GENDER CONTENT IN MEDIA

MONITORING &
ANALYSIS
JANUARY 2023
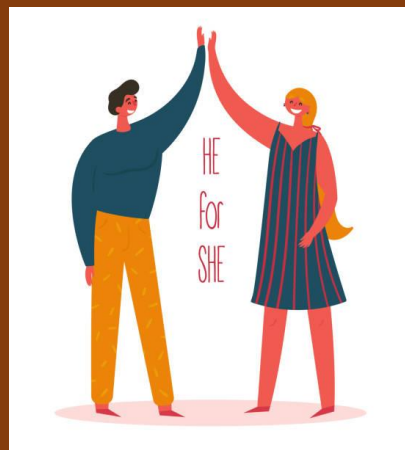
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INTRODUCTION

South Asia Centre for Media in Development (SACMID) is working on *gender in media* under PRIMED project from 1st April 2021. Under this project SACMID team is monitoring 6 Bangladeshi media on daily basis. The findings of these monitoring show that participation of women in media are very low in number than male. Male reporters are almost 10 times higher than female reporters in every quarter. Female are also neglected as spokesperson or experts in the news. Moreover most of the time women are presented as victims in the news. Female voices are also lower than male. But the situation is changing day by day as SACMID monitoring found that female spokesperson or experts are increasing in every quarter, but on the other hand female victims and family role are decreasing. The monthly report of January 2023 has found similar findings comparing to the previous monthly reports. This report revealed that women are the subjects of only 21.99% news stories. A total of 23.18% female interviewed in 6 media outlets as spokespersons during October 2023. On the other hand, 12.50% female were interviewed as experts in the same month. Men are more likely to be quoted than women in the media. Female voxpops are also very low in number than male voxpops.

SACMID is working under PRIMED[1] project with a vision to change this situation in media. PRIMED is a part of global consortium of BBC Media Action, FPU[2], International Media Support and Media Development Investment Fund, supported by FCDO. SACMID has been engaged in PRIMED project as a partner of FPU in Bangladesh from April 2021.

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[1] Protecting Interdependent Media for Effective Development
[2] Free Press Unlimited

METHODOLOGY & SAMPLING
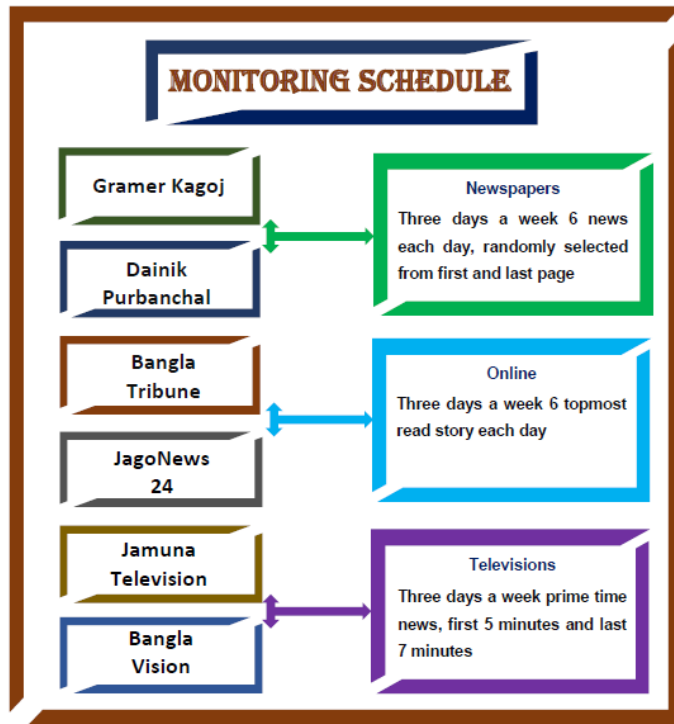
Objective: To investigate how different media of Bangladesh are representing gender in their news content.

