

# आंकड़ा

# MEDIAWATCH

## GLOBAL MEDIA MONITORING PROJECT Women's Participation in the News

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निवाडा घेताना हीच सध्या  
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# **MEDIAWATCH**

**GLOBAL MEDIA MONITORING PROJECT  
Women's Participation in the News**

Published by

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in the Media (MediaWatch) Inc.

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Botswana

## NZ woman's quick exit

New Zealand

**WOMAN** who was on the way to a party in a New Zealand town yesterday, a few minutes after the earthquake struck, managed to escape the area without any harm.

She was on the way to a party in a New Zealand town yesterday, a few minutes after the earthquake struck, managed to escape the area without any harm.

...building forced around her.

...took them a long time to get to the door. All their furniture and cabinets had just fallen over and shattered the doorway," she said.

After they had escaped from the building, she said, she and her husband were in a state of shock and confusion.

...and just wanted to get away from there.

...her husband sat over and snapped in half.

...Anxiety (the strain) she found was instant bottle of brandy.

...I'm still here drinking a brandy at the moment," she said.

...I'm just still really in a bit of shock. I've been trying to busy cleaning up. I don't want to think about it. I'm shaking."

...A first secretary at the New Zealand Consulate in Tokyo yesterday said she had been told that a New Zealand woman had escaped the area without any harm.

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...and all the glassware has been shattered in unnumbered quantities. Everything had a shatter every-thing was thrown out of the room and just wanted to get away from there.

...my apartment I can't see any major damage...but there are lots of newspapers lying scattered to Japan.

...A 17-year-old school student in Dunedin, New Zealand, said a (journalist) was

# THE IRISH TIMES

DUBLIN, WEDNESDAY, JANUARY 18, 1995

Property  
in for  
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Bill Gates digitises  
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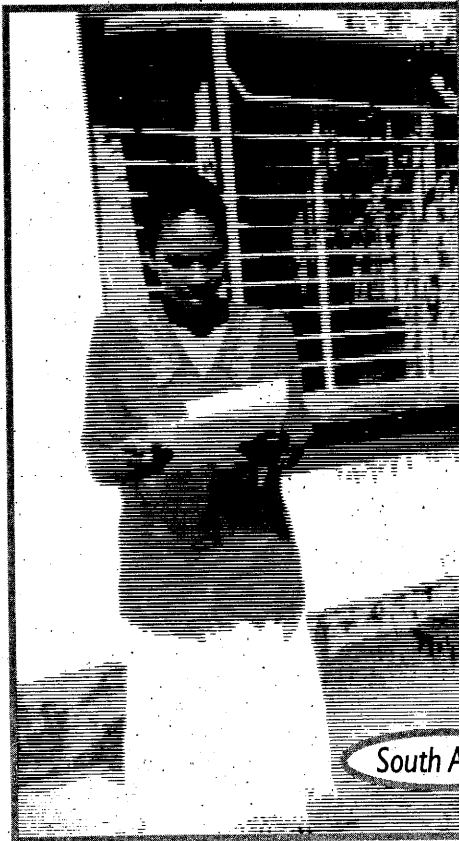
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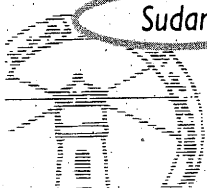
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# Introduction

In February, 1994 at the *Women Empowering Communication Conference* in Bangkok, Thailand, Sylvia Spring facilitated a workshop on media monitoring on behalf of MediaWatch, Canada. During the workshop, the idea for an international day of monitoring was born and over 30 women from as many countries indicated such interest in the project that it was eventually included in the conference declaration.

MediaWatch, Canada continued the momentum built in Bangkok by taking up the challenge of coordinating this ground breaking initiative – the *Global Media Monitoring Project* – the aims of which were to build solidarity, create media awareness and encourage media monitoring skills on an international level.

MediaWatch contacted hundreds of individuals and organizations to seek their commitment in coordinating the project for their countries. Over 80 countries agreed to participate. Erin Research, Inc. was contracted to design the research, prepare the *News Monitoring Guide* and research instruments, analyze the data and write the research report. The guide and coding instruments were pilot tested in June, 1994 in Argentina, India, Japan and the Netherlands.

The revised *News Monitoring Guide* and coding grids were distributed to all the participating countries and on January 18, 1995 hundreds of volunteers around the world monitored their news media – television, radio and daily newspapers – for the representation and portrayal of women. We consulted with our coordinators regarding the choice of January 18th as an “ordinary” day of monitoring which would not interfere with any holidays. On January 17, an earthquake in Kobe, Japan and an avalanche in Iceland made it difficult for volunteers in those countries to participate in the project.

The fact that they did carry through with the monitoring is a testament to their level of commitment.

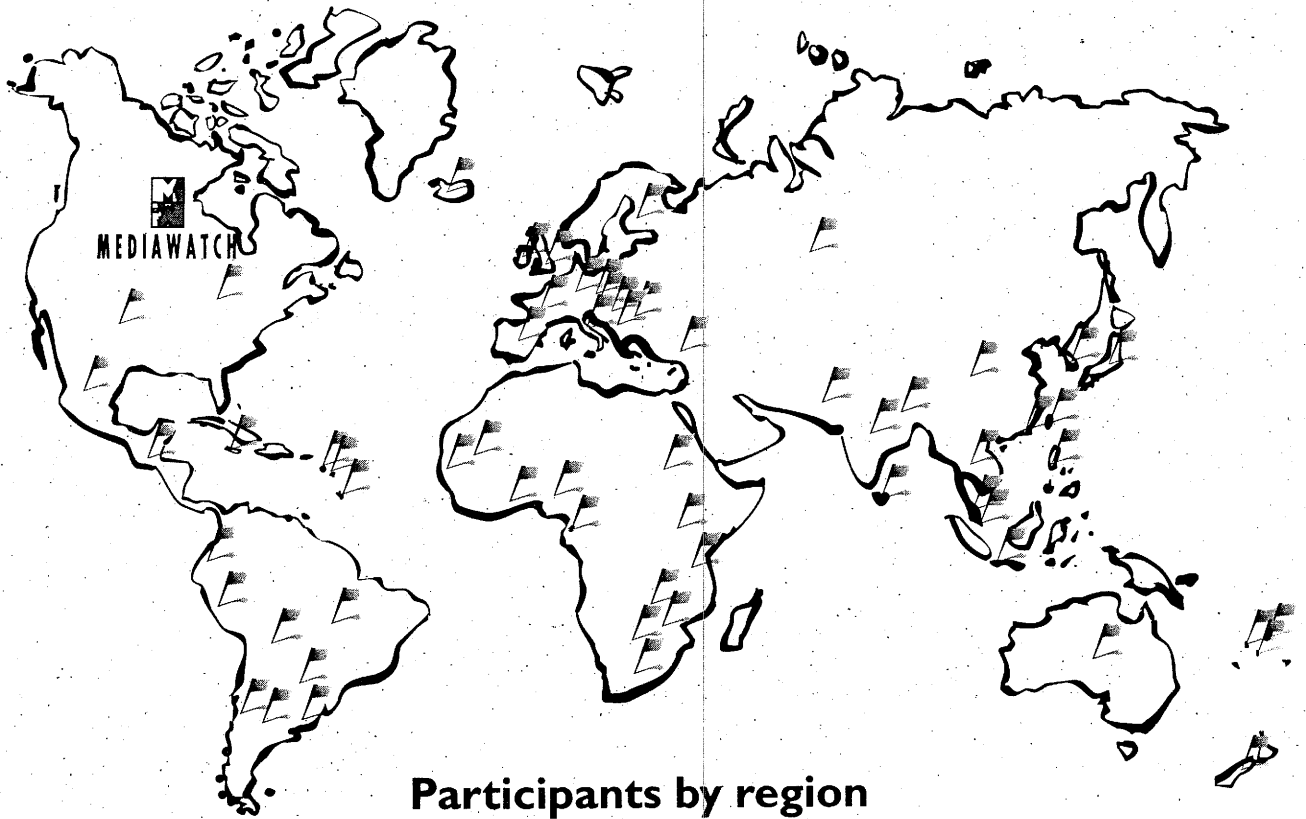
In the end, 71 countries sent back more than 49,000 data records for analysis. The result is the following document – a global picture of women in the news in 1995 and a benchmark for future monitoring.

Our hope is that this project will lay the seeds for future monitoring projects on a local or regional level as well as foster further global cooperation. If the time and effort contributed by the many volunteers around the world is any indication, we are sure that this important work will continue.

*Josie Marchese,  
Project Manager*

*Meg Hogarth,  
Executive Director*





**Participants by region**

Asia

- Hong Kong
- Indonesia
- Japan
- Korea
- Malaysia
- People's Republic of China
- Philippines
- Singapore
- Taiwan
- Thailand

South Asia

- India
- Nepal
- Pakistan
- Sri Lanka

Africa

- Botswana
- Cameroon
- Ghana
- Mauritius
- Nigeria
- Senegal
- South Africa
- Sudan
- Tanzania
- Uganda
- Zambia
- Zimbabwe

Middle East

- Israel
- Lebanon
- Turkey

Eastern Europe

- Bulgaria
- Croatia
- Czech Republic
- Hungary
- Lithuania
- Romania
- Russia
- Slovak Republic
- Slovenia

Western Europe

- Austria
- Belgium
- England
- Finland
- France
- Germany
- Iceland
- Ireland
- Italy
- Netherlands
- Spain
- Switzerland

North America

- Canada
- U.S.A.

Central America, Caribbean

- Barbados
- Guatemala
- Jamaica
- Mexico
- St. Lucia
- Trinidad

South America

- Argentina
- Bolivia
- Brazil
- Chile
- Ecuador
- Paraguay
- Peru
- Uruguay

South Pacific

- Australia
- Fiji
- New Zealand
- Vanuatu
- Western Samoa

12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20



Presentata la lista dei ministri

Italy

# Dini tier

## Il premier rassicura

Roma — Al Quirinale c'è l'agitazione di una sala patita nel momento di una decisione terribile, davanti al rischio più grande: come comportarsi a un'uscita avvolta? L'agitazione non contagia però il chirurgo, che resta calmo. Per questo, si, molto preoccupato. Ma fermo nella decisione, il governo deve sapere, indistinto, non di torna. E lui, il presidente Cossiga, è costretto più freddo di tutti, mentre la pressione sale e tutti guardano ai posti di crisi.

mo consiglio dei ministri presieduto da Dini. Il Cavaliere suggerisce almeno l'obiettivo minimo che si era prefisso: scongiurare un governo elettorale presieduto dal Cavaliere. In preannunciazione di Scalfaro, nella giornata che ha visto i fatti di cronaca, il presidente ha rassicurato Dini (una delle ineditate mosse di Cossiga) che non tornerà da vari giorni.



Trinidad



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Nigeria

development of small island developing states took place in Barbados and the International Conference on Population and Development took place in Cairo, Egypt. These conferences are not just being organized by the United Nations and their officials, but also by the heads of government of the states.

any one can not forget to remember its own declining needs.

The fact that women are denied access to productive resources and capital income make them tend to depend

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## WOMAN'S OWN



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Written by Judith Ughu

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The women's political as systematic.

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After the exam



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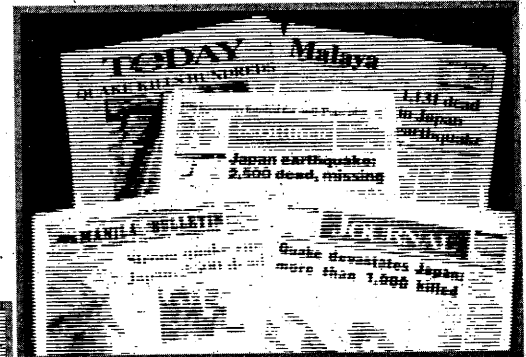
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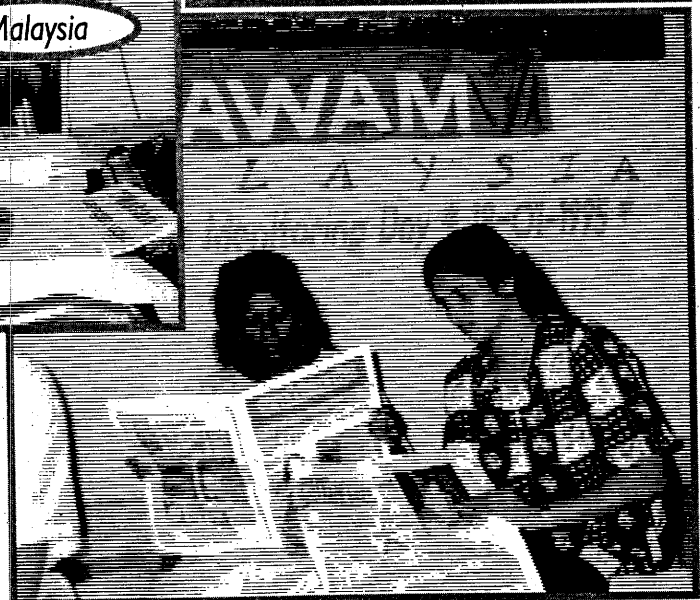
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## SECTION 1

### Purpose

It is apparent to any observer that the news media portray women and men differently. It is also apparent that the situation is changing. The *Global Media Monitoring Project* documents the situation at one point in time, January 18 1995. In so doing it provides quantitative definition to the role and image of women in the world's radio, television and newspapers. Its purpose is threefold:

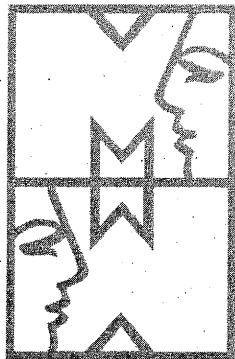
- Create a database on the participation and portrayal of women in the world's news media: newspapers, radio and television.

