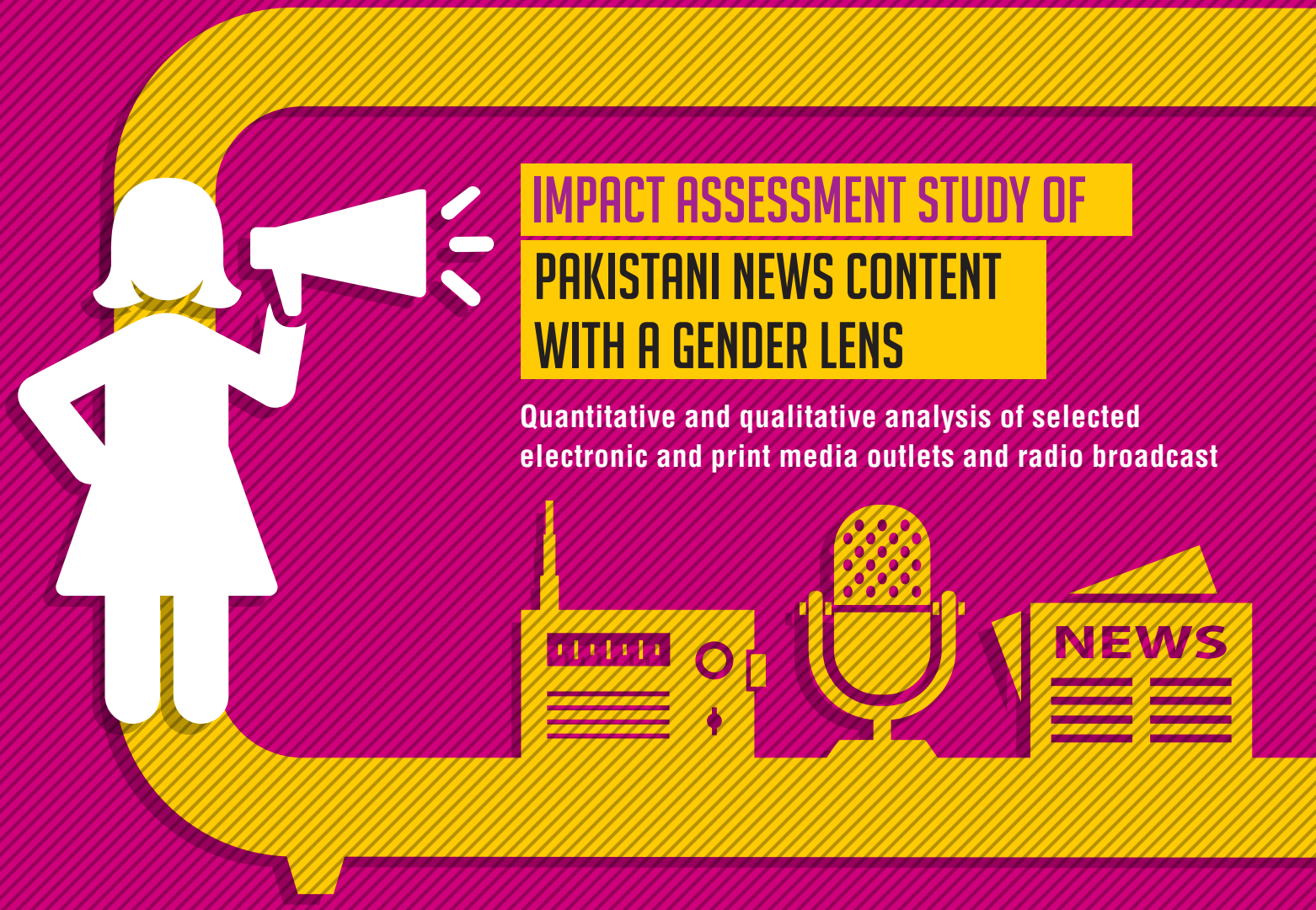


IMPACT ASSESSMENT STUDY OF PAKISTANI NEWS CONTENT WITH A GENDER LENS

Quantitative and qualitative analysis of selected electronic and print media outlets and radio broadcast

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Preface

Gender equality is one of the basic staples of social justice and human rights but more often, it is denied in every sphere of life. Media plays a vital role in challenging the socio-cultural mindset that establishes and nurtures gender discrimination in a society.

It is the fundamental responsibility of a journalist to cover gender-specific issues in an objective manner with an unbiased approach but deep-rooted socio-cultural norms, values and traditions in Pakistan have their impact on the approaches adopted by media persons. As a result, instead of challenging and wiping out these imbroglios to create a comfortable environment for women, mass media in Pakistan is found strengthening the same mindset by ignoring the basic journalistic ethics of covering gender-related issues.

With increased awareness of women rights and more and more women joining the work force, leaving this situation unaddressed is no more an option for a country like Pakistan.

Considering the importance of gender-sensitive reporting in creating a secure and friendly environment for women, ILO took a lead in 2012 by launching a four-year journalists' training program in Pakistan. The aim of this project was to improve the quality of reporting on gender- specific issues. Under this project, almost 1000 working journalists from 36 districts of Pakistan were trained by qualified professionals on gender-sensitive reporting.

The study in hand is an assessment of mass media content on gender-related issues produced by trained and untrained journalists, and finding the differences in reporting patterns of both.

In this regard, a huge array of media content including that from print, electronic and regional media has been selected for qualitative and quantitative assessment. More than four-year data ranging from 2012 to 2015 on gender-related issues have been selected and analyzed on different variables of this study.

Many important aspects and variables like working conditions for women, harassment of women at workplace, safe working environment, problems of journalists in covering gender-related issues and socio-cultural and gender-based discrimination while reporting on these issues have been discussed and analyzed in the study.

Background

The training for journalists was conducted under Promoting Gender Equality for Decent Employment (GE4DE) program based on ILO's conviction that "gender equality in the world of work is a fundamental matter of human rights, social justice, and is instrumental in achieving social and economic development goals". The program has three components:

a) Strengthening national mechanisms to promote equal employment opportunities for women

b) Enhancing skills and employability of poor women in rural and urban areas of selected districts

c) Strengthening capacity of media to raise awareness on issues relating to working women

As part of the third component, the project has trained almost 1000 journalists from over 36 districts of Pakistan on gender-responsive reporting. The training aimed at developing understanding of fundamentals of human rights-based approaches and mainstreaming employment and decent work approaches in media reporting.

The project conducted a baseline study in 2011 to provide the basis upon which the project activities were designed and executed to improve gender-sensitive reporting. A training module was designed (Journalism Plus) in consultation with various experts and stakeholders.

This report is an impact assessment of the project in which media reports from 2012 to 2015were analyzed to gauge the change in reporting patterns vis-a-vis women in the world of work through the End-Line Media Monitoring exercise.

The report will form a resource base for the project and its partners to measure the improvement in women rights-based reporting and promotion of gender equality by the media through monitoring of media content. The report will track the extent to which project interventions have been proliferated through the media and act as an evidence base to rally other actors to emulate.

Objectives envisioned:

a) Developing a methodology for the quantitative and qualitative analysis of news media with a gender lens

b) Conducting an impact assessment of the training imparted to journalists under the project after analyzing news material obtained and selected from trained and untrained journalists, both quantitatively and qualitatively

c) Analyzing the existing training materials for need analysis and improvements for future trainings of journalists

d) Creating indicators against which media should be monitored for the purpose of gender equality for decent work

In addition to the baseline study, the current study will create evidence on media accountability to women and the role played by Pakistan's media as a change agent while highlighting women's interests, aspirations and visions.

As a sequel to this study, there is a need to look into the frequency and patterns of reporting by the mass media in order to exactly outline the challenges faced by journalists. The evidence gathered will help in generating a new debate and discussion on the need for media accountability to women, professional journalism, ethical and responsive reporting, gender-sensitive media practices and decent work for women.

Though mass media in Pakistan is a nascent one, still it has changed the whole landscape of information provision through its vibrancy, zeal to cover everything and all shades of opinion, wide distribution along the religio-political spectrum, challenging settled notions about the truth and reality, and bringing women's agenda to the forefront of public discourse. This study will create an objective evidence of this performance and further highlight the need for mainstreaming gender issues and decent work for women.

Executive Summary

This study has been conducted to assess the impact of training imparted to journalists from across the country by ILO with an aim to promote gender-sensitive reporting. The study analyses the media content on the basis of Global Media Monitoring Project themes including politics and government, economy, science and health, social and legal, crime and violence, celebrity, arts, sports and media.

Studies conducted all around the world indicate that mass media content is highly discriminatory towards women. Global Media Monitoring Reports (GMMP) provides sufficient evidence to support this argument. Basic approach for this study has been taken from the GMMP reporting mechanism which includes some rudimentary research questions, variables and constructs of the study, methodological design and data collection tools etc. These tools have been used to collect data from various Pakistani media outlets from 2012 to 2015.