Method: Mixed method (Quantitative and Qualitative) tools have been applied which 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 January – 31th January 2023

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 492 news have been monitored in the month of January 2023. Among them only 16 (12.12%) news were reported by the female reporters. Male have reported 116 (87.88%) news and rest of the 360 news have not by-lined or mentioned any reporter's name. Both female and male reporters have increased than the previous monthly monitoring report. Among these 16 news reported by female,

8 were reported by *Jamuna Television*, and 4 *by Bangla Vision* female reporters. Both *Gramer Kagoj and Bangla Tribune* have only 2 female reporters respectively. On the other hand *Dainik Purbanchal* and *Jagonews24.com* have not mentioned any female reporter's name.

Gender of the Reporter

Media Outlet	Female	Male
Gramer Kagoj	2	30
Dainik Purbanchal	0	0
Bangla Tribune	2	20
Jagonews24	0	12
Jamuna Tv	8	41
Bangla Vision	4	30
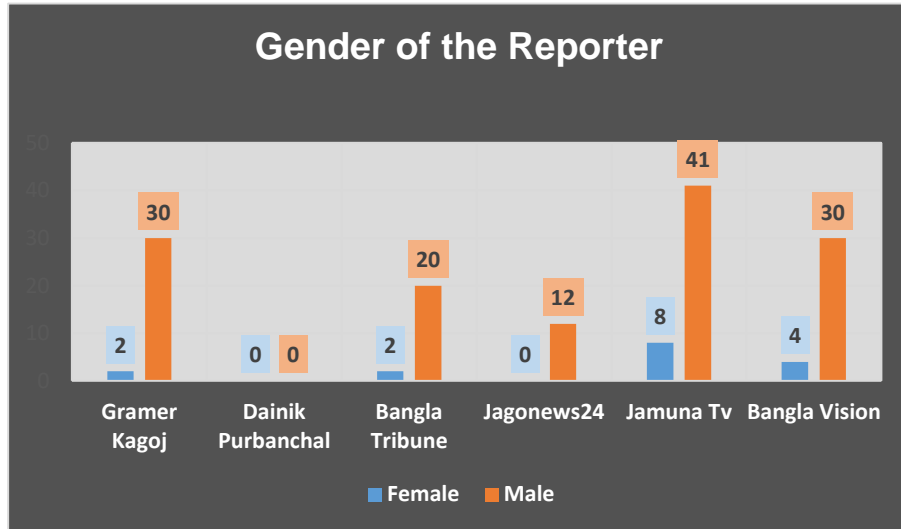
Chart 1: Gender of the reporter in various media outlets

Gender of the presenter

A total of 168 news have been monitored in the two television channels named *Jamuna television* and *Bangla Vision* in the month of January 2023. Among them 128 (76.19%) news were anchored by female presenters. On the other hand, only 40 (23.81%) news were anchored by male presenters.

Gender of the presenter

Channel	Male	Female
Jamuna television	6	74
Bangla Vision	34	54

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 tha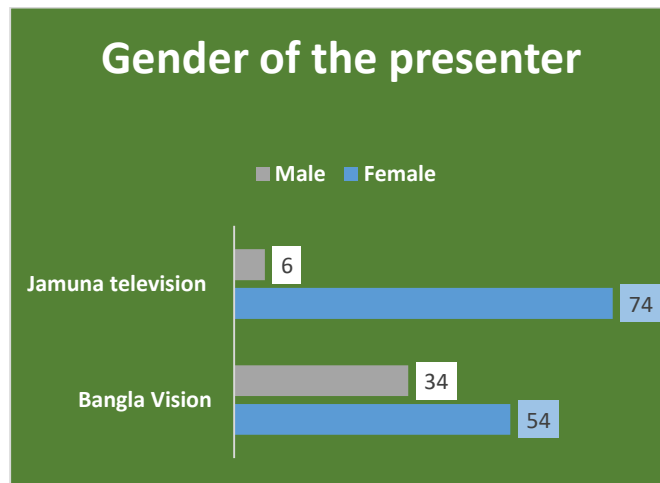t, among 492 news of January 2023, women were subjects in 31 (21.99%) news stories in all 6 media outlets, whereas male were subjects in 110 (78.01) news stories. While female were spokespersons in 51 (23.18%) news stories, male were the spokespersons in 169 (76.82%) news stories. The number of female spokespersons were decreased from the previous monthly monitoring. There were 2 (12.50%) women experts in January 2023, on the other hand, the number of male experts were 14 (87.50%). A total of 13 (28.89%) female and 32 (71.11%) males have shared their personal experiences in the news.
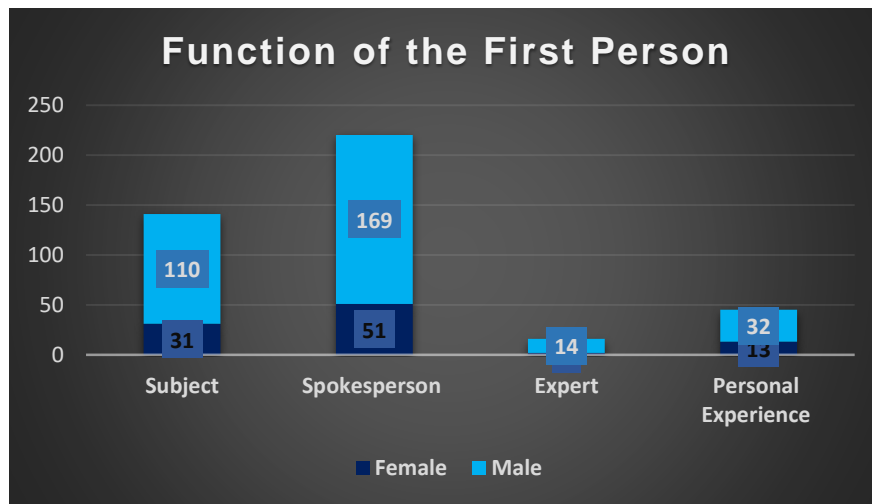
Chart 3: Function of 1st person in news story in various media outlets