- Provide women and others around the world with a tested and refined research instrument which they can apply to their own context in the future.
- Establish a benchmark which different regions of the world can use to see themselves in a global context, and which will serve as a standard for measuring future change.

The *Global Media Monitoring Project* represents the most extensive survey of the portrayal of women in news that has been undertaken to date.

## SECTION 2

## History of the project

**February 1994**

The plan for an international study of women in the world's news media evolved at the *Women Empowering Communication* conference in Bangkok, Thailand, and became a resolution of that conference. Canadian representatives volunteered to take the lead role in implementing the resolution.

**March – May 1994**

MediaWatch approached Erin Research Inc. to design and direct an independent research study:

- MediaWatch would establish a network of volunteer participants in countries around the world;
- Erin Research would design a monitoring system that people who were not professional researchers could effectively implement, and then analyze the data and prepare a research report.

**June – September 1994**

A pilot version of the research instruments was tested by groups in Argentina, India, Japan and The Netherlands.

MediaWatch continued to engage participants around the world.

**October 1994**

Revisions to the draft research materials were made on the basis of the pilot test, and a 32-page *News Monitoring Guide* containing the complete instructions and research instruments was produced.

**November 1994**

The *Guide* was distributed by MediaWatch to participating countries approximately two months prior to the *Global Media Monitoring Day*, January 18 1995. This allowed participants time to acquaint themselves with the materials, resolve any difficulties, and undertake translation where necessary.

**January 18 1995*****Global Media Monitoring Day.*****January – July 1995**

Data, photographs, and other materials returned by 71 countries were analyzed, and the report was prepared.

**September 1995**

The final report of the *Global Media Monitoring Project* was released at the United Nations Fourth World Conference on Women, Beijing, People's Republic of China.

MediaWatch approached Erin Research Inc. to design a methodologically sound research project and to produce an independent, rigorous and objective report of the results.

Erin Research is an internationally recognized leader in the analysis of social issues in the media. The principals, Ms Kasia Seydegart and Dr. George Spears, have examined media portrayal of social roles and political events in more than 40 major analyses conducted for broadcasting networks, regulatory agencies, and private organizations.

## SECTION 3

# Method

### News Monitoring Guide

The *News Monitoring Guide* that was provided to each country set out:

- Instructions for selecting a sample of news programs for coding;
- Procedures for taping radio and television programs;
- Procedures for coding;
- Examples of coded news stories.

An outline of these procedures follows.

### Sample selection

The sample of news material was selected by the participants in each country. The *News Monitoring Guide* provided the following guidelines:

- Select news programs only (not documentaries, sports programs or entertainment);
- Try to code at least two radio programs, two television programs, and two newspapers per country. Code the entire radio and television newscasts, and the main news page of each newspaper (that is, the first page in most countries). News stories that begin on the main news page and continue on other pages are coded in their entirety.
- Choose major newscasts and newspapers – those with the largest audiences.
- Keep a balance that is appropriate for your country between daytime and evening programs, national and regional newscasts, and programs by private and public or government broadcasters.

### Method of coding

All radio and television programs were taped and later coded. There is a considerable amount of information to be recorded about each person and each news story, and recording the information typically requires listening to or watching the story several times. Coders were advised to work in pairs or groups to ensure accuracy, and to re-check their work when finished.

Each news story is recorded as a separate unit. Each journalist and each interviewee who appears in the story is described on a separate line of the coding sheet. The numeric codes and their definitions are described in the *News Monitoring Guide*.

The example below shows a news story with one reporter and two interviewees. The story is about politics (subject = 11), and it is national in scope (scope = 2). The journalist is an anchor (role = 1) and is female (gender = 1). The first interviewee is a man (gender = 2) whose age appears to be between 35 and 49 years (age = 5). The second interviewee is a woman (gender = 1) of age 25 to 34 years (age = 4). The coding systems used in the project contained approximately 30 different variables, of which six are shown here.

Information about:	the news story		journalists		interviewees	
	Subject	Scope	Role	Gender	Gender	Age
Journalist	11	2	1	1		
1st Interviewee					2	5
2nd Interviewee					1	4

---

*The purpose of weighting is simply to represent each country in proportion to the size of its population, rather than in proportion to the amount of data it contributed.*

---

## Accuracy

With so many people involved in assembling the data, the translation into dozens of languages, etc., there is an opportunity for inconsistencies in the data to arise. As well, the volunteers in this project did not enjoy the opportunity that researchers in most media analyses have to communicate with others and resolve problems.

Because of the unusual challenges associated with a global research project, the coding sheets were carefully examined to identify possible errors or inconsistencies. In general, the great majority of material seems to be carefully and correctly coded.

It is apparent from examining a coding sheet whether the basic principles of coding have been followed. Each separate news story must be accompanied by subject and scope-of-story codes; a data record describing a journalist cannot include information designating an interviewee, and so on. "Structural" errors such as this type indicate that coding was not carried out in the intended manner; when apparent errors of this nature occurred, the data were excluded from the analysis.

Any lack of understanding of the coding system could also result in impossible or unlikely combinations of codes; for example, people in professional occupations under the age of 12 years. Data were checked for such unlikely combinations, and the incidence was well under one half of one percent of all codes.

A positive indication that work was done correctly is that out-of range codes were minimal, i.e., participants used only the codes appropriate for the variable in question.

In sum, less than one-half of one percent of the data returned was considered questionable and omitted from the analysis.

## Reporting of results

Results are described in three ways:

- For the global sample as a whole;
- By ten regions of the world (East Asia, South Asia, Africa, Middle East, Eastern Europe, Western Europe, North America, Central

America and the Caribbean, South America South Pacific);

- By each of three news media: newspapers, radio, and television.

Results are not presented for individual countries. While national results would be interesting, the number of news stories, journalists, and interviewees from many countries is relatively small, and results based on these samples may not be truly representative of the country's media. Presenting results by region ensures more widely-based and therefore more representative results.

## Weighting

Ideally, each country would provide data in proportion to its size – larger countries more data, smaller countries less. In fact, some large countries provided little data and some smaller countries a great deal.

The data are weighted in order to correct this. The purpose of weighting is simply to represent each country in proportion to the size of its population, rather than in proportion to the amount of data it contributed. This allows a more realistic assessment of the global situation.

Data from countries that provided little information in proportion to their size are given larger weights, greater than 1.0, and data from countries that contributed a great deal of information in proportion to their size are given weights less than 1.0. Extremely large or small weights can cause problems, large weights because they may multiply a small sample of data that is not truly representative of the country in question, small weights because they minimize the contribution of groups that have worked hard to make the project a success. Accordingly, the maximum weight assigned was 4 and the minimum 0.25. For the majority of countries participating, the calculated weights fell between 0.25 and 4.0, so that no arbitrary cap was required.

Weights were calculated separately for newspaper, radio, and television samples. Weights are calculated so that the total weighted number of cases is equal to the unweighted

number of cases. Countries that did not participate in the project were excluded from the calculation of weights.

Weighting has very little effect on the major results of the study. For example, the overall proportion of female interviewees is 17 percent in the weighted data, and 18 percent in the unweighted data. The difference reflects the fact that some countries in which there was a relatively large proportion of female interviewees contributed more data than other countries with fewer female interviewees.

Weights were calculated for each country participating in the study, rather than for regions. When results are presented by regions of the world, the weighting may not accurately reflect the population of that region. When a large proportion of the countries in a region participated in the survey (e.g., North America and Western Europe), there is a relatively large amount of material from that region. When a small proportion of the countries in a region participated (e.g., Eastern Europe and Africa), the amount of material from these regions is smaller.

### **Limitations of the sample**

While the sample of news material represented in this survey is very large, representing more than 15,000 news stories from 71 countries, it has several limitations that should be kept in mind when considering the results.

Because the sample relied on volunteer efforts, various countries produced differing amounts of data. Weighting corrects this in part, but because of the constraints mentioned earlier, weighting does not fully compensate for the exceptionally large or exceptionally small amounts of data received from some

countries. The most obvious gap in the data is the People's Republic of China, which is only represented by a token amount of data despite having one-fifth of the world's population.

The sample does contain similar amounts of material from newspapers, radio and television, however the balance among these media is not identical in each region of the world. The North American sample, for example, contains a relatively high proportion of television data (47 percent of stories are from television) while the South Asian sample contains an equally high proportion of radio stories, 47 percent. Because women are represented differentially in various media (e.g., there are fewer women in newspapers than on television), certain results may differ from those obtained in an ideal sample.

Finally, an exact error of measurement cannot be readily established for the data. In content analysis, this is usually calculated by means of a reliability test, in which different people code the same material. By comparing the two codings, a margin of error can be calculated. Logistical constraints of time, money, language and distance prevented formal reliability testing in this project. While the data appear to be "clean" – indeed the data appear of comparable accuracy to data produced by trained and experienced researchers – there is necessarily some small error of measurement associated with the results.

Despite these limitations, this survey remains the most extensive global research of gender in news media available today. While an ideally constructed sample might produce results that depart in fine detail from the present study, it would not likely differ in its overall findings and conclusions.

---

*Despite these limitations, this survey remains the most extensive global research of gender in news media available today.*

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## SECTION 4

# Database

Seventy-one countries returned coded data from one, two, or three news media. Table I shows the number of coded data records returned by each country. Some data records contain information about news stories, (e.g., they describe the subject of the story), some records contain information about people in the story, (they describe journalists or interviewees), and some records contain both. The 49,000 data records represent information on more than 40,000 journalists and interviewees who appeared in more than 15,000 news stories.

The country totals in Table I represent the raw, unweighted number of data records returned. The results reported in following sections are weighted to give each country a status that more closely reflects the size of its population. For example, South Korea contributed slightly more data than its population warrants, and so its 1,473 actual records are weighted by 0.77 to produce the 1,178 records that appear in reported results. Ghana contributed one-half of the data that its population dictates, and so its 270 actual records are weighted by 2.0 to produce 540 records for analysis. Data from certain countries such as Mexico and Argentina are almost unchanged by weighting, as the proportions of data they contributed are near the proportions of the population in those countries.

The global sample represents all of the world's major population centres with the notable exception of The People's Republic of China.

### I. Data returned by participating countries

Country	Newspaper	Radio	TV	Records*
<b>Asia</b>				
Hong Kong	✓	✓	✓	266
Indonesia	✓	✓	✓	222
Japan	✓	✓	✓	310
Korea	✓		✓	1,473
Malaysia	✓	✓	✓	709
People's Republic of China	✓			41
Philippines	✓			150
Singapore	✓	✓	✓	435
Taiwan	✓		✓	432
Thailand	✓	✓	✓	339
<b>South Asia</b>				
India	✓	✓	✓	2,028
Nepal	✓			261
Pakistan	✓	✓		177
Sri Lanka	✓	✓	✓	288
<b>Africa</b>				
Botswana	✓	✓		29
Cameroon	✓	✓	✓	217
Ghana	✓	✓	✓	270
Mauritius	✓			50
Nigeria	✓	✓	✓	205
Senegal	✓	✓	✓	321
South Africa	✓	✓	✓	270
Sudan	✓	✓	✓	53
Tanzania	✓		✓	57
Uganda	✓	✓		6
Zambia		✓	✓	15
Zimbabwe	✓	✓	✓	129

\* Records is the total number of data records submitted by the country. A data record describes a news story, or a journalist/interviewee, or both.