The mass media organizations selected for this study include:

English print media:

Dawn, Express Tribune, The News and Daily Times

Urdu print media:

Daily Jang, Daily Express, Daily Nawa-e-Waqt and Daily Kawish (Sindhi)

National TV channels:

Express 24/7, Geo News, PTV, ARY News, Dawn News, Samaa News

Regional TV channels:

Wasaib (Saraiki), Khyber News (Pushto), KTN News (Sindhi)

Radio:

Pakistan Broadcasting Corporation Islamabad

A range of mass media content from 2012 to 2015 was selected for quantitative analysis, besides qualitative analysis of electronic media content, including the content produced by trained journalists. To assess the impact of trainings conducted by ILO, a comparative analysis of reporting by trained journalists with that of untrained ones also makes part of this study.

Both quantitative and qualitative research designs have been used to collect data, and relevant statistical techniques were applied to infer results out of those statistics. Quantitative design primarily focuses on placement of news story, byline, status of news agency, domain and theme or subtheme of the story, the way it identifies or recognizes women, stereotypes reinforced or challenged and the use of language.

The quantitative design also focused on employment opportunities for women, equal pay, working conditions for women, opportunities for women in informal economy, harassment at workplace, security of employment or indemnity and social security etc.

Qualitative analysis of news story focused on four main aspects including the information shared in the story, attitudinal stance, and style of the news story besides collecting data on metaphors used for women in media content.

Studying the content through attitudinal stance helps understand whether any negative or positive construction of women in the story is based on a cogent rationale capable of changing attitudes of the readers and viewers.

Style stance helps determine the overall tone of the story which usually impresses an individual to set his/her predisposition on the issue under focus. Metaphor search in a story helps identify any strong adjective(s) used for women, or if women are identified with any negative stereotype.

In qualitative analysis, social stereotypes have also been analyzed under two main categories: blatantly stereotyped news stories and subtle stereotyped news content. Blatantly stereotyped news content usually employs language and images to denigrate women's social status in a demeaning fashion and in comparison presents men's role as socially justified. On the other hand, in subtle stereotyped news content, generally negative socially-constructed stereotypes are presented to make them appear normal and in a way part of the culture.

Based on GMMP themes, the variables Gender Balanced Reporting, Socio-Cultural Gender Stereotypes, Media-Related Gender Balance, Gender-Based Violence, News Balance and Objectivity, Working Conditions for Women, Women and Informal Economy, and Women at Work (Harassment and Violence) have been measured and analyzed. Data have been displayed in info graphs and findings are explained under every variable of the study. The last section sheds light on conclusions challenges and recommendations.

Overall, reporting trends were found different in print and electronic media and varied from organization to organization highlighting the fact that the policy of an organization has a great impact on gender-sensitive reporting. In several semi-urban areas, journalists shared that focusing on 'gender issues' restricts their chances of making it to better pages or getting a better slot in the TV bulletin cycle.

The biggest challenge for gender-sensitive reporting was found to be the deep- rooted discriminatory mindset which prevails at all levels in media organizations. During the course of training, in several areas, especially in the interior parts of Balochistan, Punjab and Sindh, journalists were not very receptive to the basic concepts such as equal rights, women's empowerment, equal wages and even the fact that working women can contribute to social development.

The study concluded that print media, especially English media, covered a variety of women-related issues, refrained from objectifying women and challenged stereotypes more effectively as compared to electronic media which focused more on women in crime, violence against women and arts and celebrity news stories largely ignoring other important aspects like women in the workforce, and their contributions and the challenges they face. Another noticeable aspect was lack of investigative journalism in electronic media while covering crime and violence against women stories.

The study also indicated significant difference between the content produced by trained and untrained journalists. Trained journalists were found to be more sensitive to gender inequalities as compared to those who have not been trained on gender-sensitive reporting.

The analysis shows that gender stereotyping and discrimination against women in media reporting is linked with social mindset and continuous efforts are required to change such media approaches.



"After attending this training session, I realized that old discriminatory practices of Pakistani media towards women are going to change in the near future. All trainees in our group are now aware of the existence of gender insensitivity in media and committed to do their best in eliminating such practices. In Pakistan, media policies are directed towards ratings and advertisement even at the cost of ethics, norms and values of society. Women-related stories are highly sensationalized. Trained journalists can help to minimize this trend. For a complete change, other stakeholders will have to play their due role as well."

Mazhar Iqbal, ARY News, Lahore.

SECTION - I

Introduction

Aims & Objectives



Introduction

Media not only entertain and provide news to people, but also transfer the stereotypes, beliefs and values of the society to reproduce the existing order of social life. Media play a significant role in determining how women are viewed and perceived by the society.

Women in Pakistan are making their mark in every field but continue to struggle to fight obstacles that hinder their empowerment. One of the visible hurdles is gender discrimination. This deep-rooted injustice to women is not only harmful for social growth of the country but it also perpetuates stereotypical position of women and ultimately undermines their overall status in the society.

Women in the workforce are subject to various types of pressures from family and the society. Job market is clearly male-dominated and a lot of stereotypes and misconceptions preclude women from taking the lead in any profession. Not many in the society understand the hardships and difficulties women professionals face as they have to prove themselves not only as a professional but also as wives, mothers, sisters etc.

Women are often overworked and underpaid, and have little access to equal opportunities. In fact, a large number of organizations often deny promotions to women on the flimsy excuse that they cannot handle tough assignments. The work places lack some basic facilities that can be helpful in the progress of women such as child care provisions, flexi-hours, and sensitive approach to their limitations. Though the number of women has increased in the work force, they still remain in lower positions. Sexual harassment of female professionals adds to the problems.

In media, freshly graduated women join media with great enthusiasm and eagerness but lack of access to opportunities, job structure and overall discriminatory environment lead them to leave media and look for alternative jobs. On the other hand, stereotypes exist both in the portrayal (content) and the participation of gender in media. With respect to the symbolic representation of women, women are usually presented as subordinate, passive, submissive and marginalized, performing limited number of tasks confined to their sexuality, emotions and domesticity.

Media decide the context in which a woman should be placed, and reinforce it constantly. The media emphasize women as home-makers and portray them as avid consumer. On the other hand, women continue to have limited access and participation in decision-making in the media industry and governing authorities and bodies that oversee formulation and implementation of media policies.

Different projects and researches depict lack of gender-sensitive approach and analysis of women's issues by both men and women in Pakistani media. Women usually become news when they are raped, killed, kidnapped, tortured or are found to be involved in a criminal act. Continued exposure to media reports on violence against women has only created more fear among many women. This in turn has affected their self-confidence and mobility.

Very few stories portray them in a positive manner and in a language that is gender-sensitive. Women are hardly presented as contributors to the development process as laborers, farmers and professionals. Worse, some members of media community tend to underestimate the efforts of women's organizations.

Women are underrepresented in television to the ratio of 3:1. The fact that a majority of voice-overs on television are done by men, that there are more male news readers, producers, editors, anchors, technical staff on television and that many of the major films directors are men, indicates men have the authority and control of electronic media.

When we talk about serious discussions on news channels, women representation both in content and representation is very low. A talk show analysis by Gallup Pakistan for July 2015 shows that only 9 per cent of guests invited to talk shows were women.

On the positive side, media have slowly begun to realize that they are being unfair to women. Codes and guidelines have been developed at different levels but ineffective implementation of these policies and codes remains a big issue.

In Pakistan, the Pakistan Electronic Media Regulatory Authority (PEMRA) is a watchdog for electronic media. Dilating upon the PEMRA code of conduct for media broadcasters and cable TV operators, advertisements, inciting obscenity in any way or glorifying adultery, lustful passions, or non-Islamic

values, are not permitted. Any material targeting sanctity of home, family and marriage or containing indecent, vulgar, or offensive themes or treatment are also prohibited. Recently PEMRA has been active in issuing directives and warnings to television channels for violation of the code of conduct.

ILO's four-year training program for journalists was also part of the effort to sensitize media persons on gender aspects. It aimed at making journalists realize that the messages played and replayed through media go a long way in determining the mindsets of the reader, audience and viewer and gender equality in print and electronic media can effectively help reduce disparity and help gender empowerment.

Aims and Objectives

The following are the main aims and objectives of this report:

- Gathering gender-specific content published or aired by the print and electronic media of Pakistan
- Analyzing the content with respect to Global Media Monitoring Project themes; i.e. politics and government, economy, science and health, social and legal, crime and violence, celebrity, arts, sports and media, to include a few
- Measuring the media content on gender sensitivity
- Analyzing whether media have been reporting on gender issues in a balanced way
- Analyzing how media have been dealing with socio-cultural stereotypes towards gender issues
- Analyzing whether media have been reporting the issues related to gender violence in a balancedand objective manner
- Analyzing how media have been reporting on issues related to workplace violence and harassment
- Analyzing how media have been reporting on issues related to working conditions of women
- Whether media have been reporting on formal and informal economy related to women
- Whether there have been differences between the reporters trained by ILO on gender issues and those nottrained
- Knowing the impediments (professional and organizational) in the way of journalists for gender-sensitive reporting
- Developing recommendations for improving the quality of journalism on gender-related issues in all sorts of media in Pakistan
- Assessing the capacity of media to highlight issues faced by 'Women in world of work'



"After attending this workshop, my capacity to report on gender-specific issues has greatly improved. Mostly, media portray women in a stereotypical way. There are hidden gender biases which we seldom realize. Through these trainings, I am able to check these biases in my reporting. I believe that basic cause of increasing gender-based discrimination is unprofessional media ethics. Media persons are unaware from their duties."