Victims of the news

Women's participation is quite low as the first person of story. But whenever they were the first persons, in most of the times they were portrayed as victims. During January 2023, women were the first persons in 98 news stories. Out of these 98 news stories, female were the victims in 18 (18.37%) news stories. On the other hand, male were the victims in 30 (9.09%) stories out of 330 news stories.
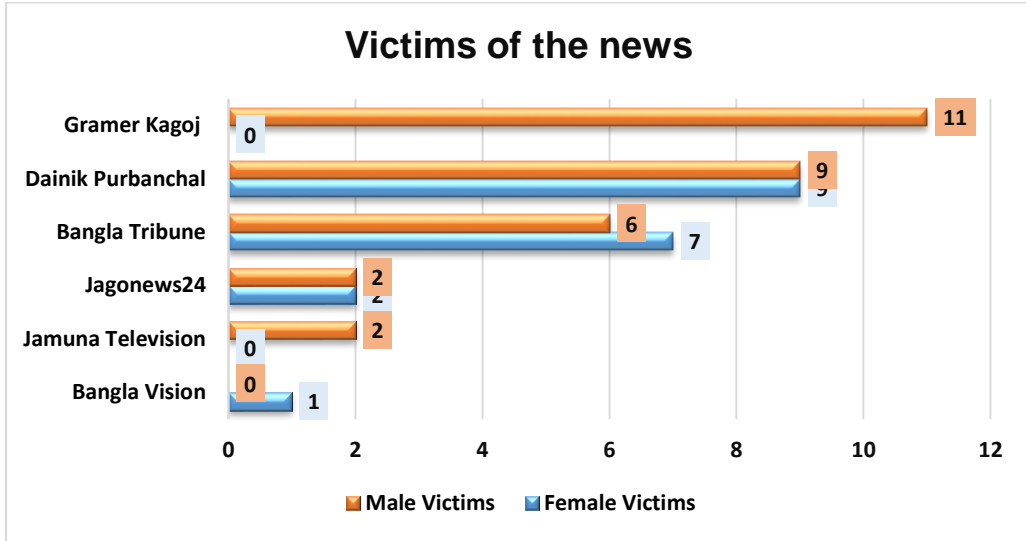
Chart 4: Victims of the news in various media outlets