## GLOBAL MEDIA MONITORING PROJECT, 1995

Country	Newspaper	Radio	TV	Records*
<b>Middle East</b>				
Israel	✓	✓	✓	927
Lebanon	✓	✓	✓	135
Turkey	✓	✓	✓	461
<b>Eastern Europe</b>				
Bulgaria	✓			18
Croatia	✓			38
Czech Republic	✓		✓	29
Hungary	✓	✓	✓	406
Lithuania	✓	✓		59
Romania	✓	✓	✓	1,009
Russia	✓		✓	215
Slovak Republic	✓	✓	✓	227
Slovenia	✓		✓	287
<b>Western Europe</b>				
Austria	✓	✓	✓	15
Belgium	✓	✓	✓	446
England	✓	✓	✓	735
Finland	✓	✓	✓	615
France	✓		✓	412
Germany	✓	✓	✓	2,488
Iceland	✓	✓	✓	216
Ireland	✓	✓		406
Italy	✓	✓	✓	2,700
Netherlands	✓	✓	✓	837
Spain	✓	✓	✓	1,422
Switzerland	✓		✓	567

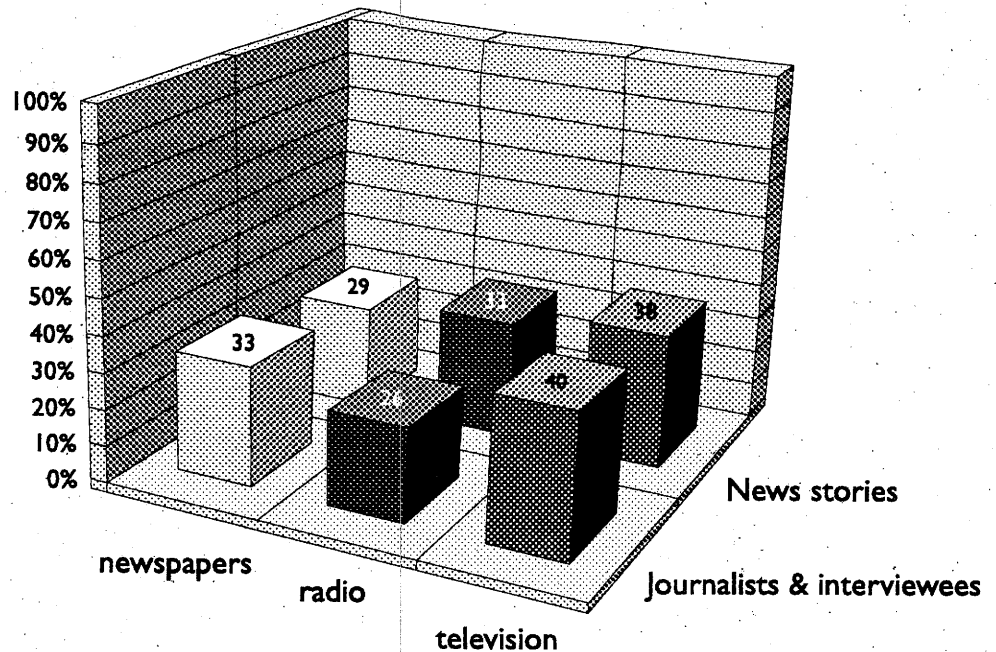
Country	Newspaper	Radio	TV	Records*
<b>North America</b>				
Canada	✓	✓	✓	4,175
U.S.A.	✓	✓	✓	10,727
<b>Central America, Caribbean</b>				
Barbados	✓	✓		183
Guatemala	✓	✓	✓	225
Jamaica		✓	✓	341
Mexico		✓		404
St. Lucia	✓	✓	✓	139
Trinidad	✓	✓	✓	473
<b>South America</b>				
Argentina	✓	✓	✓	857
Bolivia	✓	✓	✓	327
Brazil	✓	✓	✓	742
Chile	✓	✓	✓	2,072
Ecuador	✓	✓	✓	286
Paraguay	✓	✓	✓	732
Peru	✓	✓	✓	754
Uruguay	✓	✓	✓	154
<b>South Pacific</b>				
Australia	✓	✓	✓	2,477
Fiji	✓	✓	✓	234
New Zealand	✓	✓	✓	325
Vanuatu	✓	✓		31
Western Samoa	✓	✓	✓	69
Total data records				49,152

### Three news media: Newspapers, radio and television

The sample contains more than 15,000 news stories and more than 40,000 people. It is relatively evenly divided among the three news media, although the largest proportion of both stories and people, by a small margin, is from television.

## 1. Proportion of news stories and journalists/interviewees in each news medium

GLOBAL MEDIA MONITORING PROJECT, 1995

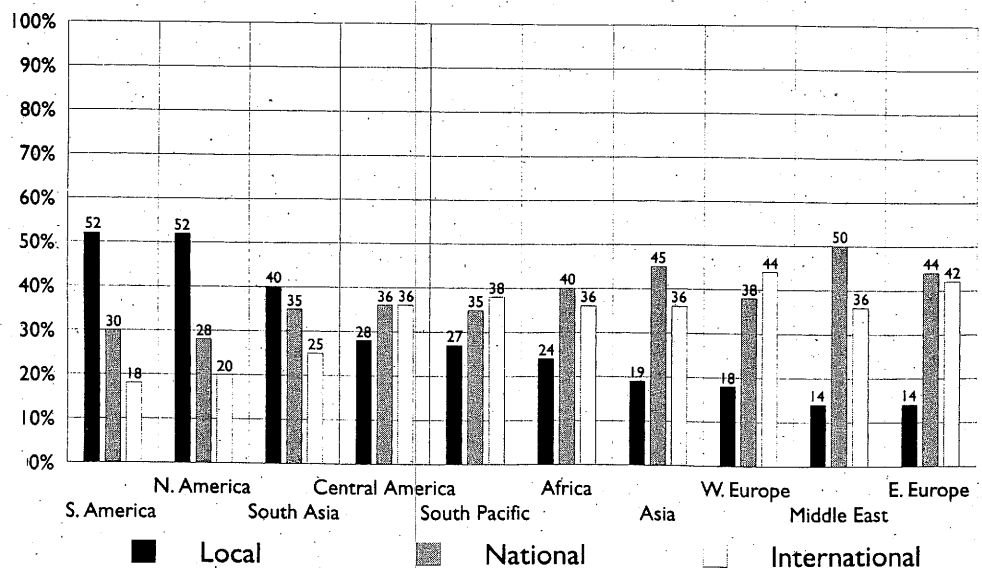


### Regional differences

Regions of the world differ substantially in the proportion of stories that are local, national, and international in scope.

## 2. Regional differences in the scope of news stories

GLOBAL MEDIA MONITORING PROJECT, 1995



# 北京青年报

People's Republic of China

## BEIJING YOUTH DAILY

1995

三期 统一 四号

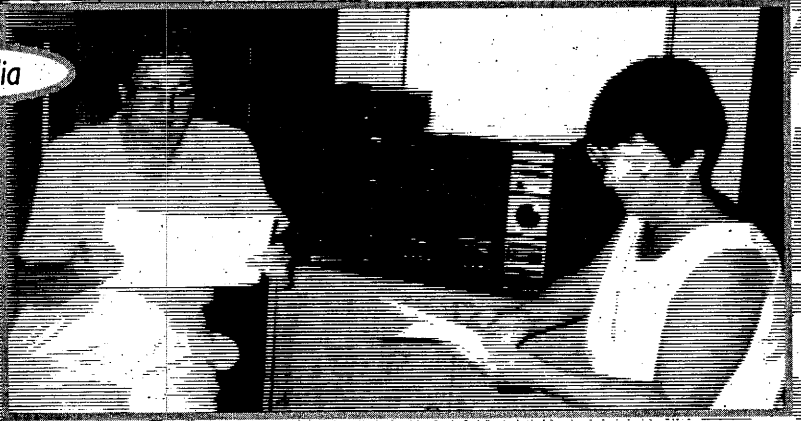
### 争创 全国 第一 商务 印刷



办事机构的外国商社已近  
四企业那方社外商社在设  
29000多人,16年前,外国商社  
公司要的第一个人,只是  
服务公司派出的员,有500多  
机构的首席代表,高级职员等  
方雇员已成为非自离社的员。  
数字不过北京经济不暇  
不暇。

#### 企业改造现曙光

Australia

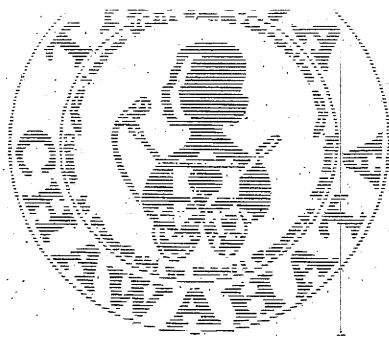


本报从 1993 年全南  
度的人力投入。这是  
上,而人事部的长一  
多,各个人事工作的  
上,一个企业推行公  
的进展,在制定了公  
的制定也在计划有  
了人才,先期进入  
制度进行了公开招聘,  
的招聘,在招聘过程  
上,在招聘过程,在  
的全面。



在实现利润和外贸出口额分别较前年增  
在40%,达到102.52亿元和130.99亿元。  
利用外资加快技术改造步伐,推动产品结构  
是本市结构调整发展的关键措施,“八五”  
期,共投入技术改造投资相当于“七  
的百分之,达到10亿元,其中利用国外政府贷款  
技术改造占20%以上,60%以上的技术  
项目都已进入“收效期”,使棉纺织、丝绸、服装、  
玻璃等行业一半左右技术改造各占到八十年代末  
处于国内同行业领先地位。与此同时,高技术含  
量、高档次、高附加值产品,如手精纺服装产品,达到  
%、中高档服装类,分别由1990年时的20%、  
40%和20%提高到50%、60%和40%,出口产品  
附加值提高了25%至30%,而经济效益也

北京青年报  
1995年  
三期  
统一  
四号



TANZANIA  
MEDIA  
WOMEN'S  
ASSOCIATION

**PIBA**

( T A M W A )

PACIFIC ISLANDS BROADCASTING ASSOCIATION

Tanzania

22/2/95

Meg Hogar  
Global Media  
Mediawatch  
Suite 204  
517 Wellington  
Toronto,  
Canada.



Vanatu



Peru

RADIO  
**Ibáñez**

MIERCOLES



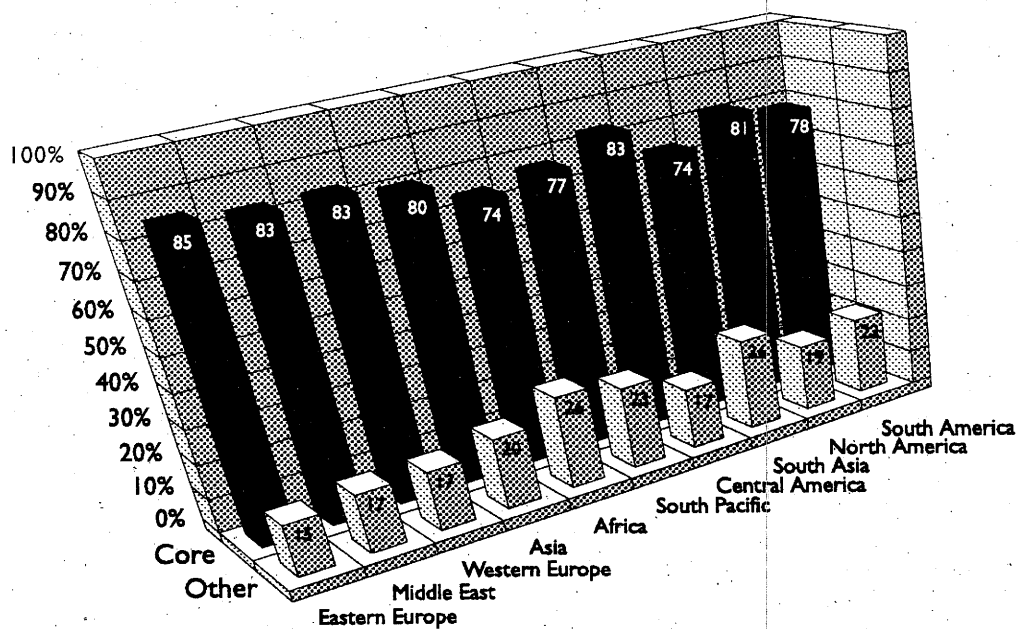
**La República**

The amount of local versus other news in a region does not greatly affect the types of news stories that appear. Stories can be divided into the traditional "core" news topics (politics, economics, crime, wars, and so on), and "other" stories (entertainment, social

issues, health, and so on). The ten regions are quite similar in their emphasis on the two types of news, with an average 79 percent of stories being traditional core news and 21 percent being other topics.

GLOBAL MEDIA MONITORING PROJECT, 1995

### 3. Regional differences in the scope of news stories





## SECTION 5

# The presence of women in news

The past 30 to 40 years have seen a steady increase in the number of female journalists, and a slow, uncertain increase in the proportion of women who are interviewed in news stories. Chart 4 shows the stage that these trends have reached in 1995 on the global scale.

“Journalists” includes reporters, news announcers, and newspaper photographers. “Interviewees” are all people who speak on radio and television programs, as well as people who are mentioned or quoted in newspaper stories.

Women comprise 43 percent of journalists, and at least in some regions of the world, are nearing parity with men. On the other hand, women comprise only 17 percent of interviewees; parity with men is a distant prospect in any region of the world. News is more often being presented by women, but it is still very rarely about women.

The presence of women differs in the three news media, across the ten regions of the

world, and in the different types of news stories. Details are described in following sections.

