her two children.* This news clearly promotes the common gender stereotypes of the society.

CONCLUSION & RECOMMENDATIONS

The findings of gender content monitoring in six selected media outlets in the country from 1st October-31st December were collected and analyzed for this study. According to the findings, women journalists are underrepresented in all forms of media. Women's participation in all media outlets is very low while compared to male reporters. And they are confined in 9-11% of total reporters in every quarter. Women's participation is particularly visible as presenters on television screens. And women presenters are increasing in every quarter. This contributes to the stereotyping of women's visibility. Women are seldom found as experts or spokespersons. But in this 6th quarterly monitoring, women spokespersons have increased. When women are portrayed as first persons in stories,generally they are portrayed as victims. But the trend of this six quarters are showing that, women victims are decreasing rapidly. Women are often identified by their father and husband's identity. The family role of women has decreased in the 6th quarterly monitoring. Women's voices are underreported in media. But in this 6th quarterly monitoring, women direct quotation have increased, on the other hand women voxpops have decreased slightly.

Recommendations

According to the above analysis and key findings, we can recommend some points to overcome the overall gender situation in media to draw attention of the media outlets and other relevant stakeholders. These are given below-

- Media outlets need to be increased to monitor news items to gather more data regarding gender portrayal of women in media.
- Journalists need to be trained by workshops or seminars regarding reporting about gender sensitive issues.
- Women participation in producing news can be increased.Female byline news in newspapers and online news portals should be practiced more.
- Taking female expert's opinion is highly recommended, especially when there are significant numbers of women experts are available. SACMID's Women Expert Directory can be useful in this respect.
- Media should avoid the common practice of identifying women by their husband's or father's names.
- Journalists can start using mother or wife's names too as media has responsibility to shape the society towards an equal living place for all.
- Media can also portray more challenging stereotyped stories where men and women are playing different role by breaking the old stereotypes like; women takes financial responsibility of her family or men are taking care of his children.
- Those stories should be highlighted where women are portrayed as leaders, change makers or players in any unconventional/exemplary role in the society.
- A gender media vocabulary book can be made for the media houses so that, they can use more gender sensitive words.
- Constant advocacy is needed with relevant stakeholders to share knowledge and learnings.

Sex of Reporter & Presenter

Sex of Reporter: Newspaper

Gender	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1: Female	3	1.32	0	0.00
Code 2 : Male	49	21.49	6	2.63
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	176	77.19	222	97.37
	228	100.00	228	100.00

Sex of Reporter: Online

Gender	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Female	9	3.85	1	0.43
Code 2 : Male	57	24.36	29	12.39
Code 3: Both	0	0.00	0	0.00
Code 4 : Not Identified/Mentioned	168	71.79	204	87.18
	234	100.00	234	100.00

Sex of Reporter: Television

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	15	6.91	9	4.05
Code 2 : Male	124	57.14	89	40.09
Code 3: Transgender	0	0.00	0	0.00
Code 4 : Not Applicable	78	35.94	124	55.86
	217	100.00	222	100.00

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Female	173	79.72	189	85.14
Code 2 : Male	44	20.28	33	14.86
Code 3: Transgender	0	0.00	0	0.00
Code 4 :Both	0	0.00	0	0.00

		217	100.00	222	100.00

Function of the First Person versus Sex of the First Person

Table 01: Function_1st_Person * Sex_1st_Person (Daily Gramer Kagoj)					
		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Function_1st_Person	Subject	16	89	0	105
	Spokesperson	17	65	0	82
	Expert	0	4	0	4
	Personal Experience	1	12	0	13
	Not Applicable	0	0	24	24
Total		34	170	24	228

Table 02: Function_1st_Person * Sex_1st_Person (Dainik Purbanchal)						
		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Function_1st_Person	Subject	26	64	3	0	93
	Spokesperson	32	71	1	0	104
	Expert	0	3	0	0	3
	Not Applicable	0	0	0	28	28
Total		58	138	4	28	228

Table 03: Function_1st_Person * Sex_1st_Person (Banglatribune.com)						
		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Function_1st_Person	Subject	28	66	0	0	94
	Spokesperson	12	91	1	0	104
	Expert	2	7	0	0	9
	Personal Experience	1	14	0	0	15
	Not Applicable	0	0	0	12	12
Total		43	178	1	12	234

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Table 04: Function_1st_Person * Sex_1st_Person (Jagonews24.com)						
		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Function_1st_Person	Subject	3	26	1	0	30
	Spokesperson	31	128	2	0	161
	Expert	0	4	0	0	4
	Personal Experience	2	4	0	0	6
	Not Applicable	0	0	0	33	33
Total		36	162	3	33	234

Table 05: Function_1st_Person * Sex_1st_Person (Jamuna TV)					
		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Function_1st_Person	Subject	9	21	0	30
	Spokesperson	27	73	0	100
	Expert	2	3	0	5
	Personal Experience	5	22	0	27
	Eye Witness	0	1	0	1
	Not Applicable	0	0	54	54
Total		43	120	54	217