Family Identity vs. Gender

It has been found in January 2023 that 24 (26.37%) women have been addressed or identified by their husband or father's name among 98 news, whereas 42 (12.73%) men in 330 news stories were identified by their family members. So it is evident that media are more willing to identify women by their family identity. Moreover women are identified by their husband or father's name. But men have not been identified by their mother or sister's name.
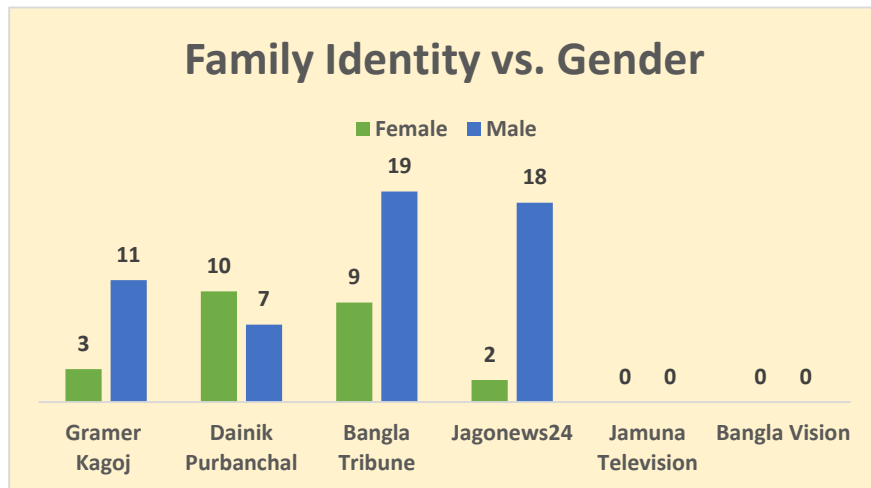
Chart 5: Family role vs. Gender in various media outlets

Voices of Women

Women voices are very important to achieve gender equality in the society. But voices of women are rarely heard in media. The findings of January 2023 revealed that, newspaper and online have used 35 (22.58%) direct quotations from female and 120 (77.42%) direct quotations of male. In television 62 (18.96%) female voxpops have been taken whereas Male voxpops were 265 (81.04%). Both female direct quotations and voxpops have increased in January 2023 than the previous monthly monitoring period.

Voices of Women

Male quotation 2 ■ **Female quotation**

- Jagonews24: Male 39, Female 13
- Bangla Tribune: Male 49, Female 7
- Dainik Purbanchal: Male 8, Female 7
- Gramer Kagoj: Male 24, Female 8
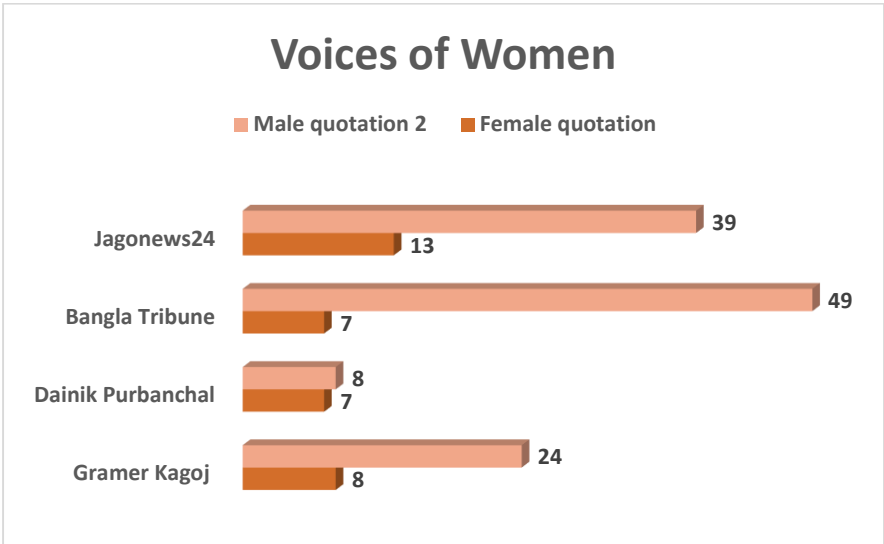
Chart 6: Direct quotations of Female in newspaper and online