Khudai Noor Nasar, Radio Mashaal, Quetta

SECTION - II

Research Methodology



In Pakistan, media monitoring is a recent phenomenon. For this report, effort has been made to standardize the methodology, tools and protocols for media monitoring in line with the Global Media Monitoring Guidelines. The research team has used a wide variety of media sources for monitoring and content analysis including English, Urdu, national and regional newspapers and channels as well as radio to ensure that all mediums and regions are included in the research.

Methodological Design

Both quantitative and qualitative research designs were used to collect data and relevant statistical techniques are applied to infer results.

Quantitative design primarily focused on the placement of news story, byline, status of news agency, domain, theme and subtheme of news story, the way it identifies or recognizes women, reinforcement or challenging of social stereotypes and language of the story etc. Besides that, quantitative design was used to collect data on decent employment variable.

Qualitative analysis of the news story focused on four main aspects including epistemological stance, attitudinal stance, and style, besides collecting data on metaphors used for women in media content.

Key Constructs and Indicators

Based on desk research, Global Media Monitoring Project (GMMP) and brainstorming sessions with ILO staff in Islamabad, the following variables were identified:

1. **Gender Balanced Reporting:**

   This variable is conceptualized as balanced presence of women and men – reflecting the composition of society, and human experiences, actions, views and concerns, in media coverage of news and current affairs.

2. **Socio-Cultural Gender Stereotypes:**

   This variable is conceptualized as a media content having fair portrayal of women and men through elimination of stereotypes and promotion of multi-dimensional representation/portrayal or otherwise.

3. **Media-Related Gender Balance:**

   This domain will look at the media structures and their working as whether they are reposing equal trust in women workers for important assignments by placing them in leadership roles or they are merely used to make media visible. Generally, it is assumed that media have increased visibility of women but they lack power to contribute significantly in media products. As this aspect is usually not reflected in media products, thus, it was used to corroborate with the results / findings of the research.

4. **Gender-Based Violence:**

   It is conceptualized as any act of violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivations of liberty, whether occurring in public or in private life. An accurate and holistic understanding of gender-based violence in all its forms as an internationally-recognized violation of human rights (e.g. UN Declaration on the Elimination of Violence against Women, 1993) was considered under gender-based violence variable.

5. **News Balance and Objectivity:**

   Objectivity in news content is variedly defined and conceptualized; however, it may be measured in four major dimensions-accuracy, balance, fairness, and discrimination.

6. **Women at Work:**

   'Women at workplace' involves a multiplicity of dimensions in its scope. This study primarily focuses as how image of women is constructed (not mere portrayal) at workplace in the media stories.

Selection of Sources and Sample Size:

The retroactive monitoring of media over the last four years (2012-15) was a great challenge as it required availability of all media content of four years, out of which one should be able to draw representative samples for both print and electronic media. It was also not an easy task to match the reports filed by journalists trained under the project with the untrained ones. Further, there are frequent changes in the duties, postings and work assignments of the

reporters.

For collection of stories, the research team gathered media reports filed by field reporters from various districts as per sample design. Over 30 percent of the trained journalists were approached for this purpose. Furthermore, ILO's own resource base was used to collect the media reports of trained and untrained journalists to draw a comparison between the two.

The data set embraces hundreds of news reports including leading articles published in English language dailies of Pakistan spanning over 2400 pages (single lined) from 2012 to 2015, one month sample reports from selected regional languages and Urdu newspapers each year under analysis, and one month sample of main news bulletins of selected electronic media from among the national and regional channels.

While selecting the TV channels, focus was to include all the sources which were part of the baseline study in order to see the impact over the last four years. Further, a mix has been maintained of channels whose journalists received the training and those whose staff did not. While selecting newspapers, a mix of English, Urdu and regional newspapers were selected. For radio, the outreach and large audience base was the criterion for selection.

Media Monitored for Content Analysis

Language	Newspapers	Monthlies	Television	Radio
English	Dawn		Express 24/7	PBC (AM)
	Express Tribune		Geo	
	The News		PTV	
	Daily Times		ARY	
Urdu	Jang		Dawn	
	Express		Samaa	
	Nawa-e-Waqt			
Regional	Kawish (Saraiki)		Wasaib (Saraiki)	
			Khyber (Pashto)	
			KTN (Sindhi)	

To make it appear systematic, multistage sampling technique was employed. Four-year media content was included in the sample in the following manner:

- To have a representative sample from all the quarters of a year, a year was divided into four quarters -(I) Jan to March, (ii) April to June (iii), July to September, and (iv) October to December. The median month of a quarter was selected to have representative data from all the selected newspapers and channels.
- This means February 2012, May 2013, August 2014 and November 2015 were the selected months and media content that appeared in these months in the chosen newspapers and channels formed the sample.



"ILO has done a great job by taking these trainings to the local level. I have gained a lot of useful knowledge from this forum. But realities of these areas remain the same. Stories related to women harassments, rape, acid attacks, abduction and Karo-Kari are filtered from the pressure groups such as feudal lords and Jirga members. Journalists risk their lives while reporting on such issues. Sometimes journalists avoid reporting on such stories to save their lives. Due to such pressure groups and limited capacity of local journalists, gender discrimination and stereotyping is increasing instead of decreasing,"

Hamid Rehman, Daily Nai Baat, Sindh

SECTION - III

Results & Findings



Background

This section deals with results, analyses and findings of data on defined multidirectional variables. The constructs and variables have already been explained in the previous section. Sufficient description on their possible indicators, though some of them were a little extraneous and could not be observed in data, is also given in detail in the Research Methodology section.

The data available for this study are categorized into news stories retrieved from selected newspapers from 2012 to 2015, news bulletins and talk shows of selected news channels of the sampled months from 2012 to 2015 and news stories and packages produced by journalists trained by the ILO during the same period.

Both quantitative and qualitative techniques of data analysis were used in the study. As there has been a huge data on the variables and constructs, it was nearly impossible to develop a qualitative analysis of all the available information. This section possesses complete quantitative analysis of the available data. However, a qualitative analysis of limited stories including some of those published in various print media outlets by trained journalists and some of non-trained journalists was done to develop a comparison.

Similarly, an interesting qualitative analysis also follows on the primetime news bulletins and talk shows of selected channels on our constructs. This includes packages by both trained and non-trained journalists; nonetheless, major chunk of data is by non-trained journalists.

Quantitative Analysis of Print Media Contents

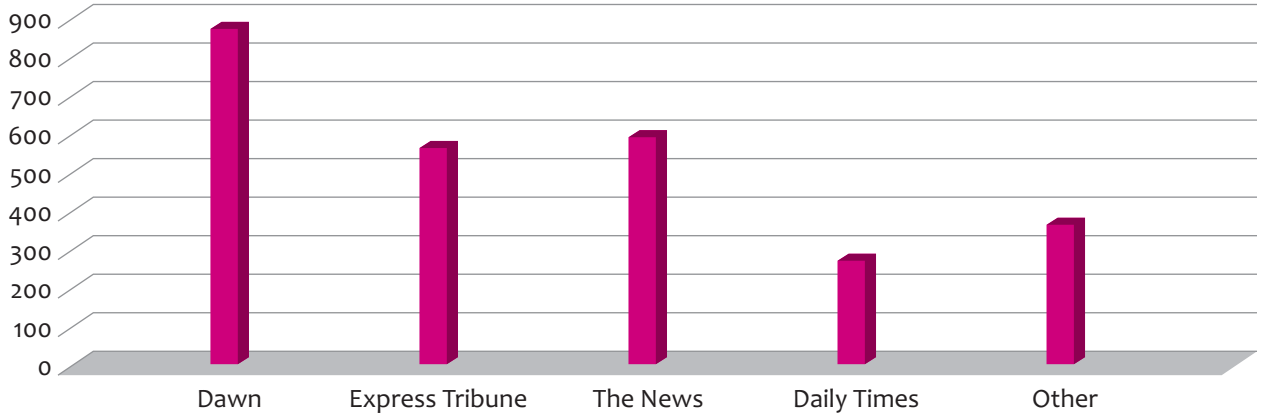
English Newspapers

From 2012 to 2015, about 2783 gender-specific stories were published in *Dawn, The News, Daily Times and The Express Tribune* spanning thousands of pages. This figure includes all genres that might appear in a newspaper like hard news, soft news, features, editorials, investigative reports etc. The following table and graph would help to understand the quantum of news items in a given newspaper:

Gender Specific News Stories in Print Media

	Frequency	Percent
Dawn	889	31.9
Express Tribune	592	21.3
The News	624	22.4
Daily Times	273	9.8
Other	405	14.6
Total	**2783**	**100**

Gender Specific News Contents in English Newspapers



Here, 'other' includes those print media outlets that do not constitute our sample of newspapers like *The Nation, Herald, Mag* and other dailies and weeklies etc.