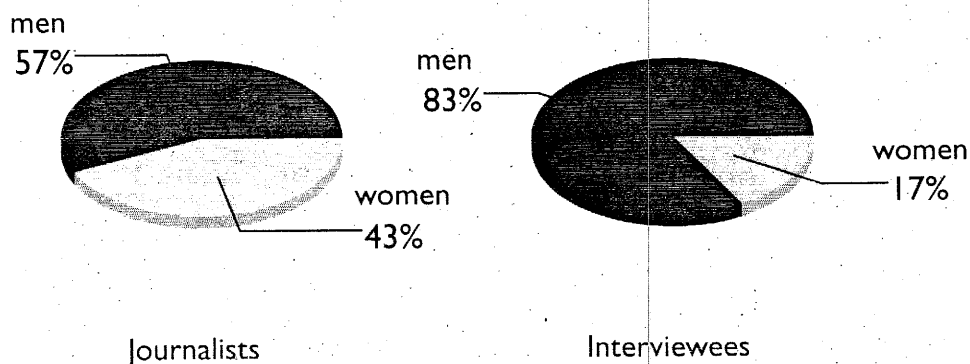
### Presence of women in different regions

The most striking result among journalists is in South Asia, where 68 percent of journalists are female. In fact, this result is most indicative of India, with 71 percent female journalists. Pakistan reports 37 percent female journalists and Sri Lanka 52 percent female journalists. India is the only country in the study in which women form a solid majority of journalists.<sup>1</sup> Women are a majority of journalists on Indian radio and television – a slight majority on national radio and television news programs, and a substantial majority on local radio and television news. In newspapers, India is similar to other countries in that a majority of journalists are male.

Where India has the largest number of female journalists, it has among the smallest proportions of female interviewees, 10 percent.

GLOBAL MEDIA MONITORING PROJECT, 1995

#### 4. Overall presence of women and men in newspapers, radio, and television



Excluding India from the global picture changes the estimate of both journalists and interviewees. The global averages without India are 36 percent female journalists and 19 percent female interviewees.

<sup>1</sup> Singapore, Tanzania, New Zealand and Zimbabwe show a similar trend, however the samples of data from these countries are relatively small, and the results may not be representative.

GLOBAL MEDIA MONITORING PROJECT, 1995

## 2. Gender of journalists and interviewees by region

Region	Journalists			Interviewees		
	% Female	% Male	Base	% Female	% Male	Base
Asia	36	64	2,167	14	86	3,319
South Asia	68	32	3,223	13	87	5,218
Africa	33	68	918	22	78	1,597
Middle East	43	57	637	14	86	998
Eastern Europe	37	63	701	15	85	1,018
Western Europe	37	63	2,608	16	84	4,987
North America	38	62	2,762	27	72	4,056
Central America, Caribbean	29	71	424	21	79	569
South America	31	69	1,717	15	85	3,054
South Pacific	45	55	303	20	80	418
Total	43	57	15,460	17	83	25,234

### Presence of women in different news media

Among journalists, fewer women tend to be found in newspapers than on radio or television.

Newspapers have the lowest proportion of female journalists in 7 of the 10 regions, all except Central and South America and the South Pacific, where in each case, radio has the fewest female journalists.

GLOBAL MEDIA MONITORING PROJECT, 1995

## 3. Gender of journalists and interviewees in three media

Media	Journalists			Interviewees		
	% Female	% Male	Base	% Female	% Male	Base
Newspapers	25	75	1,757	16	84	11,763
Radio	48	52	5,321	15	85	5,460
Television	43	57	8,381	21	79	8,012
Total	43	57	15,459	17	83	23,235

### Newspaper photographers

The gender of newspaper photographers was coded, whenever this information was available. News service photos and photos from certain other sources may not be credited to

an individual. Of the 340 credits where the gender of the photographer was apparent, 34 or 10 percent referred to women. This sample is too small to provide a useful regional breakdown.

## SECTION 6

# Scope of story

Local news is of interest to people in a single community or region within a country, for example, a city election. National news affects the country as a whole, and international/foreign news has implications beyond the country.

There has been a tendency in the past for women to be portrayed most often in local news, less often in national and foreign news. This has been true of both reporters and interviewees.

The global survey shows that there is no meaningful difference between female and male reporters in this regard: women and men

participate to almost the same extent in reporting local, national, and international news.

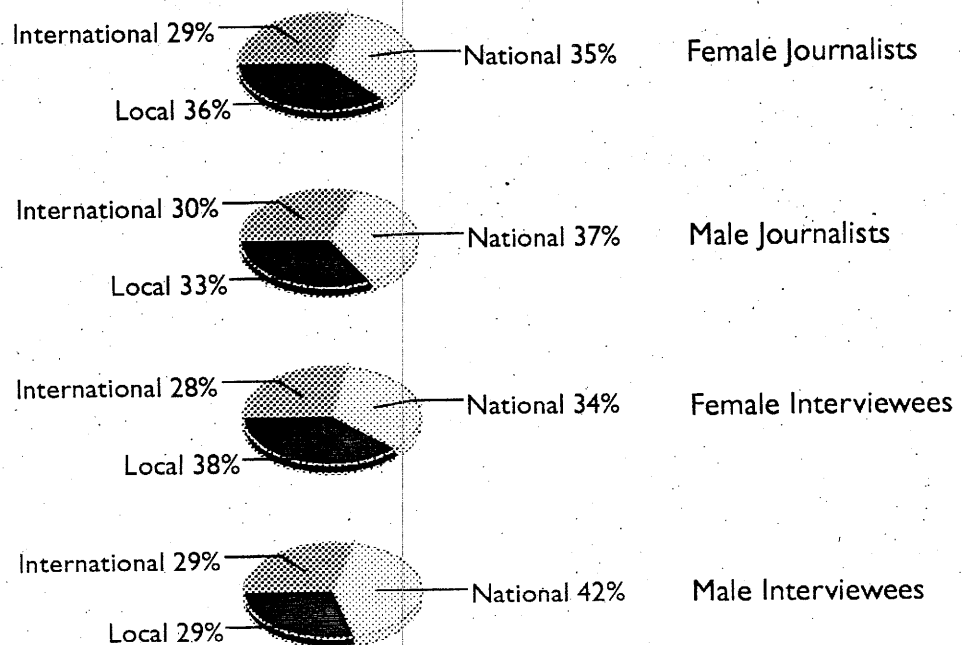
There is a difference among interviewees: women appear more often in local news, men appear more often in national news. This result derives, at least in part, from the media's extensive coverage of politics, which, in most countries, is dominated by men.

### Scope of story by region

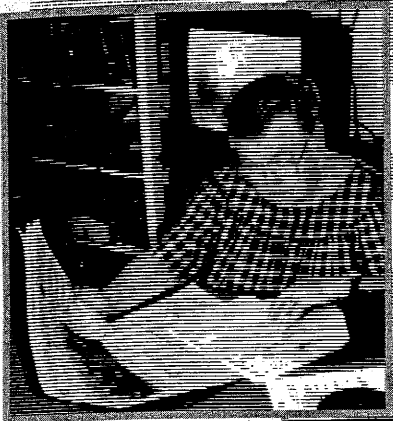
Table 4 presents the proportions of women and men who appear as journalists and interviewees in local, national and international news for each of the ten regions.

GLOBAL MEDIA MONITORING PROJECT, 1995

### 5. Percentage of people who appear in local, national, and international stories



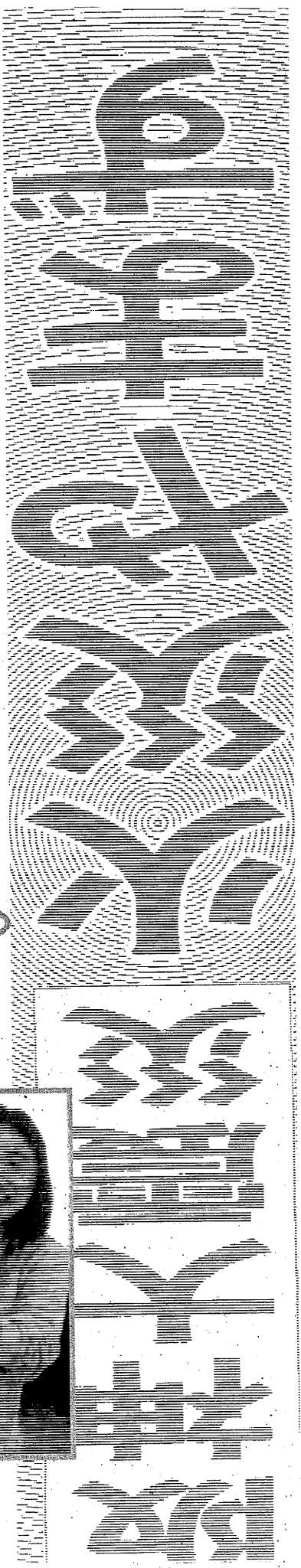
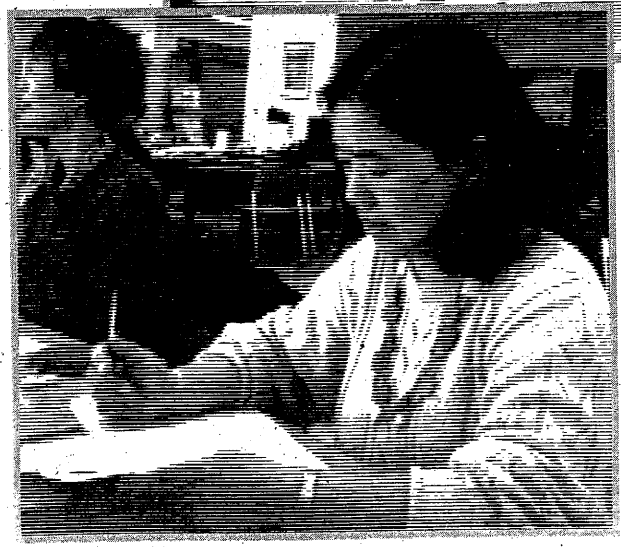
# USA DAY



USA



Japan



Bs 4.72

es juega  
la vida

PRESENCIA del Deporte

# PRESENCIA

MATUTINO FUNDADO EL 08 DE MARZO DE 1952 -  
LA PAZ, BOLIVIA, MICRODOLARS 18 DE ENERO DE 1990 - 48 PAGINAS - PRECIO LA PAZ Y

Bolivia



1994 Bs. 3.00



St. Lucia



St. Lucia's  
hottest  
newspaper  
sold here?

840 AM 101.1 FM

Austria

Singapore

Israel

Uruguay

Nepal

Guatemala



GLOBAL MEDIA MONITORING PROJECT, 1995

#### 4. Gender in local, national and international stories, by region

Region	Role	Percent of Women				Percent of Men			
		Local	National	International	Base	Local	National	International	Base
Asia	Journalists	27	38	35	770	28	44	28	1,351
	Interviewees	38	40	22	472	22	47	31	2,827
South Asia	Journalists	39	37	23	2,168	34	33	33	1,039
	Interviewees	35	35	31	693	30	45	25	4,490
Africa	Journalists	23	35	42	294	25	49	27	611
	Interviewees	21	42	37	338	26	47	28	1,195
Middle East	Journalists	13	55	32	274	20	42	57	361
	Interviewees	7	67	26	137	14	57	29	845
Eastern Europe	Journalists	18	42	41	260	11	44	45	432
	Interviewees	16	54	30	146	7	58	35	852
Western Europe	Journalists	20	35	45	927	16	38	46	1,617
	Interviewees	23	33	44	769	13	43	44	4,141
North America	Journalists	54	25	21	1,023	51	30	19	1,617
	Interviewees	53	27	20	1,093	52	29	18	2,880
Central America	Journalists	24	38	38	123	33	31	36	298
	Interviewees	25	40	34	121	23	44	34	442
South America	Journalists	58	28	15	529	52	30	18	1,172
	Interviewees	61	20	18	458	49	33	18	2,584
South Pacific	Journalists	22	41	37	134	25	29	46	165
	Interviewees	34	30	37	80	28	34	39	326
Total	Journalists	36	35	29	6,501	33	37	30	8,716
	Interviewees	38	34	28	4,309	29	42	29	20,582



### Subject of news story

Female and male interviewees tend to be concentrated in stories on different news topics. The largest proportion of male interviewees, 29 percent, appear in stories on politics and government, while the largest proportion of female interviewees appears in stories on dis-

asters/accidents (20 percent of female interviewees) and on crime (17 percent of female interviewees).

The Kobe earthquake was the central story in the world's media on January 18, 1995, the day that monitoring took place. This event was, of course, unanticipated, and the coding system

does not allow precise identification of stories that cover the quake. It is possible, however, to identify stories about accidents/disasters that occur outside one's own country. This category includes disasters other than Kobe, for example, an avalanche in Iceland that occurred the same day. (In the Japanese data, of course the Kobe quake is identified under the category of "accidents/ disasters within one's own country".)

Removing this group of stories, mainly dealing with the Kobe earthquake, drops the accident/disaster category from second place in the list of subjects to fourth place. This ranking of accidents/disasters would be more characteristic of a "typical" news day.