Voxpops in TV

- Bangla Vision: Male 134, Female 36
- Jamuna television: Male 131, Female 26

■ **Female** ■ **Male**
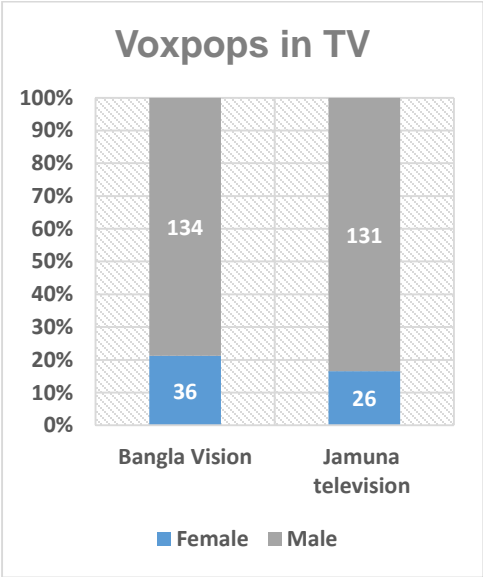
Chart 7: Number of voxpops in newspaper and online

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 492 news stories of January 2023, about 364 (73.98%) news have updated the readers and viewers. Only 16 (3.25%) news have kept them on trend, 57 (11.59%) news have given them perspectives and 36 (7.32%) news have amused the readers and the viewers. On the other hand, only 10 (2.03%) news have educated the readers and viewers and only 9 (1.83) 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	3	1	0	0	5	9
Amuse me	16	2	11	3	4	0	36
Educate me	7	0	2	1	0	0	10
Keep me on trend	0	0	0	0	6	10	16
Update me	45	73	50	59	66	71	364
Give me perspective	10	0	20	21	4	2	57
Total	78	78	84	84	80	88	492

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

Sex of the Reporter

Sex_Reporter (The Daily Gramer Kagoj)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	2	2.6	2.6	2.6
	Male	13	16.7	16.7	19.2
	Not Mentioned/Identified	63	80.8	80.8	100.0
	Total	78	100.0	100.0	

Sex_Reporter (Dainik Purbanchal)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Mentioned/Identified	78	86.7	100.0	100.0
Missing	System	12	13.3		
Total		90	100.0		

Sex_Reporter (Banglatribune.com)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	2	2.4	2.4	2.4
	Male	20	23.8	23.8	26.2
	Not Mentioned/Identified	62	73.8	73.8	100.0
	Total	84	100.0	100.0	

Sex_Reporter (Jagonews24.com)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	12	14.3	14.3	14.3
	Not Mentioned/Identified	72	85.7	85.7	100.0
	Total	84	100.0	100.0	

Sex_Reporter (Jamuna Television)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	8	8.7	10.0	10.0
	Male	41	44.6	51.3	61.3
	Not Mentioned/Identified	31	33.7	38.8	100.0
	Total	80	87.0	100.0	
Missing	System	12	13.0		
Total		92	100.0		

Sex_Reporter (Banglavision)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	4	4.0	4.5	4.5
	Male	30	30.0	34.1	38.6
	Not Mentioned/Identified	54	54.0	61.4	100.0
	Total	88	88.0	100.0	
Missing	System	12	12.0		
Total		100	100.0		

Sex of Presenter

Sex_of_Presenter (Jamuna Television)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	74	80.4	92.5	92.5
	Male	6	6.5	7.5	100.0
	Total	80	87.0	100.0	
Missing	System	12	13.0		
Total		92	100.0		

Sex_of_Presenter (Banglavision)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	54	54.0	61.4	61.4
	Male	34	34.0	38.6	100.0
	Total	88	88.0	100.0	
Missing	System	12	12.0		
Total		100	100.0		

Gender versus Function of First Person in News Story

Sex_1st_Person * Function_1st_Person Crosstabulation (The Daily Gramer Kagoj)

Count

		Function_1st_Person					Total
		Subject	Spokesperson	Expert	Personal Experience	Not Applicable	
Sex_1st_Person	Female	4	10	0	0	0	14
	Male	31	21	1	2	0	55
	Not Applicable	0	0	0	0	9	9
Total		35	31	1	2	9	78

Sex_1st_Person * Function_1st_Person Crosstabulation (Dainik Purbanchal)

Count

		Function_1st_Person					Total
		Subject	Spokesperson	Personal Experience	Eye Witness	Not Applicable	
Sex_1st_Person	Female	12	5	0	0	0	17
	Male	31	21	1	1	0	54
	Not Applicable	0	0	0	0	7	7
Total		43	26	1	1	7	78