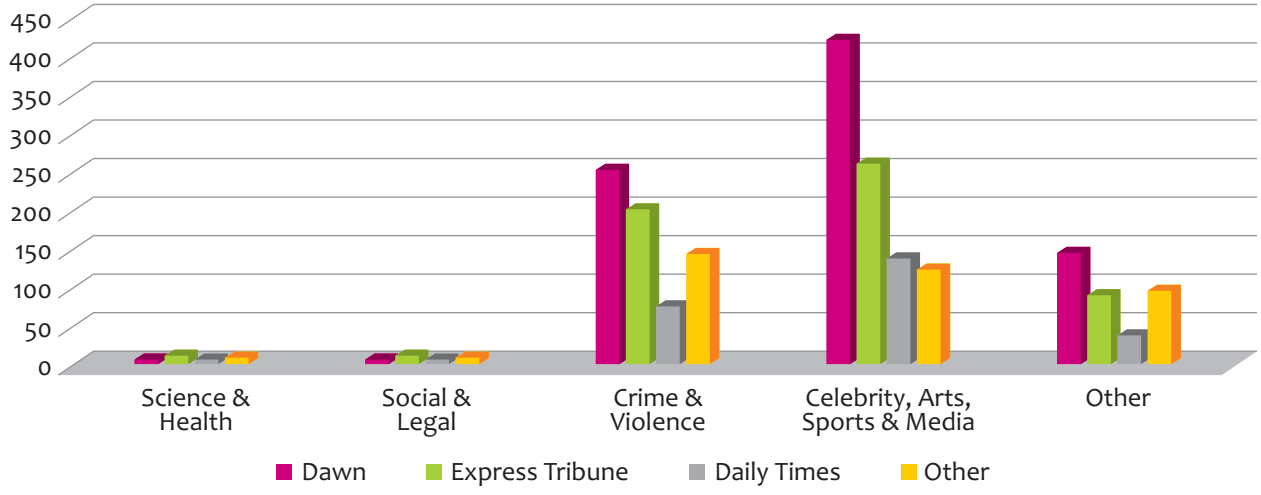
GMMP's Themes

GMMP identified six main themes for gender-specific stories in media. Following table explains theme-wise distribution of news items in our selected print media outlets:

GMMP Themes

	Politics and Government	Science and Health	Social and Legal	Crime and Violence	Celebrity, Arts, Sports and Media	Other	Total
Dawn	63	4	5	256	415	146	889
Express Tribune	30	8	10	199	258	87	592
The News	46	5	8	151	327	87	624
Daily Times	26	3	7	59	139	39	273
Other	42	6	9	139	117	92	405
Total	207	26	39	804	1256	451	2783

GMMP Themes



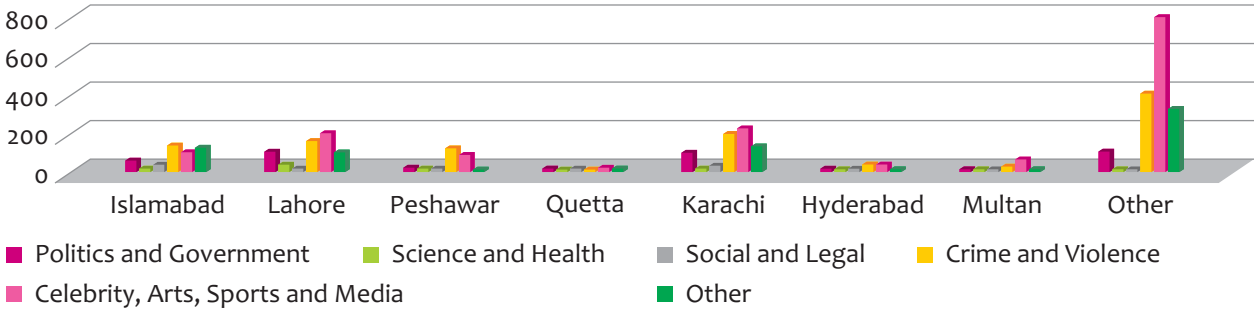
Findings:

- The GMMP's theme of Celebrity, Arts, Sports, and Media was the leading theme which got a large amount of coverage among gender-related news. Almost 45% (1256 out of 2783 news items) of the total news consists of this particular theme.
- Second leading theme which got more exposure was Crime and Violence. Nearly 29% of the total news content was from this category.
- The category of Politics and Government was at No. 3 with 7% coverage in the English print media.
- Most neglected theme among gender-related news was Science and Health. Its average was 0.99%, the lowest among all the main themes.

GMMP Themes with Respect to Cities

	Politics and Government	Science and Health	Social and Legal	Crime and Violence	Celebrity, Arts, Sports and Media	Other	Total
Islamabad	28	3	12	120	64	67	294
Lahore	36	7	3	104	124	37	311
Peshawar	23	3	0	53	43	13	135
Quetta	4	0	1	5	21	1	32
Karachi	41	4	13	157	192	64	471
Hyderabad	5	1	1	12	12	2	33
Multan	0	0	0	4	31	1	36
Other	70	8	9	349	769	266	1471
Total	207	26	39	804	1256	451	2783

GMMP Themes with Respect to Cities



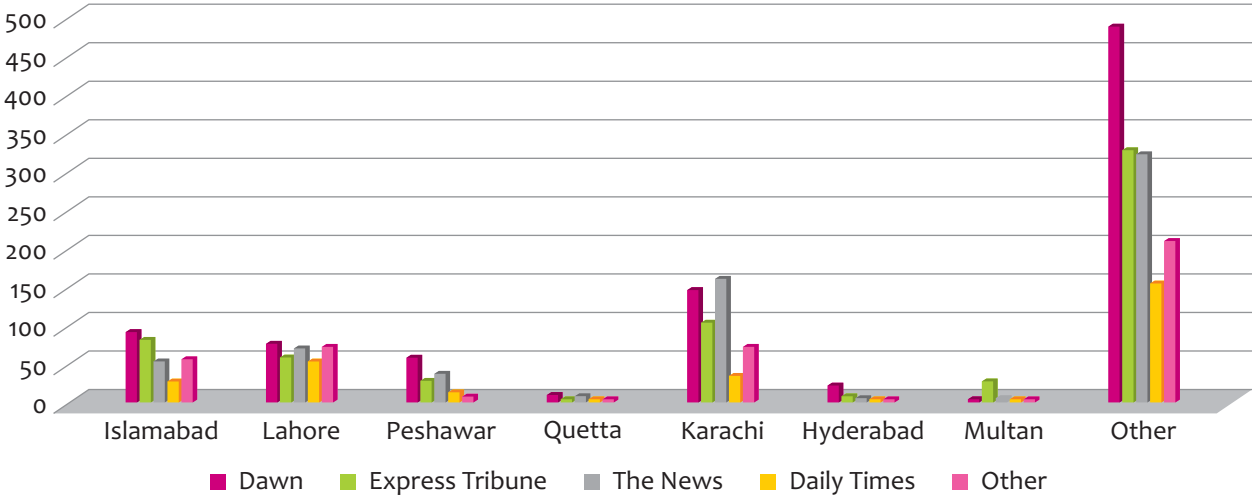
Findings:

- This relation is very important because it depicts the trend that journalists of which city are more sensitive towards gender-related issues. Overall, two dominant themes including Crime and Violence, and Celebrity and Arts news were observed.
- Islamabad seems to be leading in Crime and Violence theme. Nearly 41% gender-related news content originating from Islamabad highlighted Crime and Violence.
- The two big cities of Punjab - Multan and Lahore had more news from Celebrity, Arts, and Media theme. Lahore's percentage was nearly 40% and Multan 86% - the highest average for any variable.
- From the province of Sindh, Karachi, which is hub of arts and celebrity activities, had more stories from the theme of Arts, Sports, Celebrity and Media. On the other hand, the second biggest city of Sind gave equal coverage (50%) to crime and celebrity news.
- The leading theme of Quetta, which is the only city included in this research from Balochistan, was also Celebrity, Sports and Media. Nearly 65% of news items from Quetta were from this theme.
- In Peshawar, Crime and Violence was the top theme with 39% of gender-related news content.

Gender Related Stories with Respect to Cities

	Islamabad	Lahore	Peshawar	Quetta	Karachi		Hyderabad	Multan	Other
Dawn	92	73	56	16	137	22	3	490	889
Express Tribune	79	55	25	2	89	6	21	315	592
The News	44	64	35	6	155	3	5	312	624
Daily Times	29	51	11	4	25	1	4	148	273
Other	50	68	8	4	65	1	3	206	405
Total	294	311	135	32	471	33	36	1471	2783

Gender Related Stories with Respect to Cities



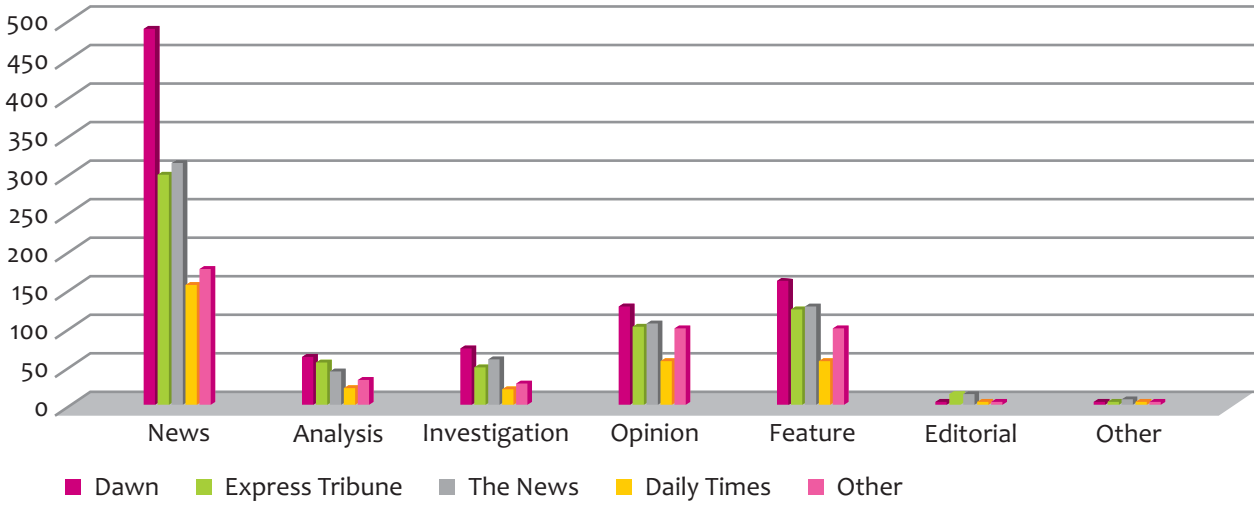
Findings:

- Geographic analysis of gender-related stories is also very important. It points out not only the reporting trend of a particular city but also reflects the collective trend of a particular city towards gender.
- Karachi editions of *The Express Tribune*, *Dawn*, and *The News* have been found taking a lead in terms of covering gender-related stories as compared to any other city.
- Lahore edition of *Daily Times* gave space to more gender-related stories than any other city.
- All English newspapers published in Quetta gave very little space to gender-related news. Out of 2783 news, only 32 were gender-related which is about 1% of total news.
- Karachi, Islamabad and Lahore seem to be the dominating cities in highlighting gender- related stories.

Genre of the Stories

	News	Analysis	Investigation	Opinion	Feature	Editorial	Other	
Dawn	482	56	65	122	157	6	1	889
Express Tribune	289	44	41	92	113	11	2	592
The News	308	34	53	97	115	12	5	624
Daily Times	151	17	15	40	42	6	2	273
Other	161	29	28	84	92	7	4	405
Total	1391	180	202	435	519	42	14	2783

Genre of the Stories



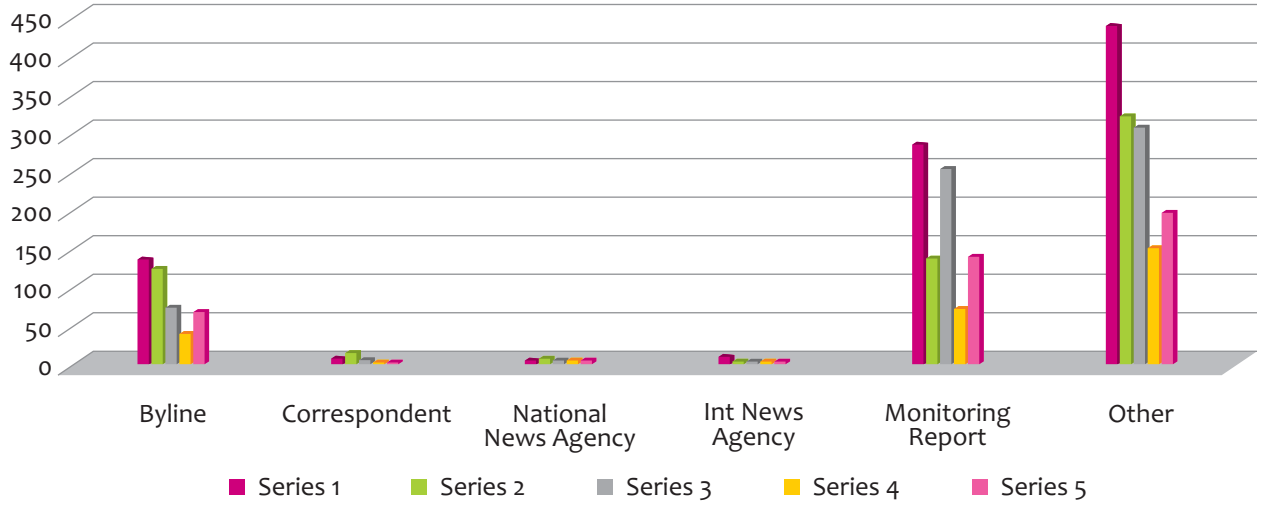
Findings:

- Within the genres of print media content, category of News was on top as compared to other types. Approximately 50% place was reserved for gender-related stories by English newspapers.
- The other prominent news type was Feature which got 19% of place among gender- related items.
- The Editorial part of English newspapers seems to be at the lower side in presenting gender perspective. As editorial is the official view point of the newspaper, it is noticeable that from among the data of 2783 news items, only 42 were editorials.

News Sources and their Cities:

	Byline	Correspo--ndent	National News Agency	Int News Agency	Monitoring Report	Other	
Dawn	130	11	0	19	291	438	889
Express Tribune	122	13	1	7	137	312	592
The News	67	5	1	5	247	299	624
Daily Times	25	0	0	3	107	138	273
Other	64	1	0	6	140	194	405
Total	408	30	2	40	922	1381	2783

Gender Specific Stories and their Sources



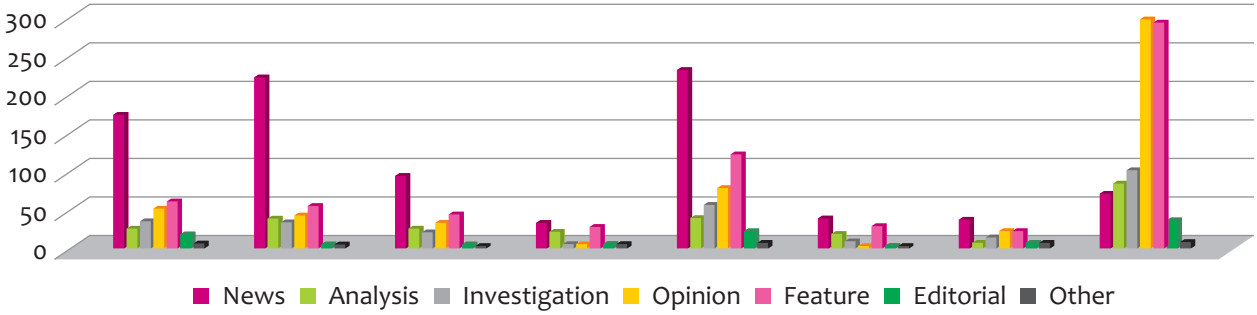
Findings:

- Monitoring desk of the English print media seems to be active in picking up and disseminating gender-related news. Almost 33% of gender-related news in the English print media was covered by the monitoring desk.
- The reporters of the relevant beat also did well. After the monitoring desk, the most prominent coverage to gender-related news was by the reporters, who are usually the primary source of information for any media organization. Reporters covered 14% gender-related news which is quite a healthy percentage.
- The national news agencies were found to be ignoring gender-related news. It is highly recommended that they should focus on such news. Out of 2783, only two news stories were covered by the national news agencies.

News Sources and their Cities:

	News	Analysis	Investigation	Opinion	Feature	Editorial	Other	
Islamabad	158	17	22	41	49	5	2	294
Lahore	206	25	18	24	35	2	1	311
Peshawar	68	12	10	18	26	0	1	135
Quetta	15	5	1	2	9	0	0	32
Karachi	212	29	49	61	108	8	4	471
Hyderabad	16	5	3	1	8	0	0	33
Multan	21	1	3	5	5	0	1	36
Other	69	86	96	283	279	27	5	1471
Total	1391	180	202	435	519	42	14	2783

News Sources and their Cities:



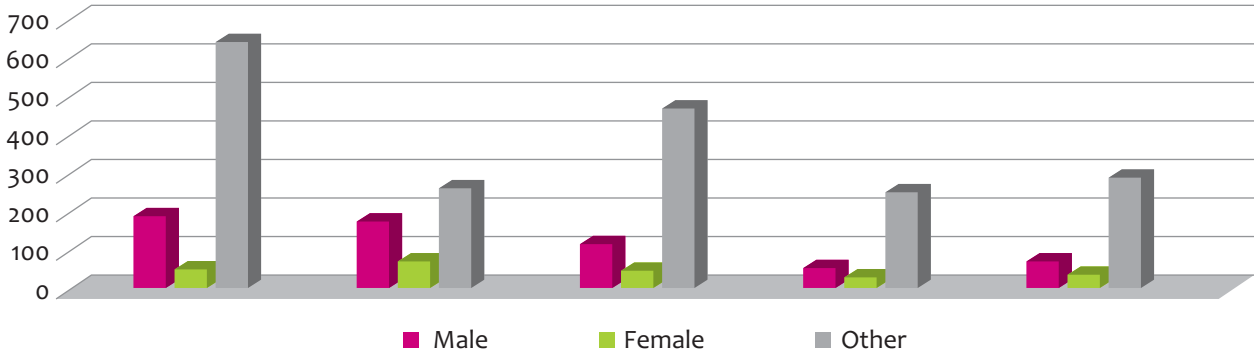
Findings:

- All the cities gave ample space to news items. Almost 50% gender-related stories were hard news.
- Investigative journalism was noticed to be on the lower side. Only 7% stories were based on investigative journalism.
- Editorial which depicts a newspaper's policy had a poor performance. It shows that policy-makers or editors of the newspapers did not give much importance to gender- related issues. From among a total of 2783 news items collected for the data, only 42 were editorials.