GLOBAL MEDIA MONITORING PROJECT, 1995

## 5. Distribution of women and men across subject areas

Subject	Journalists		Interviewees	
	% Female	% Male	% Female	% Male
Politics, government	20	18	11	29
Disasters, accidents	16	20	20	14
Crime, legal stories	10	12	17	12
Economy, business	10	11	5	10
Arts, entertainment	9	3	8	4
Social issues	6	4	8	4
Sports	4	7	6	6
Health, medicine	4	4	7	3
War, terrorism	3	4	2	4
Labour issues, strikes	2	3	2	2
Religious issues	2	2	2	2
National defence, treaties etc.	1	2	2	2
Environment	2	2	1	1
Science	2	1	2	1
Housing	1	1	1	1
Human rights	1	1	1	1
Riots, demonstrations	1	1	1	1
International crises, UN	1	1	1	1
Other topics	6	4	4	3
Total	100	100	100	100
Base	6,592	8,843	4,378	20,822

Table 6 shows the relative proportion of women and men within each subject area. For example, in stories about politics and government, 7 percent of interviewees are female and 93 percent are male.

Results are ordered beginning with stories having the greatest number of female

interviewees. Ordering results according to the participation of female journalists would lead to a rather different hierarchy of results. This indicates that there is not a strong relationship between the types of stories that women cover as journalists and the types of stories in which women appear as interviewees.

GLOBAL MEDIA MONITORING PROJECT, 1995

## 6. Proportion of women and men in each subject area

Subject	Journalists		Interviewees	
	% Female	% Male	% Female	% Male
Health, medicine	39	61	33	67
Social issues	55	45	33	67
Arts, entertainment	67	33	31	69
Housing	38	62	29	71
Disasters, accidents	38	62	24	76
Crime, legal stories	40	60	22	78
Science	64	36	22	78
Human rights	42	58	20	80
Religious issues	47	53	19	81
Riots, demonstrations	47	53	18	82
Sports	29	71	18	82
Environment	47	53	16	84
Labour issues, strikes	37	63	16	84
National defence, treaties, etc.	33	67	13	87
International crises, UN	32	68	12	88
War, terrorism	38	62	10	90
Economy, business	40	60	9	91
Politics, government	44	56	7	93
Other	51	49	22	78
Total percent	43	57	17	83
Base	6,592	8,843	4,378	20,822

### Coverage of traditional "core" news

News stories can be divided into a group of core news subjects and a group of other, less central subjects. Approximately three-quarters of news stories are core news, one quarter of stories are other news:

#### Core subjects

- Crime, legal stories
- Disasters, accidents
- Economy, business
- International crises, refugee situations
- Labour issues, strikes
- National defence, arms treaties
- Politics, government

- Riots, demonstrations
- Sports
- War, terrorism

#### Other subjects

- Arts, entertainment
- Environment, pollution
- Health, medicine
- Housing
- Human rights
- Science
- Social issues, e.g., education

The question is whether female reporters and female interviewees are more associated with one type of news than the other. On a global level this is indeed the case, (although some regions depart from the global pattern).

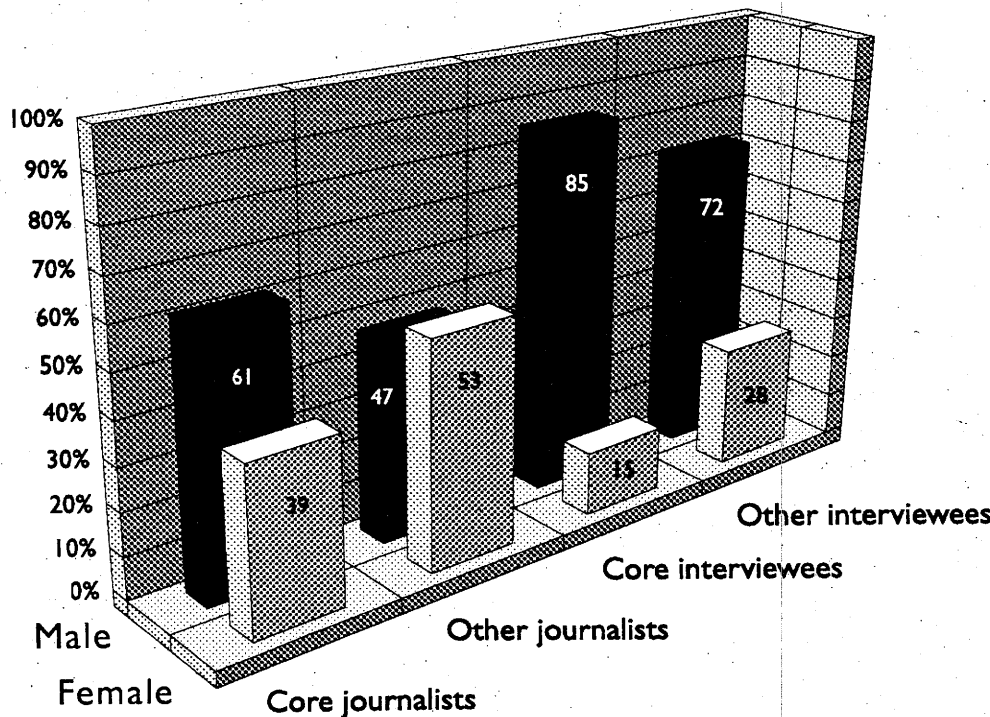
Among journalists, almost equal numbers of women and men cover other stories (53 percent of the journalists in other stories are female), but more men than women cover core stories (39 percent of the journalists in core stories are female).

Among interviewees, women are almost twice as likely to appear in other news stories as in core stories.

Note: Among journalists, there are significant gender differences in the coverage of core and other stories in four regions: South Asia, Africa, the Middle East, and Western Europe. Among interviewees, significant differences occur in seven regions: South Asia, Africa, Eastern and Western Europe, North, Central and South America.

GLOBAL MEDIA MONITORING PROJECT, 1995

## 6. Core news, other news, and gender



# STREDA 18. LEDNA

## NOVA



- 5.00 Snídaně s Novou
- 8.30 Dinosaurové  
Tóny bažin (50)
- 9.00 Expedice Nova  
Tradiční svět islámu  
Poznání (5)
- 9.30 M.A.S.H. (133)  
Americký komediální seriál
- 9.55 Vox populi
- 10.00 Hlasy z Afriky  
Závěr
- 10.55 Šaňka  
Světlo
- 1.45 Šaňka  
Světlo
- 2.05 Vox populi  
Americký komediální seriál
- 3.00 Šaňka  
Světlo
- 3.55 Ryze  
Světlo
- 4.25 Tělo  
Přenos
- americký komediální seriál
- Česko
- 5.10 U  
Roma
- Česka premiéra
- 5.55 Vox populi
- 6.00 Zlaté hity  
Světové melodie, při kterých  
zaručeně omládnete
- 7.00 Expedice Nova  
Duna  
Z cyklu dokumentů televize  
Nového Zélandu
- 7.30 Agent Smart (18)



Ghana

## ČT1

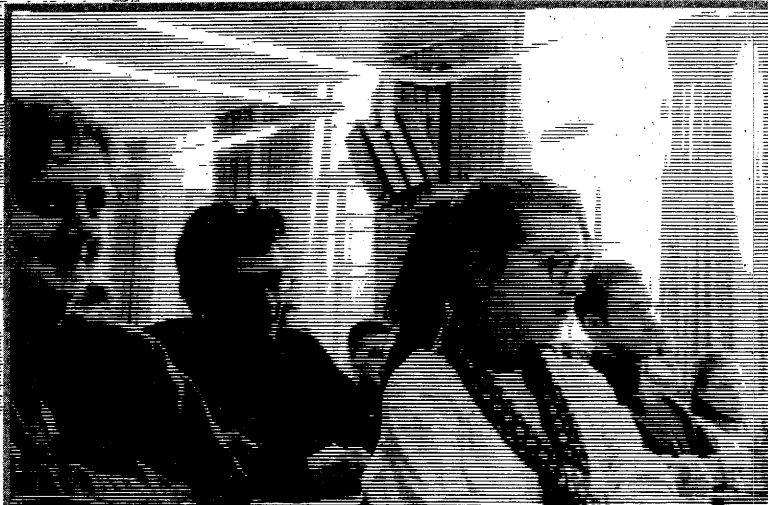


- 06.00 ...
- 08.30 ...
- 09.05 Vega
- 10.00 Bylo nás pět (2/6)  
Andělíček policajt  
Seriál na motivy známého  
humoristického románu  
K. Poláčka (60 min)
- 11.00 S-Magazin  
Natočeno nadoraz
- 11.35 Hledání ztraceného času  
Z historie vzducholodi  
Připravili K. Čáslavský  
a P. Vantuch (1993)
- 12.00 Zprávy
- 12.05 Kultura 95  
Dům kultury v Ostravě-Porubě  
aneb Co s pomníkem na sídlišti  
(Ostrava)
- 12.15 Klekáníce  
Věci, o kterých chcete hovořit  
(Ostrava)
- 13.05 Videof... )D(
- (The Top Te
- 13.35 Vyšší n...  
Dokument... o cyklu  
NOVA
- 14.30 Hiparás...  
O komunikaci a působení na lidi
- 15.00 Serglevakij posed  
Návštěva významného poutního  
místa ruského pravoslavlí
- 15.15 Star Trek: Nová generace  
(18/26) )D(



Bulgaria

C.A.D. - PUBLISHER: P. FRANK... ADDRESS: Calle... ZOOBERLIPES... TEL: 187.87.87



Belgium



Paraguay

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 de los servicios de los bancos...  
 de la moneda...  
 de la moneda...

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 sultados financieros de 1994... el  
 volumen el tercer número del *Correo Financie-  
 ro*, que incluye los resultados...  
 indicadores de coyuntura, de tasas de interés,  
 operaciones de la Bolsa de Valores y comenta-  
 rios de prestigiosos analistas, basados sobre la  
 realidad económica.

**FINANCIERO**

INDICADORES DE COYUNTURA	
Índice de precios al consumidor	...
Índice de precios al por mayor	...
Índice de precios de consumo	...
Índice de precios de producción	...
Índice de precios de exportación	...
Índice de precios de importación	...
Índice de precios de producción	...
Índice de precios de exportación	...
Índice de precios de importación	...

# Última hora

ISSN 0177-8164  
 Año XXI n.º 10  
 Precio del ejemplar  
 1.000 pesos

América, miércoles 18 de enero de 1995



Jamaica

## SECTION 7

## Issues of concern to women

The subject of a story does not indicate whether that story discusses issues of particular concern to women. A story on health, for example, may or may not present a woman's perspective.

In an effort to learn what prominence is given to issues of concern to women by the world's media, a set of ten such issues was defined, and participants indicated whether each of these issues was present or absent in each news story.

Overall, 11 percent of news stories present women's issues. It is difficult to say what the figure ought to be. A story that contains no issues of particular interest to women is not necessarily a "men's story" – most news stories are probably of general interest, for example the results of an election, a scientific discovery, or a change in interest rates.

**Differences among news media**

There is a small difference in the number of stories on women's issues carried in the three media. Newspapers had the largest proportion of these stories, 15 percent, followed by radio, 10 percent and television, 9 percent.

**Regional differences**

Three regions, North America, Africa and the Middle East report considerably more stories on women's issues than other areas.

GLOBAL MEDIA MONITORING PROJECT, 1995

**7. Issues of interest and concern to women****Percent of stories in which women's issues are:**

Issue	Present	Not present
Changing roles of women	3	97
Violence against women, harassment	3	97
Portrayal of women in the media	2	98
Women's wages, working conditions	2	98
Women's health	2	98
Education and training for women	1	99
Birth control	1	99
Child care	1	99
Minority women	1	99
Women with disabilities	<1	99
Other issues of concern to women	2	98
<b>Total: Stories with any issue of concern to women</b>	<b>11</b>	<b>89</b>

Base: 15,530 stories

Note: Some stories discuss several issues of concern to women. The total of 11 percent is therefore less than the sum of the individual issues.

One issue sets North American media apart from the rest, and that is "Violence against women." Ten percent of all news stories in the North American sample contained references to violence against women. The U.S. murder trial of O. J. Simpson certainly contributed to this total, though it is not possible to determine how much of the ten percent this sensationalized trial represents. Aside from violence against women, the most prominent issue in the North American media was "Women's health"; this was the topic of 3.3 percent of stories.

In African media, four issues received prominent treatment. "Changing roles of women" was discussed in 6 percent of stories, "Education and training for women" in 6 percent, "Women's health" in 6 percent, and "Child care" in 5 percent.

In Middle Eastern media, "Changing roles of women" was discussed in 6 percent of stories, "The role of women in the media" in 9 percent, and "Women's wages and working conditions" in 7 percent of stories.

GLOBAL MEDIA MONITORING PROJECT, 1995

### 8. Stories containing issues of concern to women, by region

Percent of stories in which women's issues are:

Region	Present	Not present
North America	20	80
Africa	16	84
Middle East	16	84
Central America, Caribbean	11	89
South Pacific	10	90
Western Europe	9	91
Asia	8	92
South Asia	8	92
Eastern Europe	8	92
South America	6	94
Total	11	89

Base: 15,530 news stories

# SECTION 8 Victims

Twenty-nine percent of female interviewees are victims of accidents, crimes or other events. Only 10 percent of male interviewees are victims.