Sex_1st_Person * Function_1st_Person Cross tabulation (Banglatribune.com)

Count

		Function_1st_Person	Total

		Subject	Spokesperson	Expert	Personal Experience	Not Applicable	
	Female	10	6	1	2	0	19
	Male	19	33	3	8	0	63
Sex_1st_Person	Not Mentioned	0	1	0	0	0	1
	Not Applicable	0	0	0	0	1	1
Total		29	40	4	10	1	84

Sex_1st_Person * Function_1st_Person Cross tabulation (Jagonews24.com)

Count

		Function_1st_Person					Total
		Subject	Spokesperson	Expert	Personal Experience	Not Applicable	
	Female	4	15	1	0	0	20
Sex_1st_Person	Male	11	41	2	2	0	56
	Not Applicable	0	0	0	0	8	8
Total		15	56	3	2	8	84

Sex_1st_Person * Function_1st_Person Cross tabulation (Jamuna Television)

Count

		Function_1st_Person						Total
		Subject	Spokesperson	Expert	Personal Experience	Eye Witness	Not Applicable	
	Female	0	3	0	8	1	0	12
	Male	6	32	3	9	3	0	53
Sex_1st_Person	Not Applicable	0	0	0	0	0	15	15
Total		6	35	3	17	4	15	80

Sex_1st_Person * Function_1st_Person Crosstabulation (Banglavision)

Count

		Function_1st_Person						Total
		Subject	Spokesperson	Expert	Personal Experience	Eye Witness	Not Applicable	
Sex_1st_Person	Female	1	12	0	3	0	0	16

	Male	12	21	5	10	1	0	49
	Not Applicable	0	0	0	0	0	23	23
Total		13	33	5	13	1	23	88

Gender versus First Person Identified as Victim or Survivor

Sex_1st_Person * Identified_As_1st_Person Cross tabulation (The Daily Gramer Kagoj)

Count

		Identified_As_1st_Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
Sex_1st_Person	Female	0	14	0	14
	Male	11	44	0	55
	Not Applicable	0	0	9	9
Total		11	58	9	78

Sex_1st_Person * Identified_As_1st_Person Cross tabulation (Dainik Purbanchal)

Count

		Identified_As_1st_Person				Total
		Victim	Both	Neither Victim nor Survivor	Not Applicable	
Sex_1st_Person	Female	9	2	6	0	17
	Male	9	0	45	0	54
	Not Applicable	0	0	0	7	7
Total		18	2	51	7	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	12	0	19
	Male	6	57	0	63

	Not Mentioned	0	1	0	1
	Not Applicable	0	0	1	1
Total		13	70	1	84

Sex_1st_Person * Identified_As_1st_Person Cross tabulation (Jagonews24.com)

Count

		Identified_As_1st_Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
	Female	2	18	0	20
Sex_1st_Person	Male	2	54	0	56
	Not Applicable	0	0	8	8
Total		4	72	8	84

Sex_1st_Person * Identified_As_1st_Person Cross tabulation (Jamuna Television)

Count

		Identified_As_1st_Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
	Female	0	12	0	12
Sex_1st_Person	Male	2	51	0	53
	Not Applicable	0	0	15	15
Total		2	63	15	80

Sex_1st_Person * Identified_As_1st_Person Cross tabulation (Banglavision)

Count

		Identified_As_1st_Person			Total
		Victim	Neither Victim nor Survivor	Not Applicable	
	Female	1	15	0	16
Sex_1st_Person	Male	0	48	1	49
	Not Applicable	0	0	23	23
Total		1	63	24	88

Gender versus Family Role

Sex_1st_Person * Family_Role_Given_1st_Person Cross tabulation (The Daily Gramer Kagoj)

Count

		Family_Role_Given_1st_Person			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	3	11	0	14
	Male	10	45	0	55
	Not Applicable	0	0	9	9
Total		13	56	9	78

Sex_1st_Person * Family_Role_Given_1st_Person Cross tabulation (Dainik Purbanchal)

Count

		Family_Role_Given_1st_Person			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	10	7	0	17
	Male	18	36	0	54
	Not Applicable	0	0	7	7
Total		28	43	7	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	9	10	0	19
	Male	10	53	0	63
	Not Mentioned	0	1	0	1
	Not Applicable	0	0	1	1