Gender of the Reporter

	Male	Female	Other	
Dawn	204	59	626	889
Express Tribune	171	81	340	592
The News	117	37	470	624
Daily Times	41	8	224	273
Other	71	35	299	405
Total	604	220	1959	2783

Gender of the Reporter



Findings:

- A woman in a media setup is the key player to focus on women issues. Gender experts believe that equity and equality cannot be achieved unless and until we have more women on board in media.
- *The Express Tribune* gave more prominent place to women reporters as out of 340 stories, 81 were reported by female reporters - approximately 24%.
- All other newspapers were been found to be on a slightly lower side in terms of their women

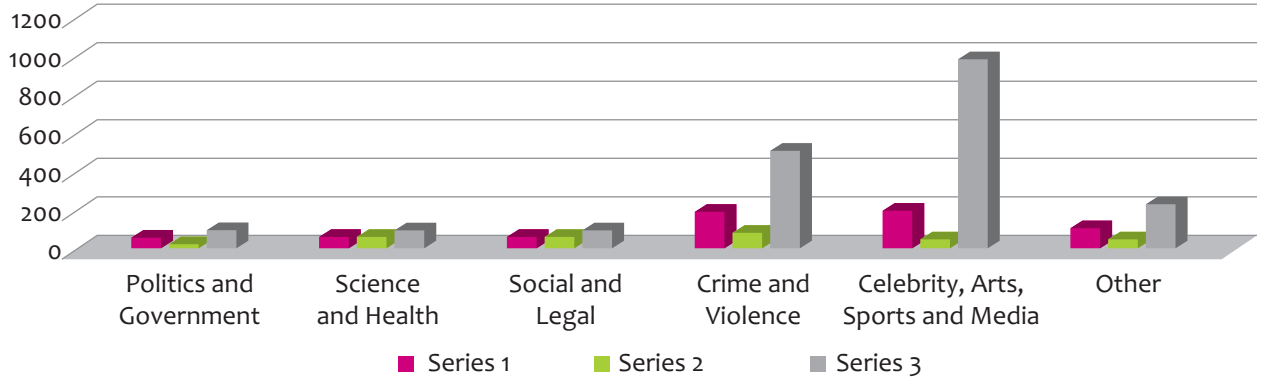
reporters reporting on gender-related news. All mainstream English print media published less than 10% stories which were filed by female reporters.

- Except for *The Express Tribune*, all other English newspapers failed to give women reporters a proper place in publishing gender-related stories.

Gender of Reporters in GMMP Themes

	Politics and Government	Science and Health	Social and Legal	Crime and Violence	Celebrity, Arts, Sports and Media	Other	
Male	54	3	9	192	207	139	604
Female	16	1	4	93	44	62	220
Other	137	22	26	519	1005	250	1959
Total	207	26	39	804	1256	451	2783

Gender of Reporters in GMMP Themes



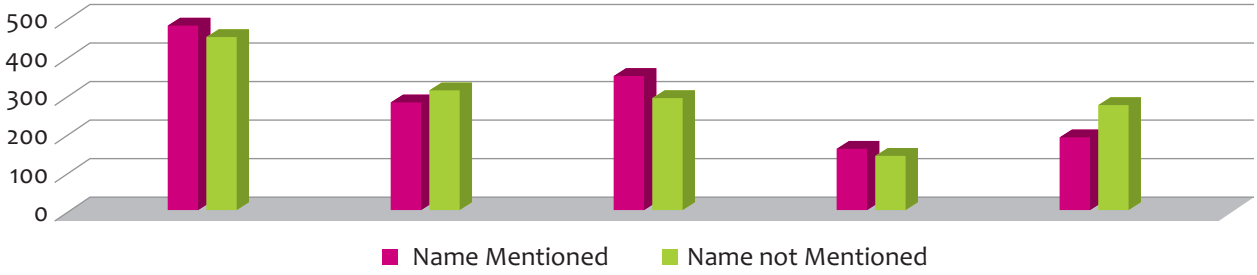
Findings:

- Crime and Violence appeared to be the dominant theme for both male and female reporters.
- Male reporters gave 31% place to gender-based violence and crime stories, whereas female reporters' percentage was 41%, - 10% higher than men's.
- Politics was the favorite domain for male reporters.

Recognition of Women

	Name Mentioned	Name not mentioned	
Dawn	463	426	889
Express Tribune	281	311	592
The News	332	292	624
Daily Times	144	129	273
Other	178	227	405
Total	1398	1385	2783

Recognition of Women



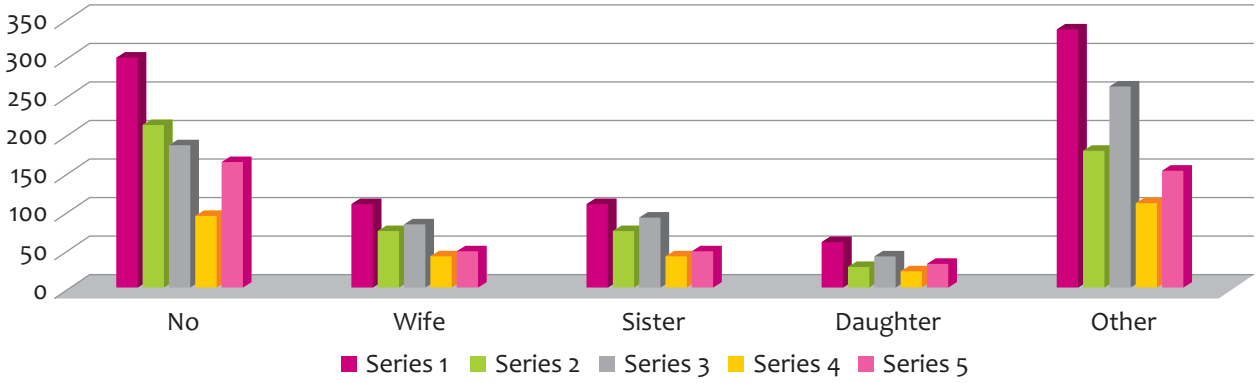
Findings:

- It is important that capabilities of women should be recognized by media with name, but names of the survivors or victims of crime and violence are not published to protect privacy.
- Almost 51% of total news items published in the selected newspapers do not carry the names of women in gender-specific news content.
- It was found that *Dawn* had more news items where names of women have been mentioned, in about 52% of such published news items.
- The News did not lag behind Dawn in identifying women in gender-specific news content, which was more than 53% of its total published stories.
- *The Express Tribune* had the least number of news stories with recognition of women among all the selected newspapers as nearly 47% of such news items were found in gender-related content of the newspaper.

Identification of Women

	No	Wife	Sister	Daughter	Other	
Dawn	299	104	105	54	327	889
Express Tribune	208	57	69	35	223	592
The News	188	59	78	45	254	624
Daily Times	87	31	26	23	106	273
Other	155	32	35	32	151	405
Total	937	283	313	189	1061	2783

Identification of Women



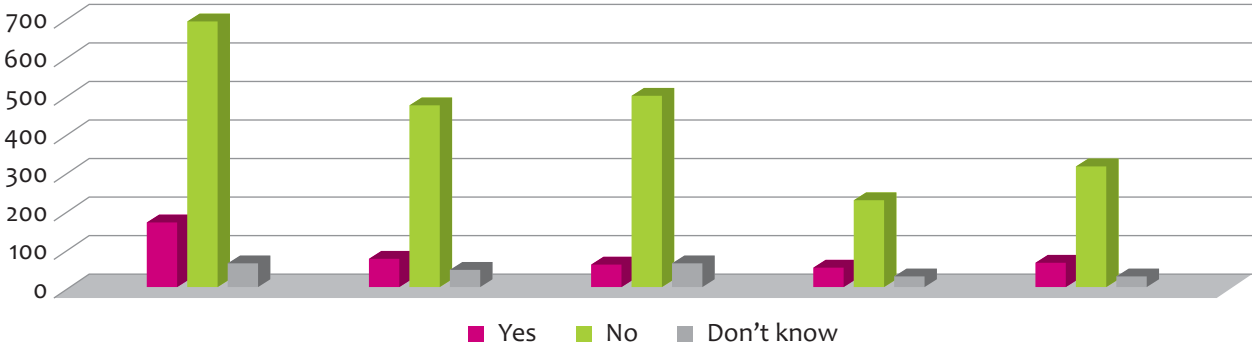
Findings:

- Media need not identify women in news stories related to crime and violence. Similarly, women should not be projected with reference to their family background in news related to politics and governance. Instead, the focus must be on their achievements as individuals.
- Almost 66% of total news items in the selected newspapers mentioned the identity of women in some way or the other.
- Nearly 30% news items in Dawn identified women as sister, wife or daughter, while 66% of news content revealed identity of women in some way or the other.
- Almost 65% of news items in *The Express Tribune* revealed the identity of women in their gender-related content.
- *The News and Daily Times* had the most news stories where the identity of women was revealed constituting 70% and 69% news items respectively.