This may give rise to the impression that the media play on female victims, or that they "victimize" women. The results of this survey demand a very different conclusion: there are, if anything, too few female victims in the news. If they seem numerous, it is because women who are not victims are under-represented to an even greater degree than women who are victims.

If women and men are equally likely to become victims, then media reports should portray equal numbers of female and male victims. It may be that men experience more accidents as a result of working in certain high-risk occupations, or because in some countries they spend more time than women driving automobiles, and so on. If so, a slight majority of victims may be men. Nevertheless, we should expect to find similar numbers of women and men falling victim to events, and being so portrayed in media accounts.

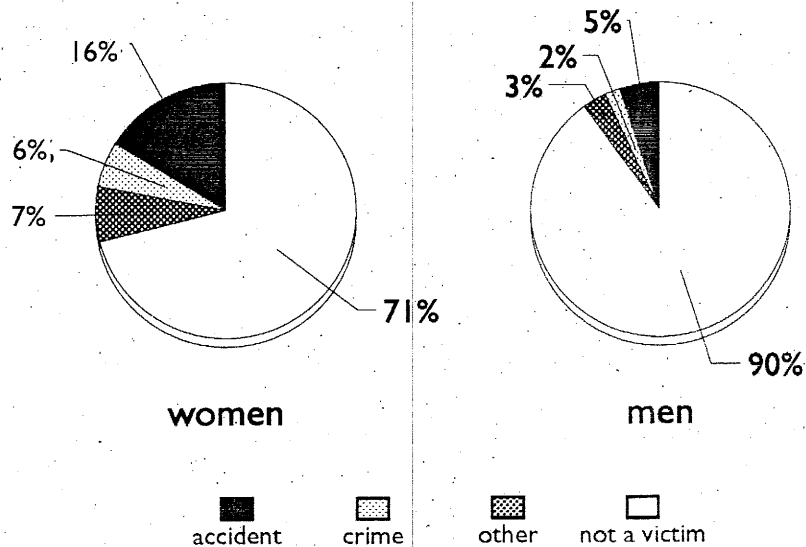
The fact is that only 38 percent of all victims appearing in the media are women while 62 percent are men. Among victims of accidents and disasters, 39 percent of victims are women. The large majority of men calls for an

explanation – are men really victims so much more often than women, or do the media find the type of events in which men happen to be involved more newsworthy than those in which women are involved? A definitive answer to this question requires more detailed information than is available in this survey. The phenomenon, however, appears universal, in that women are a minority of victims in all ten regions of the world.

If women appear over-represented as victims, it is only because they are under-represented even more severely in other areas of media coverage. Women account for 38 percent of victims, but only 14 percent of all other interviewees.

GLOBAL MEDIA MONITORING PROJECT, 1995

## 7. Proportion of female and male interviewees who are victims





GLOBAL MEDIA MONITORING PROJECT, 1995

**9. Victims of accident, crime, and other events****Gender of interviewee**

Type of victim	Women	Men
Accident, disaster		
Number of victims	717	1,142
Percent	39	61
Crime	259	326
	44	54
Other events, e.g., political oppression	288	624
	32	68
Victims of all kinds	1,264	2,092
	38	62
Not victims	3,118	18,761
	14	18

**Victims in 10 regions**

The earthquake in Kobe, Japan on January 17, 1995 dominated news on the day of monitoring. Because of its prominence in media coverage, Table 10 presents regional results on people portrayed as victims twice, first for all news and second with coverage of the earthquake excluded.

While pictures of the earthquake filled newspapers and television reports, the number of victims who were interviewed was relatively small. Many of the interviewees were rescue workers and officials, rather than victims.

In most regions, earthquake coverage has a small but noticeable effect on the number of women portrayed as victims; there are

more female victims when the earthquake coverage is included than when it is excluded. Earthquake coverage has almost no effect on the proportion of men who are portrayed as victims, except in Asia, where the proportion increases from 10 percent with quake stories excluded to 15 percent with earthquake stories included.

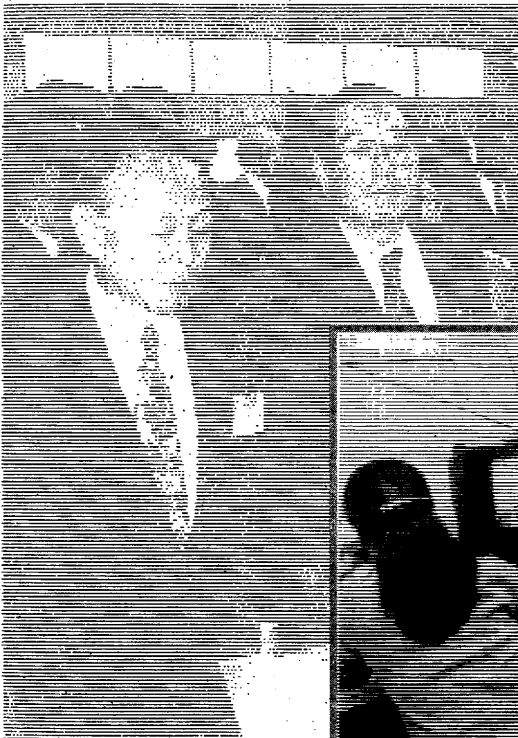
GLOBAL MEDIA MONITORING PROJECT, 1995

**10. Proportion of interviewees who are portrayed as victims in ten regions**

Region	All news		Earthquake excluded	
	% of Women	% of Men	% of Women	% of Men
Asia	59	15	43	10
South Asia	12	5	11	4
Africa	27	16	26	16
Middle East	26	11	21	11
Eastern Europe	18	4	18	4
Western Europe	30	9	22	7
North America	26	9	24	8
Central America, Caribbean	24	11	24	9
South America	28	11	23	10
South Pacific	28	11	19	7
Total percent	29	10	22	8
Base	4,381	20,853	3,807	18,913

# 북극세공하 흥남제새다한서

순대통령 江原순시서 밝혀 9월



Korea

순대통령



- Iceland
- Senegal
- Hungary
- Western Samoa
- Thailand
- Russia

Netherlands

DAGBLAD  
VOOR  
HOLLAND

# De Dordtenaar

# SABAH

NUMARA



SAMEA

Turkey



NACKTE TATBACHEN  
VON RADIO HAMBURG.  
HAMBURG NR. 1.

Germany



## SRI LANKA RUPAVAHU

# ලංකා රූපවාහිනිය

Sri Lanka

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සාමයෝජනා: ජනපති  
සහරාමන් අදහස් විමස

සමස්ත ලංකා රූපවාහිනියේ සභාපතිවරයා වන ජනපතිතුමාගේ සහරාමන් අදහස් විමසීමක් සිදු වූ බවට අදහස් කෙරේ. ජනපතිතුමාගේ සහරාමන් අදහස් විමසීමක් සිදු වූ බවට අදහස් කෙරේ. ජනපතිතුමාගේ සහරාමන් අදහස් විමසීමක් සිදු වූ බවට අදහස් කෙරේ.

## SECTION 9

## Praise and accusations

Do the media mete out accusations and praise differently to women and men? There is little difference in the overall proportions of female and male interviewees who receive either praise or blame. Eight percent of women and nine percent of men in the sample were accused of wrong, while nine percent of women and seven percent of men were praised.

These patterns of praise and blame for women and men are highly consistent across levels of age, different occupations, and regions of the world.

Leaving gender aside, people in some occupational groups are more often praised or blamed than people in other groups. The range is shown below. It is interesting to note that the three largest and most influential occupational groups – government spokespersons, politicians and professionals – receive the least evaluative coverage.

GLOBAL MEDIA MONITORING PROJECT, 1995

**11. Interviewees accused of wrongdoing**

Type of accusation	% of Women	% of Men
Against the government	3	5
Other accusations	5	5
Not accused of wrong	92	90
Total	100	100
Base	4,381	20,853

GLOBAL MEDIA MONITORING PROJECT, 1995

**12. Interviewees receiving praise**

Type of praise	% of Women	% of Men
Praised	9	7
Not praised	81	93
Total	100	100
Base	4,376	20,849

### 13. Praise and blame in occupational groups

Percent of interviewees who are:

Occupation	Praised	Blamed	Neither	Base
Criminal	0	77	23	300
Unemployed, homeless	3	39	58	36
Celebrity, artist, entertainer	29	9	62	872
Athlete	24	4	72	1,075
Religious leader	19	6	75	471
Police, military	6	17	77	910
Trades person	8	14	78	503
Student	17	4	79	441
Other	8	13	79	461
Retired, pensioner	9	10	81	150
Office, retail	2	15	83	345
Homemaker	6	11	83	309
No occupation stated	3	11	86	3,024
Judge, court official	8	5	87	539
Professional: executive, lawyer etc.	7	6	87	4,281
Politician	4	8	88	8,888
Government spokesperson	2	7	91	2,629
Total	7	9	84	25,234

Note: 0.3 percent of interviewees were both praised and blamed. They are included with those blamed in this table.

# SECTION 10 Occupation

The occupations of women and men in the news differ in two very striking ways:

- Politicians and government spokespersons account for 19 percent of women and 51 percent of men;
- People whose occupation is unspecified account for 28 percent of women and 9 percent of men.

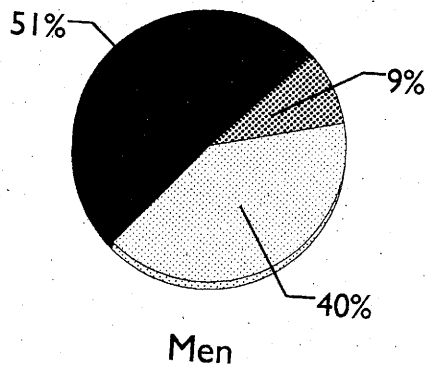
The large proportion of men involved in

government and politics accords with experience, but why is no occupation specified for such a high proportion of women? Approximately half of all people without occupations are victims of accidents, of crime or of other events. In many accident situations, the victim's occupation may be unknown or may not be relevant to the news story. Because women appear in the news as victims more frequently than men, they are more frequently portrayed with no specified occupation.

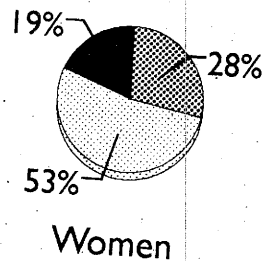
## 8. Number of interviewees in three occupational groups

GLOBAL MEDIA MONITORING PROJECT, 1995

Based on 20,843 interviewees



Based on 4,381 interviewees



■ politicians

■ all other occupations

■ no specific occupation

### 14. Distribution of female and male interviewees across occupations

Occupation	% of Women	% of Men
No occupation stated	28	9
Professional	18	17
Politician	14	40
Homemaker	7	—
Celebrity, artist, entertainer	6	3
Government spokesperson	5	11
Athlete	5	4
Student	5	1
Other	3	2
Office, retail	2	1
Trades person	2	2
Police, military	1	4
Judge, court official	1	2
Religious leader	1	2
Retired, pensioner	1	<1
Criminal	1	1
Unemployed, homeless	<1	<1
Total	100	100
Base	4,381	20,853

Occupational results are presented in two ways. Table 14 shows the distribution of women and men across occupations. Table 15 shows the composition of each occupation by gender.

GLOBAL MEDIA MONITORING PROJECT, 1995

**15. Female and male interviewees in different occupational groups**

<b>Occupation</b>	<b>% who are women</b>	<b>% who are men</b>	<b>Base</b>
Homemaker	97	3	309
Student	46	54	441
Retired, pensioner	42	58	150
No occupation stated	41	59	3,024
Office, retail	30	70	345
Celebrity, artist, entertainer	29	71	872
Unemployed, homeless	29	71	36
Other	29	71	461
Athlete	19	81	1,075
Professional	18	82	4,281
Trades person	18	82	503
Criminal	13	87	300
Religious leader	11	89	471
Government spokesperson	9	91	2,629
Judge, court official	8	92	539
Politician	7	93	8,888
Police, military	6	94	910
Total	17	83	25,234



## SECTION 11

# Age

The data on interviewees include the apparent age of people appearing in newspapers and on television. On television, each interviewee is seen, and age can be readily assigned to most interviewees.

In newspapers, age information can sometimes be gathered from reporters' descriptions of the interviewee, from photographs, or in the case of well-known figures such as a head of government, the individual's age may be known to all. The age of the interviewee was coded for just over one-third of all newspaper interviewees.

The age of most interviewees on radio is not known, and no attempt was made to record

the age of radio interviewees.