Total		19	64	1	84

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	2	18	0	20
	Male	4	52	0	56
	Not Applicable	0	0	8	8
Total		6	70	8	84

Sex_1st_Person * Family_Role_Given_1st_Person Cross tabulation (Jamuna Television)

Count

		Family_Role_Given_1st_Person		Total
		No	Not Applicable	
Sex_1st_Person	Female	12	0	12
	Male	53	0	53
	Not Applicable	1	14	15
Total		66	14	80

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	16	0	16
	Male	48	1	49
	Not Applicable	0	23	23
Total		64	24	88

Gender versus Direct Quotation

Sex_1st_Person * Direct_Quotation Cross tabulation (The Daily Gramer Kagoj)

Count

		Direct_Quotation			Total
		Yes	No	Not Applicable	
Sex_1st_Person	Female	8	6	0	14

		Yes	No		0	55
	Male	24	31		0	55
	Not Applicable	0	0		9	9
Total		32	37		9	78

Sex_1st_Person * Direct_Quotation Cross tabulation (Dainik Purbanchal)

Count

		Direct_Quotation			Total
		Yes	No	Not Applicable	
	Female	7	10	0	17
Sex_1st_Person	Male	8	46	0	54
	Not Applicable	0	0	7	7
Total		15	56	7	78

Sex_1st_Person * Direct_Quotation Cross tabulation (Banglatribune.com)

Count

		Direct_Quotation			Total
		Yes	No	Not Applicable	
	Female	7	12	0	19
	Male	49	14	0	63
Sex_1st_Person	Not Mentioned	1	0	0	1
	Not Applicable	0	0	1	1
Total		57	26	1	84

Sex_1st_Person * Direct_Quotation Cross tabulation (Jagonews24.com)

Count

		Direct_Quotation			Total
		Yes	No	Not Applicable	
	Female	13	7	0	20
Sex_1st_Person	Male	39	17	0	56
	Not Applicable	0	0	8	8
Total		52	24	8	84

Number of Voxpop (Television)

Gender	Jamuna TV	Percentage %	Bangla Vision	Percentage %
Number of VOXPOP Female	36	21.18	26	16.56
Number of VOXPOP Male	134	78.82	131	83.44
	170	100.00	157	100.00

Character of News

News_Character (The Daily Gramer Kagoj)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amuse Me	16	20.5	20.5	20.5
	Educate Me	7	9.0	9.0	29.5
	Update Me	45	57.7	57.7	87.2
	Give Me Perspective	10	12.8	12.8	100.0
	Total	78	100.0	100.0	

News_Character (Dainik Purbanchal)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Inspire Me	3	3.3	3.8	3.8
	Amuse Me	2	2.2	2.6	6.4
	Update Me	73	81.1	93.6	100.0
	Total	78	86.7	100.0	
Missing	System	12	13.3		
Total		90	100.0		

News_Character (Banglatribune.com)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Inspire Me	1	1.2	1.2	1.2
	Amuse Me	11	13.1	13.1	14.3
	Educate Me	2	2.4	2.4	16.7
	Update Me	50	59.5	59.5	76.2
	Give Me Perspective	20	23.8	23.8	100.0
	Total	84	100.0	100.0	

News_Character (Jagonews24.com)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amuse Me	3	3.6	3.6	3.6
	Educate Me	1	1.2	1.2	4.8
	Update Me	59	70.2	70.2	75.0
	Give Me Perspective	21	25.0	25.0	100.0
	Total	84	100.0	100.0	

News_Character (Jamuna Television)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amuse Me	4	4.3	5.0	5.0
	Trendy Topic	6	6.5	7.5	12.5
	Update Me	66	71.7	82.5	95.0
	Give Me Perspective	4	4.3	5.0	100.0
	Total	80	87.0	100.0	
Missing	System	12	13.0		
Total		92	100.0		

News_Character (Banglavision)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amuse Me	5	5.0	5.7	5.7
	Trendy Topic	10	10.0	11.4	17.0
	Update Me	71	71.0	80.7	97.7

	Give Me Perspective	2	2.0	2.3	100.0
	Total	88	88.0	100.0	
Missing	System	12	12.0		
Total		100	100.0		