Table 06: Function_1st_Person * Sex_1st_Person (Banglavision)					
		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Function_1st_Person	Subject	1	24	0	24
	Spokesperson	31	98	0	129
	Expert	0	4	0	4
	Personal Experience	3	15	0	18
	Eye Witness	1	1	0	2
	Not Applicable	0	0	44	44
Total		36	142	44	222

First Person Identified as Victim or Survivor versus Sex of the First Person

Table 07: Identified_As_1st_Person * Sex_1st_Person (Daily Gramer Kagoj)

		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Identified_As_1st_Person	Victim	11	24	0	35
	Neither Victim nor Survivor	23	146	0	169
	Not Applicable	0	0	24	24
Total		34	170	24	228

Table 08: Identified_As_1st_Person * Sex_1st_Person (Dainik Purbanchal)

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Identified_As_1st_Person	Victim	19	18	1	0	38
	Both	1	0	0	0	1
	Neither Victim nor Survivor	38	120	3	0	161
	Not Applicable	0	0	0	28	28
Total		58	138	4	28	228

Table 09: Identified_As_1st_Person * Sex_1st_Person (Banglatribune.com)

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Identified_As_1st_Person	Victim	15	17	0	0	32
	Survivor	1	0	0	0	1
	Neither Victim nor Survivor	27	161	1	0	189
	Not Applicable	0	0	0	12	12
Total		43	178	1	12	234

Table 10: Identified_As_1st_Person * Sex_1st_Person (Jagonews24.com)

		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Identified_As_1st_Person	Victim	1	8	0	0	9
	Survivor	0	0	1	0	1
	Neither Victim nor Survivor	35	154	2	0	191
	Not Applicable	0	0	0	33	33

Total		36	162	3	33	234

Table 11: Identified_As_1st_Person * Sex_1st_Person (Jamuna TV)					
		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Identified_As_1st_Person	Victim	6	1	0	7
	Neither Victim nor Survivor	37	118	0	155
	Not Applicable	0	1	54	55
Total		43	120	54	217

Table 12: Identified_As_1st_Person * Sex_1st_Person (Banglavision)					
		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Identified_As_1st_Person	Victim	1	7	0	8
	Both	0	0	1	1
	Neither Victim nor Survivor	35	135	0	170
	Not Applicable	0	0	43	43
Total		36	142	44	222

Family Role versus Sex of the First Person

Table 13: Family_Role_Given_1st_Person * Sex_1st_Person (Daily Gramer Kagoj)					
		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Family_Role_Given_1st_Person	Yes	10	33	0	43
	No	24	137	0	161
	Not Applicable	0	0	24	24
Total		34	170	24	228

Table 14: Family_Role_Given_1st_Person * Sex_1st_Person (Dainik Purbanchal)					
		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Family_Role_Given_1st_Person	Yes	17	31	0	0	48
	No	41	107	4	0	152
	Not Applicable	0	0	0	28	28
Total		58	138	4	28	228

Table 15: Family_Role_Given_1st_Person * Sex_1st_Person (Banglatribune.com)						
		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Family_Role_Given_1st_Person	Yes	12	24	0	0	36
	No	30	154	1	0	185
	Not Applicable	0	0	0	12	12
	4	1	0	0	0	1
Total		43	178	1	12	234

Table 16: Family_Role_Given_1st_Person * Sex_1st_Person (Jagonews24.com)						
		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Family_Role_Given_1st_Person	Yes	2	8	0	0	10
	No	34	154	3	0	191
	Not Applicable	0	0	0	33	33
Total		36	162	3	33	234

Table 17: Family_Role_Given_1st_Person * Sex_1st_Person (Jamuna TV)					
		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Family_Role_Given_1st_Person	Yes	4	2	0	6
	No	39	117	1	157
	Not Applicable	0	1	53	54
Total		43	120	54	217

Table 18: Family_Role_Given_1st_Person * Sex_1st_Person (Banglavision)					
		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Family_Role_Given_1st_Person	Yes	1	0	0	1
	No	35	141	1	177
	Not Applicable	0	1	43	44
Total		36	142	44	222

Direct Quotation versus Sex of the First Person

Table 19: Direct_Quotation * Sex_1st_Person (Daily Gramer Kagoj)		Sex_1st_Person			Total
		Female	Male	Not Applicable	
Direct_Quotation	Yes	16	79	0	95
	No	18	91	0	109
	Not Applicable	0	0	24	24
Total		34	170	24	228

Table 20: Direct_Quotation * Sex_1st_Person (Dainik Purbanchal)		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Direct_Quotation	Yes	16	40	2	0	58
	No	42	98	2	0	142
	Not Applicable	0	0	0	28	28
Total		58	138	4	28	228

Table 21: Direct_Quotation * Sex_1st_Person (Banglatribune.com)		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Direct_Quotation	Yes	25	122	1	0	148
	No	18	56	0	0	74
	Not Applicable	0	0	0	12	12
Total		43	178	1	12	234