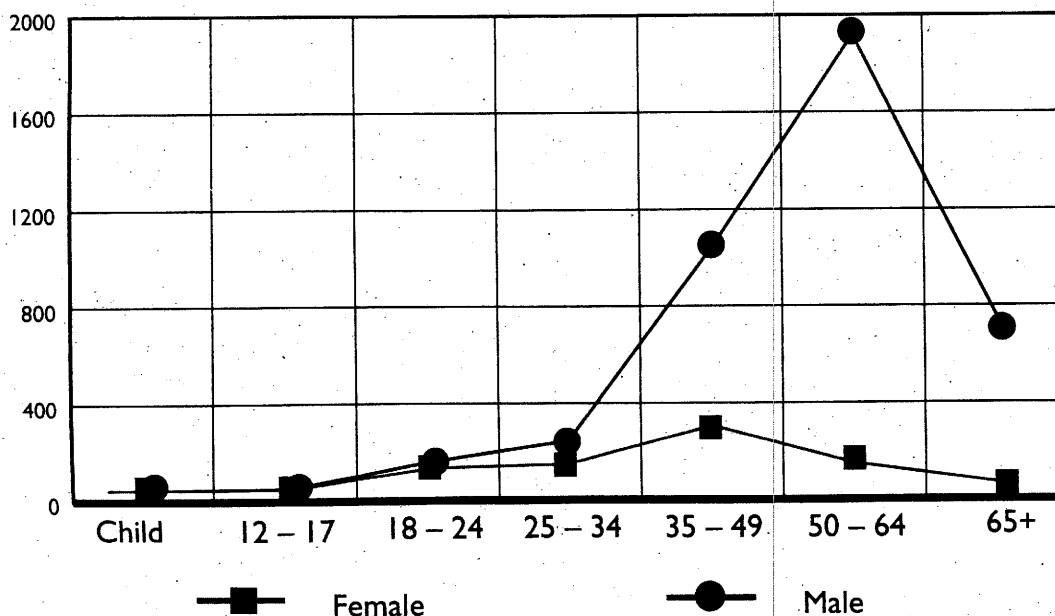
A consistent pattern of age and gender has been documented in numerous analyses of the media in past decades. In brief:

- Below a certain age, usually about 35 years old, there are similar numbers of women and men.
- Above the age of about 35 years, there are several times as many men as women.

The results of this global survey adhere closely to this pattern.

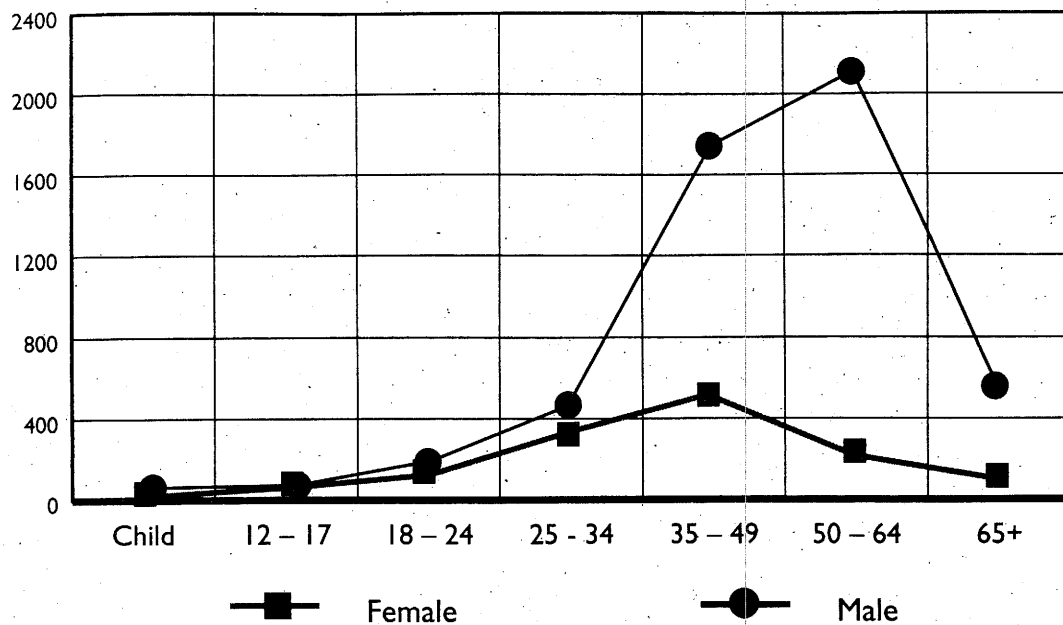
GLOBAL MEDIA MONITORING PROJECT, 1995

### 9. Apparent age of newspaper interviewees



GLOBAL MEDIA MONITORING PROJECT, 1995

## 10. Apparent age of television interviewees



### Age of interviewees

The numbers of women and men are similar in each age group up to 35 years. There are three times as many men as women in the 35-49 year group, and 14 times as many men as women in the 50-64 year old group.

The age profile of television interviewees is very similar to that of newspaper interviewees. There are similar numbers of women and men up to about age 34, while above this age there are 5 times as many men as women. The following chapter identifies the source of this difference.

## SECTION 12

# Age, gender and influence

Examining Table 15 shows that occupations that are conventionally associated with lesser power and influence tend to have relatively high proportions of female interviewees. Occupations such as office workers and retired people have larger proportions of women, while occupations such as politician and police/military have large proportions of men.

Power and influence are also associated with age as well as with gender. Older interviewees, those above 35 years of age, tend to be found in positions of high power and influence more frequently than younger people.

This chapter examines the degree to which interviewees in positions of influence are concentrated among older males.

To begin with, the 16 occupations defined in the study are divided into higher- and lower-influence groups <sup>2</sup>:

### **Occupations traditionally associated with higher power and influence**

- Politicians
- Government spokespeople
- Police and military
- Judges, court officials
- Religious leaders

- Professionals: executives, doctors, lawyers, etc.

### **Occupations traditionally associated with lower power and influence**

- Office workers, retail employees
- Trades persons
- Celebrities, artists, entertainers
- Athletes
- Homemakers
- Students
- Retired
- Unemployed, homeless
- People with no specified occupation

A glance at Chart 11 shows how older men in higher influence occupations dominate the news. In fact, this group constitutes 55 percent of all interviewees. Results from newspaper and television have been combined, as they are exactly parallel. Age and gender combine in the following manner:

### **In higher-influence occupations:**

- There are few interviewees of either gender in the 18 - 34 year group;
- There are ten times more men than women in the 35+ group.

<sup>2</sup> This grouping omits two occupational categories comprising 4 percent of interviewees – criminals and people coded as having “other” occupations. Neither of these can clearly be defined as either high or low in influence.

Hong Kong

Slovak Republic

Pakistan

Fiji

Lebanon

Barbados



# 3 LA T

MIERCOLES 18 DE ENERO DE 1990

## Chile derrotó 3-2 a Brasil en angustioso partido

# Milagro en Delirio

## clasifi



Chile



# CENTRO

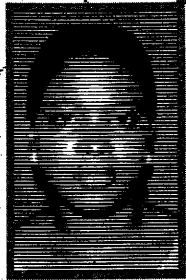
COMUNICACION DE VIOLENCIA

# UN MUERTO Y SEIS HERIDAS EN CHOCOT

12 grilles de codage (journaux)  
numérotées de I. à XII.

À Londres, nous vous envoyons  
vos documents par la  
DHL en fonction de nos  
moyens financiers:

- les grilles radio et télé
- Nos commentaires
- les pages des journaux
- les photographies des journaux  
et les logos des Etats.



Cameroon

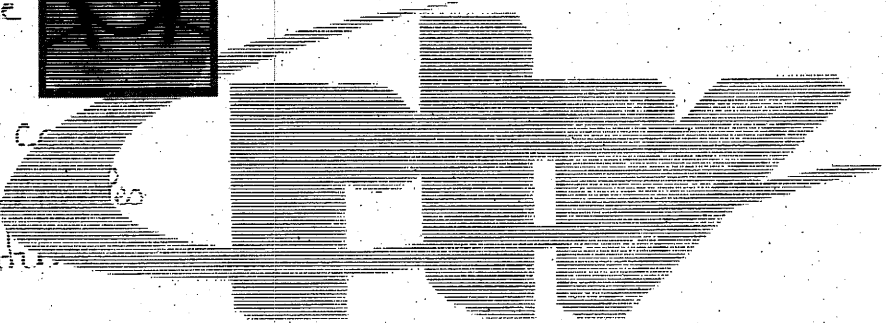
Mexico

Switzerland

Indonesia

Zambia

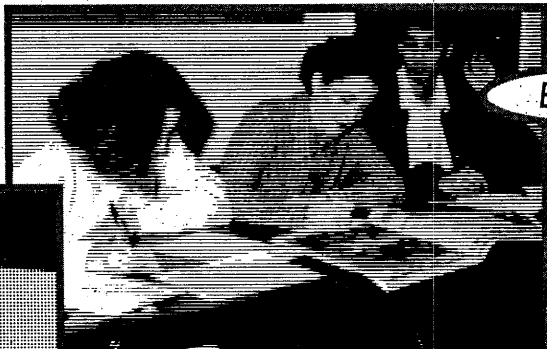
Croatia



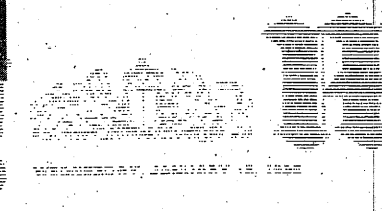
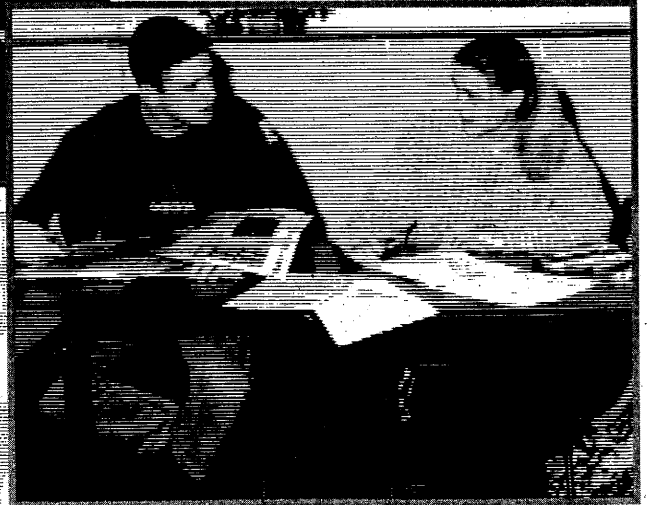
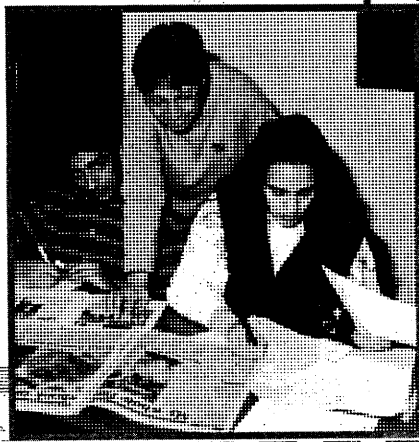
ici et là bientôt.

CAMEROON RADIO TELEVISION

Odette Ndoumbé  
(CAMEROUN)

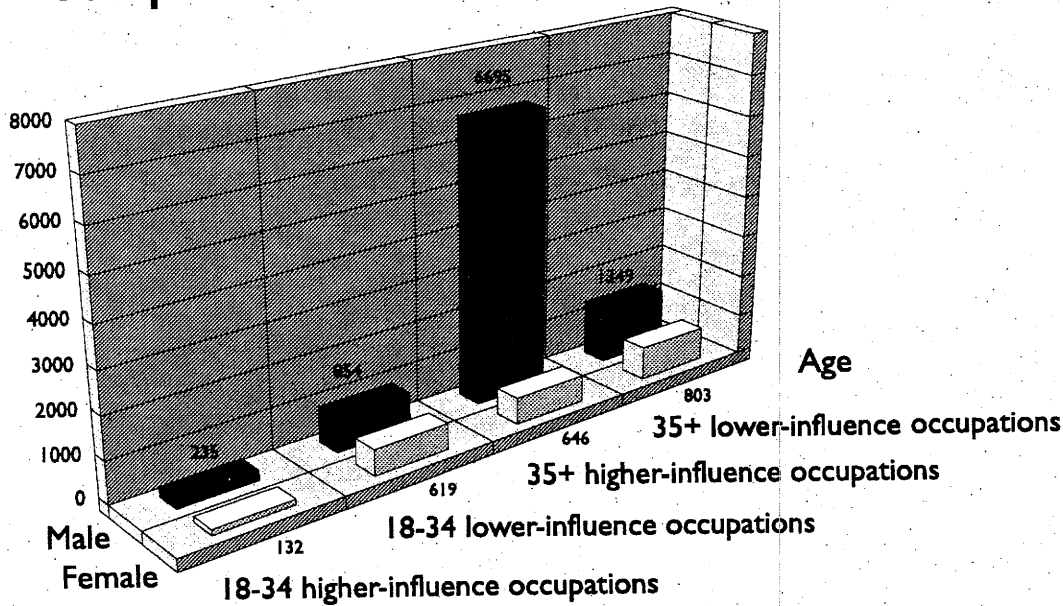


England



Why is television  
obsessed with sex?

## II. Age and gender of interviewees in higher-influence and lower-influence occupations



### In lower-influence occupations:

- The numbers of older and younger interviewees are evenly balanced. (Given that the 18-34 year group encompasses a span of 16 years and the older age group a span of more than 30 years, there are slightly more younger adults than would be expected on the basis of chance alone.)
- The numbers of women and men are more evenly balanced than in the higher influence occupations; there are approximately two-thirds as many women as men.