Women Portrayed as Role Model

	Yes	No	Don't know	
Dawn	132	694	63	889
Express Tribune	89	471	32	592
The News	73	506	45	624
Daily Times	36	221	16	273
Other	69	319	17	405
Total	399	2211	173	2783

Recognition of Women



Findings:

- It has been noted that the number of positive news stories in gender-specific news content are far less than those related to crime and violence; thus the quantum of news stories where women were being portrayed as role models could not be much larger. Mostly, there were soft news stories where women were portrayed as role model in gender-related content.
- In only 12% of the total news items, women were portrayed as role models.
- *Dawn and The Express Tribune* had almost 15% of news stories each where women were portrayed as role models.
- *The News* had the least number of stories with depiction of women as role models in which only 11% news items portrayed women in a positive way.
- *Daily Times* had nearly 13% news items where women were portrayed as role models.

Derogatory Language used for Women

	No	
Dawn	889	889
Express Tribune	592	592
The News	624	624
Daily Times	273	273
Other	405	405
Total	2783	2783

Derogatory Language used for Women



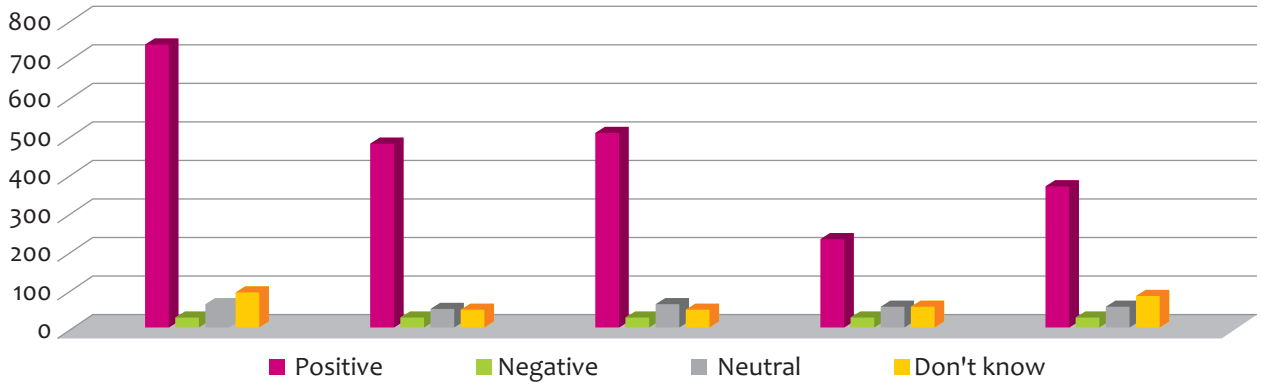
Findings:

- A language is the mirror of its society. Sexism in language was identified as a global problem during the First World Conference on the Status of Women, organized in Mexico.
- Derogatory language was one of the important themes while considering gender-related news stories. However, no instance of derogatory language in the national English print media was found in reporting gender news stories.
- The trend depicts high level of gender awareness and gender sensitivity among the English print media.
- All the English newspapers demonstrated 100% results in avoiding derogatory language.

Favorability towards Women

	Positive	Negative	Neutral	Don't knowal	
Dawn	719	24	66	80	889
Express Tribune	478	15	51	48	592
The News	503	10	60	51	624
Daily Times	223	4	23	23	273
Other	350	4	22	29	405
Total	2273	57	222	231	2783

Favourability Towards Women



Findings:

- At a time when media tend to favor women, especially in stories related to crime and violence against women, our findings too support this. Content of more than 82% of total news items supported women.
- More than 80% of news items in *Dawn, The Express Tribune and The News* showed positive favorability towards women.
- *Daily Times* showed a more positive trend with more than 82% of news having favorability towards women.

Gender Balanced Reporting

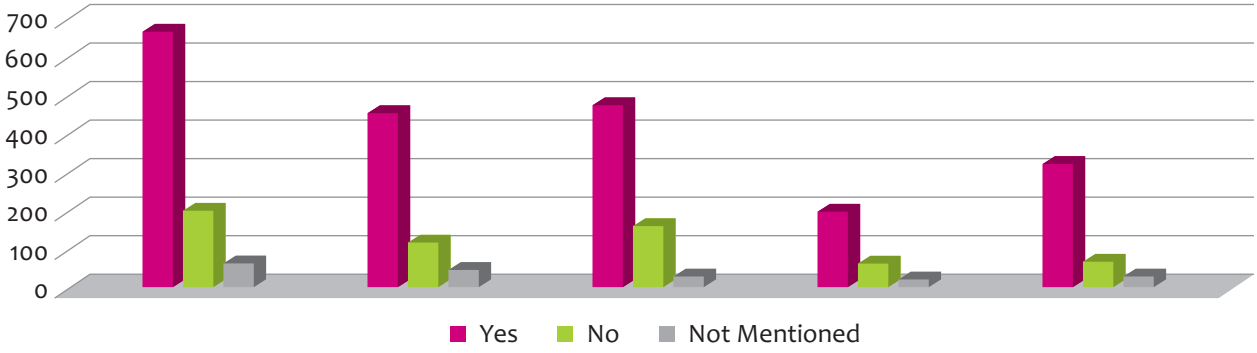
Gender-balanced reporting construct has been measured in various dimensions, which included women centrality in the news story, opinion sought from women on gender related issues, whether social status of women neglected, percentage of news stories related to women as compared to men, and type of stories where women are centered etc

Following are the results:

Women Centrality in the News Stories

	Yes	No	Not mentioned	
Dawn	656	199	34	889
Express Tribune	452	120	20	592
The News	470	142	12	624
Daily Times	199	72	2	273
Other	317	75	13	405
Total	2094	608	81	2783

Recognition of Women



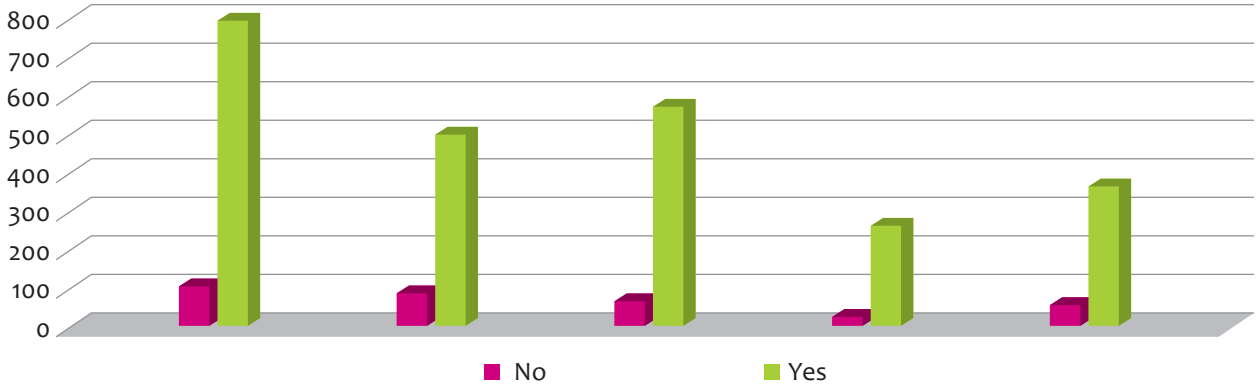
Findings:

- Women centrality in gender-specific news stories is considered vital as women should be given due coverage in women-specific issues, it is also one of the important aspects of gender-balanced reporting in the media.
- More than 75% of total news items in the selected newspapers placed women in a central position.
- Almost 75% of news items in *Dawn, Express Tribune and The News* had women centrality in gender-related content.
- *Daily Times* was a little behind its contemporaries with 72% of news content having women playing central role in the stories.

Opinion sought from women on gender related issues

	Yes	No	
Dawn	109	780	889
Express Tribune	101	491	592
The News	71	553	624
Daily Times	30	243	273
Other	52	353	405
Total	363	2420	2783

Opinion Sought on Gender Issues



Findings:

- In gender-related news stories, expert opinion is one of the most important variables, which shows how much importance is given to an issue.
- Reporters of *The Express Tribune* demonstrated high professionalism by seeking expert opinion

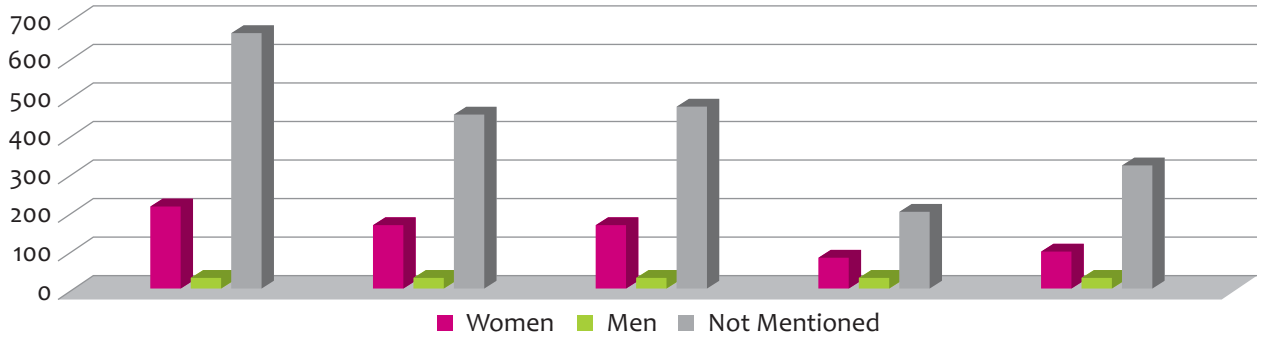
from women specialists on relevant issues. Almost 17% stories included expert opinion from women. This percentage seems quite low but as compared to other newspapers, it looks satisfactory.