Table 22: Direct_Quotation * Sex_1st_Person (Jagonews24.com)		Sex_1st_Person				Total
		Female	Male	Not Mentioned	Not Applicable	
Direct_Quotation	Yes	26	94	2	0	122
	No	10	68	1	0	79
	Not Applicable	0	0	0	33	33
Total		36	162	3	33	234

Number of VOXPOP (Television)

Character	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Number of VOXPOP Female	98	23.06	52	14.57
Number of VOXPOP Male	327	76.94	305	85.43
	425	100.00	357	100.00

Character of News

Character Wheel (Newspaper)

Character	Gramer Kagoj	Percentage %	Doinik Purbanchol	Percentage %
Code 1: Inspires me	1	0.44	4	1.75
Code2: Amuse me	34	14.91	4	1.75
Code 3: Educate Me	13	5.70	0	0.00
Code 4: Keep me on trend	0	0.00	1	0.44
Code 5: Update me	155	67.98	212	92.98
Code 6: Give me perspective	24	10.53	7	3.07
Total	228	100.00	228	100.00

Character Wheel (Online)

Character	Bangla Tribune	Percentage %	Jagonews24	Percentage %
Code 1: Inspires me	1	0.43	0	0.00
Code2: Amuse me	32	13.67	13	5.56
Code 3: Educate Me	4	1.71	0	0.00
Code 4: Keep me on trend	1	0.43	2	0.85
Code 5: Update me	141	60.26	174	74.36
Code 6: Give me perspective	55	23.50	45	19.23
Total	234	100.00	234	100.00

Character Wheel (Television)

Character	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Code 1: Inspires me	5	2.30	2	0.90
Code2: Amuse me	20	9.22	15	6.76
Code 3: Educate Me	2	0.85	2	0.90
Code 4: Keep me on trend	10	4.61	6	2.70
Code 5: Update me	169	77.88	190	85.59
Code 6: Give me perspective	11	5.07	7	3.15
Total	217	100.00	222	100.00

ABOUT SELECTED MEDIA OUTLETS

PRIMED

1. Jamuna Television (Television Channel - National)

This leading news channel is owned by one of the biggest business groups with an acquaintance of the parliamentary opposition party but there is no significant clash or conflict with the government. This TV channel is now being treated as the public interest generating media as it availed some sort of editorial autonomy comparing to others. It tries to conduct audience research with a dedicated media research team. But, due to the political restrictions and government guidelines, it does not have the scope to apply free editorial practices which led this to work in a balanced mode. Although a very good set of media professionals are working there, the corporate and political agendas of the owners and steering body don't allow them to create people's debate platforms. The online platform of this channel is also very popular among wider audience. Investigative reports on corruption, crime are well reputed in news time.

2. Bangla Tribune (Online News Portal - National)

The owner of this online news portal has a firm business background with several entrepreneurship

of media outlets. With a very sophisticated editorial value, this outlet got a different audience particularly educated one. Multi-dimensional news and write-ups with a very less political dominance made the contents more acceptable among its audience. It has diversity in cultural and inclusive issue-based story pitching rather than mass people's political interest. Besides, the editorial panel has some very efficient staff who have a keen eye to produce inclusive quality content. But again, to some extent this outlet is also aware of not challenging govt. sensitive issues which may create chaos in restrictions drawn by the ruling political power.

3. Gramer Kagoj (Newspaper – Regional)

Operated by one of the renowned journalists in Jashore district. It has a good editorial panel as it is the most prominent daily in the district. Politically neutral outwardly but supported by the local ruling leaders which made it careful in content production. People of this locality find their interests and expectations reflected through this house. So, it can be seen attempting to ensure minimal accountability of government bodies with gender inclusivity.

These three media houses were pre-selected from different genres, FPU and SACMID team have decided to take another three media houses from three types of media as 'control group' and monitor their content with the same tools, so by the end of the project it would be easy to understand the improvement of treatment group and validate the treatment activities. So, Team has brought another three media houses under monitoring activities as non -PRIMED sample. These are –

Non-PRIMED

1. Bangla Vision (Television Channel - National)

Bangla Vision is one of the popular Bengali language TV channels in Bangladesh that offers unbiased & comprehensive news and entertainment programs started from 2006.

2. JaagoNews24 (Online News Portal – National)

Jagonews24 is one of the most popular Bangla news portals in Bangladesh. The online news portal has started its operations with the commitment of fearless, investigative, informative and neutral journalism. The portal provides real time news update, using utmost modern technology since 2014. It also provides archive of previous news, and printing facility of the specific news items.

3. Dainik Purbanchal (Newspaper – Regional)

This is the biggest media house in Khulna (located in South West region of the country) with a circulation of 55,000 daily newspapers. Apparently, this house does not have any political affiliation as traditionally it is owned by a locally influential family. But, like other dailies, it also keeps an amicable relationship with local leaders and bureaucrats. Although it is a local news-based media house it has a good integration of national and international news. The contents reflect a relatively better editorial standard. Moreover, it plays the leading role of accountability in journalism in Khulna. Interest in producing public interest contents grew an audience base e.g., 36,517 people follow this newspaper on Facebook. About Selected Media outlets