When power is the issue, news focuses almost exclusively on older males. When power is not

at stake, news portrays as many young adults as older adults, and it portrays almost as many women as men. While the numerical balance of women and men is not quite equal, it is close; the number of women in the lower-influence occupations in Chart 12 is two-thirds the number of men.

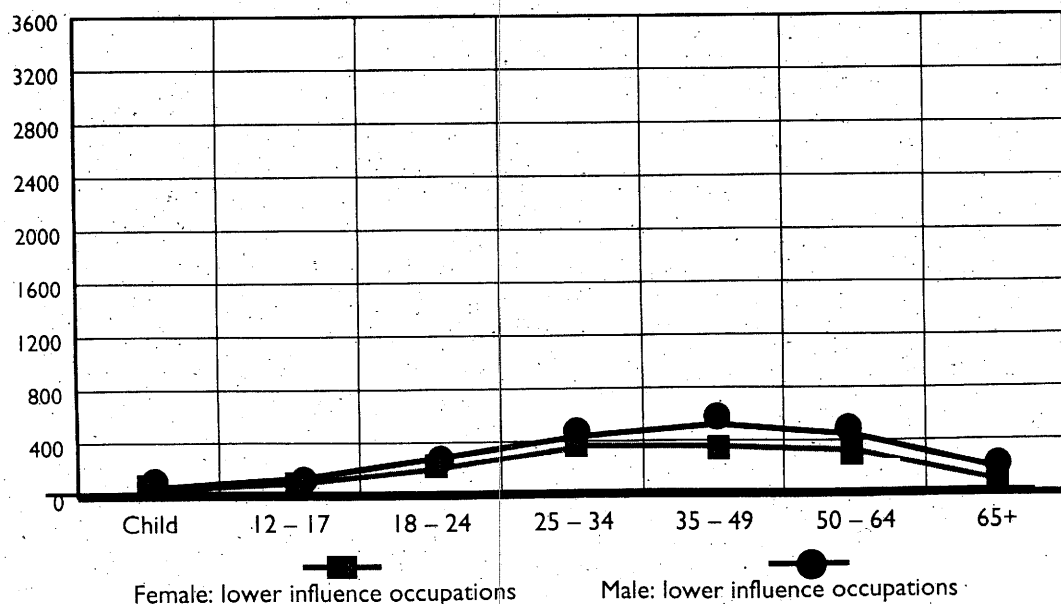
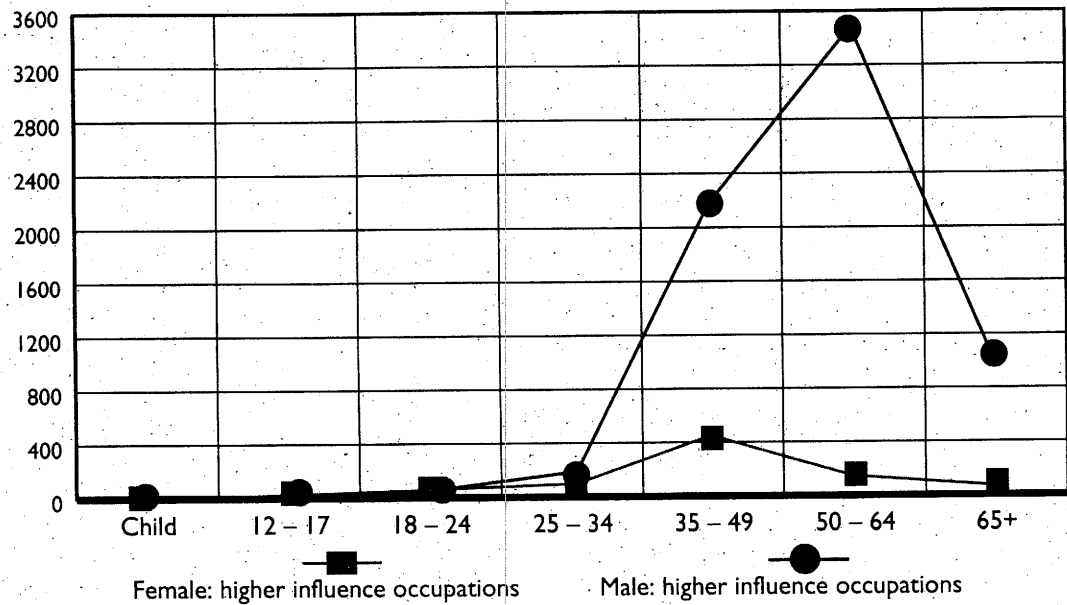
It is important to make clear that this analysis deals with the numbers of women and men in lower-influence groups as a whole. Certain individual lower-influence occupations have a majority of women; others have a majority of men. The gender composition of the different occupational groups is shown in Table 15.

Chart 12 shows the age profile for higher and lower influence occupations. This contains essentially the same information as Chart 11, but with age expanded into 7 groups to match Charts 9 and 10. It is evident that the huge

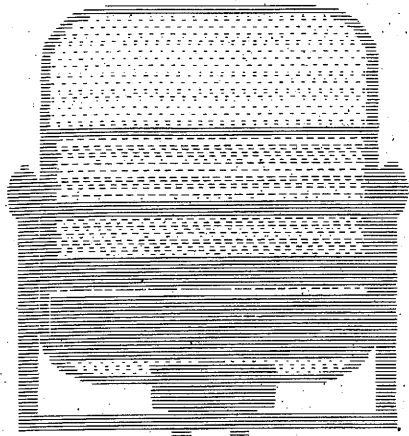
numerical imbalance between women and men in the news is almost entirely due to men aged 35 and over who occupy positions of power and influence.

GLOBAL MEDIA MONITORING PROJECT, 1995

## 12. Age and gender of television interviewees in higher influence and lower influence occupations



# ONDA



Argentina

# IV

# 89

# 89



ONDA  
CERO  
FABRIS

Spain



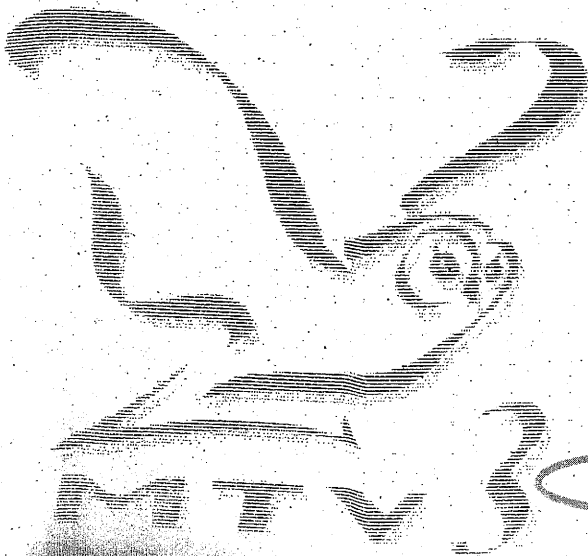
# EL MUNDO

DEL SIGLO VEINTITUNDO

ANO 16 NÚMERO 1 - ABRIL 1989 - PÁG. 117

El mundo de hoy requiere conocimientos en ciencias y tecnología (1989)

MARCO ANTONIO GARCÍA (1989)



Finland



# HELSINKIN SANDO



# आंतरराष्ट्रीय

रे. एल. एल. डी. ( ) वर्ष १९९६ (जून १९९६) (ज)

## निवडणूक आयोगास चपराक

# पत्रे नसली तरीही

# आख्यावा

ज्यांच्याक सुवर्ण तपशिरांना फो  
 आणि औरंगा मधील विधानस  
 मकीच्या आवेश निवडणूक र  
 गत तुरीतुरु स्थिती दिली आहे

या सर्वा कारणास्तव सर्वोच्च  
 न्यायालयाने निवडणूक आयोगाच्या  
 आदेशात त्रुटीपूर्ण स्थितीला आवेश  
 द्यावा लागतो असे अखेरचे निर्णय  
 दिले आहे.

इतर वादहीत मुला

उदा.भा.ने मुला आणि टोराविकुणे

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विद्यार्थ्यां

मिळाले तर

आपल्या मुलांनी

यांच्यावरून उच्च

विद्यार्थ्यां

India



### निर्णय अखेरचा

मुंबई (आ.सं. टि.सि.मि. प्रतिसाद)-  
 भारतीय जनता पार्टी, महाराष्ट्र

विधानसभेच्या निवडणुकीच्या

बाबतची निर्णय घेण्यासाठी

मुंबई येथील भा.ज.पा.च्या

कार्यालयात आज निवडणुकीच्या

बाबतचा महत्त्वाचा निर्णय

घेण्यात आला. या निर्णयाने

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Educador



### बंडखोरीचा क

नेत्या विधानसभा

निवडणुकी (ई.)

बाबतचा निर्णय घेण्यासाठी

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- Prague
- Madrid
- Madrid
- Madrid

## SECTION 13

# Future Directions

How can a more equitable balance be achieved in the portrayal of women in the world's news media? It is evident that gender differences are linked to power and influence, and any attempt at achieving equality in the news media must address this dynamic. Four approaches are outlined.

### 1. Shift media emphasis

The news media can shift their attention away from the traditional events of politics, government, and business to cover other areas in which women participate more fully. The relatively small proportion of women's issues in the news suggests that there is room to move in this direction. A shift of this nature does not necessarily mean that the media abandon their interest in power and influence. Rather the media should broaden their search and achieve greater inclusiveness and diversity.

### 2. Increase access to power and decision-making

Women can be given the opportunity to participate more fully in traditionally male-dominated areas of society. This study establishes the fact that women are participating as journalists in the world's media, but participation in politics, business, the economy and so on is much lower.

### 3. Address policies and regulations

Regulation may facilitate the process. Several countries have extensive regulations and guidelines that encourage or direct media (radio and television, rarely newspapers) to achieve an equitable gender balance in their programming, in their hiring practices, or both. This report is not the forum to debate the merits of regulation, and it is a controversial matter whether regulations have a significant impact. Canada has possibly the strongest such regulations of any country in the world, and one indication of success can be found in a 1992 study of television news on the Canadian Broadcasting Corporation. The age profiles of female and male interviewees were parallel, i.e., there was not a significant "hump" due to older men. While there were more male interviewees overall, the link between gender, age and influence was eliminated.

### 4. Conduct ongoing analysis

Countries individually and collectively can continue to analyze the portrayal of gender in their media in order to pinpoint areas requiring change, to assess the effectiveness of strategies, and to develop an empirical, scientific basis for increasing the participation of women in mass media.

# APPENDIX A

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◆ These countries belong to the South American  
network coordinated by Gloria Bonder of Argentina.

# APPENDIX B

## News Monitoring Guide

As mentioned in the introduction, one of the aims of this project has been to encourage media monitoring on an international level. Our hope is that this project will lay the seeds for future monitoring projects on a local or regional level as well as foster further global cooperation.

MediaWatch would like to encourage organizations and individuals to continue to work on media and gender issues and monitor the media in their lives. The *News Monitoring Guide* is a tool that can be adapted for future projects.

The *Guide* is a 32 page document which was used by all the participating countries on January 18, 1995 to monitor their news media.

The document contains information on organizing volunteers and equipment; which news to monitor; how much news to monitor; and how to monitor the news. Easy to follow coding guides and coding grids are included in three stand-alone sections for television, radio and newspapers. An example of a completed coding grid and explanation is included in each section.

If you would like to monitor the news media in your life, you may order a copy of the *News Monitoring Guide* and coding grids from MediaWatch at Suite 204 - 517 Wellington St. W., Toronto, Ontario, Canada, M5V 1G1, Tel: (416) 408-2065, Fax: (416) 408-2069, E-mail: mediawat@web.apc.org.

NEWSPAPER CODING GRID									
Notes	Paper		Story	People					
Country	1	Type of paper	2	3	4	5	6	7	8
City	9	Publisher	10	11	12	13	14	15	16
Newspaper	17	Subject A	18	19	20	21	22	23	24
Date	25		26	27	28	29	30	31	32

RADIO CODING GRID									
Notes	Program	Story	People						
Country	1	Time program begins	2	3	4	5	6	7	8
City	9	Length of program	10	11	12	13	14	15	16
Station	17	3	18	19	20	21	22	23	24
Program title	25	National / local or regional	26	27	28	29	30	31	32
Date	33		34	35	36	37	38	39	40

TELEVISION CODING GRID									
Notes	Program	Story	People						
Country	1	Time program begins	2	3	4	5	6	7	8
City	9	Length of program	10	11	12	13	14	15	16
Station	17	3	18	19	20	21	22	23	24
Program title	25	National / local or regional	26	27	28	29	30	31	32
Date	33		34	35	36	37	38	39	40

北京青年报

BEIJING YOUTH DAILY

1995年1月19日

WOENSDAG 18 JANUARI 1995

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1995年1月19日 星期三

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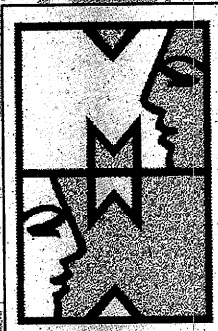
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