- The News and Daily Times had only 11% news items that had expert opinion sought from women.
- *Dawn* had only 12% news with expert opinion of women.

Social Status of Women Neglected in the Stories

	Women	Men	Not mentioned	
Dawn	216	6	667	889
Express Tribune	145	3	444	592
The News	155	3	466	624
Daily Times	68	1	204	273
Other	94	1	310	405
Total	678	14	2091	2783

Social Status of Women Neglected in the Stories



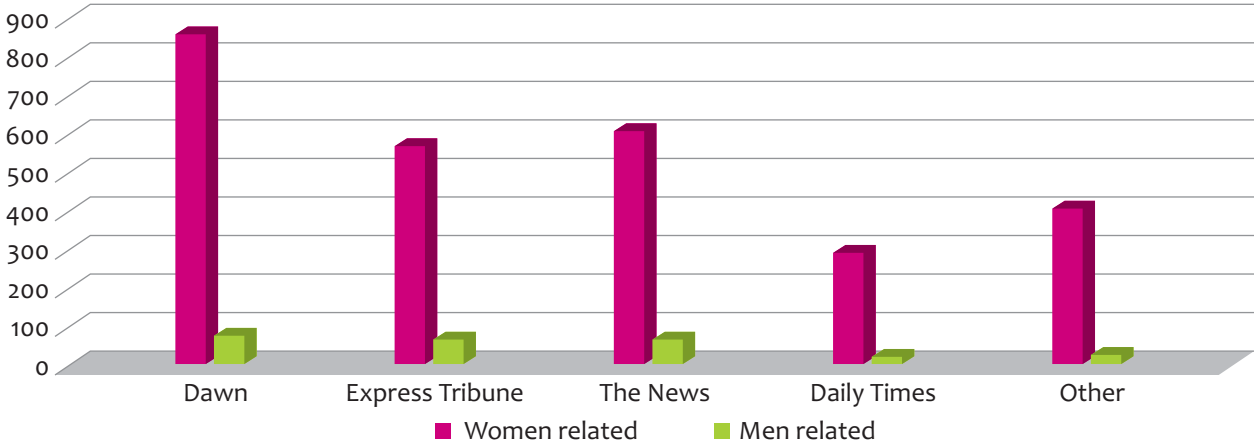
Findings:

- Status of women in Pakistani society varies from class to class and across the regions. The biggest divide is rural and urban divide. Most of times reporters tend to neglect this aspect (social status) in their gender specific stories.
- It has been found that almost identical trends existed in mainstream English print media regarding social status of women as almost 25% news items in the selected newspapers have neglected the social status of women while reporting the gender specific content during the selected time frame.

Women Centered Compared to Men Centered News Stories

	Women related	Men related	
Dawn	843	46	889
Express Tribune	555	37	592
The News	594	30	624
Daily Times	265	8	273
Other	394	11	405
Total	2651	132	2783

Opinion Sought on Gender Issues



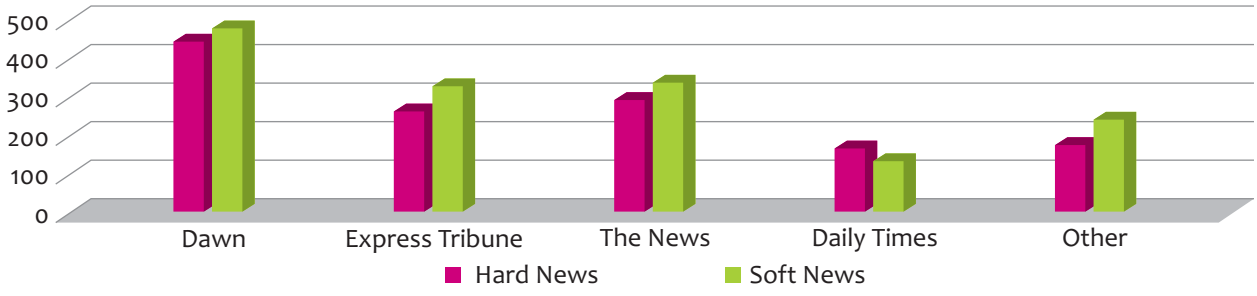
Findings:

- Gender-specific stories were found dominated by women. More focus was found to be on mentioning of personal appearance, marital status, and spouse of women rather than the attributes of men.
- More than 95% of total gender-specific news stories were related to women and only 5% to men.
- *Dawn and The News* had 95% of women-centered news.
- *Daily Times* also had most of its gender-specific stories with focus on women as compared to men.

Types of Women- Centered Stories

	Hard News	Soft News	
Dawn	438	451	889
Express Tribune	269	323	592
The News	298	326	624
Daily Times	144	129	273
Other	166	239	405
Total	1315	1468	2783

Types of Women- Centered Stories



Findings:

- More than 53% of total gender-specific news items were soft news stories.
- *Dawn* published more than 50% women-centered soft news items.
- *The Express Tribune and The News* printed 55% and 52% gender-specific soft news stories respectively.
- 53% of gender-specific hard news stories published in *Daily Times* were women-centered.

Socio-Cultural Gender Stereotype

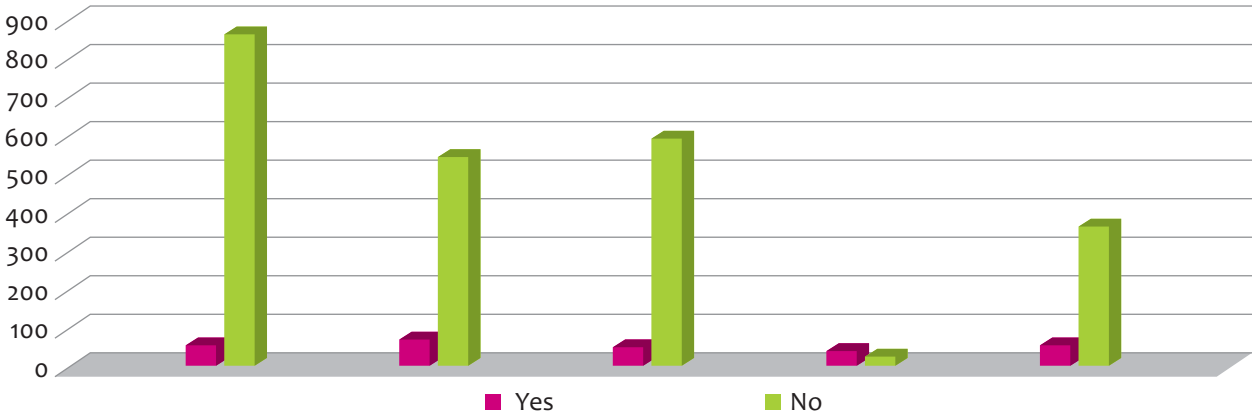
This construct has following indicators:

- Stereotyping of women as a sexual object
- Traditional stereotyping (like feminine and masculine)
- Women portrayed as victim
- Journalistic effort challenging socio-cultural stereotypes

Stereotyping of Women as Sexual Object

	Yes	No	
Dawn	40	849	889
Express Tribune	50	542	592
The News	33	591	624
Daily Times	16	0	273
Other	21	384	405
Total	160	2623	2783

Women Depicted as Sexual Object



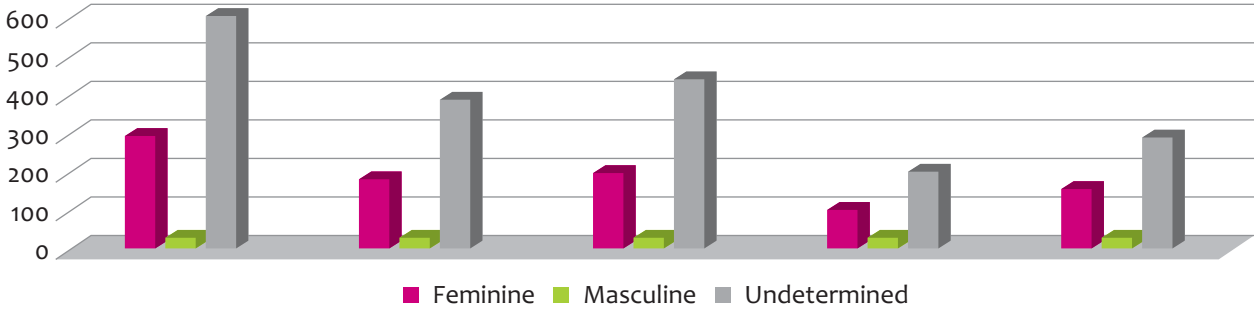
Findings:

- Many feminists regard sexual objectification as deplorable and a cause of gender inequality. The greatest criticism on media is that they normally portray women as sexual object. Especially in gender-related news, this objection is raised more often.
- Most of the mainstream English newspapers showed very healthy results by not portraying women as sexual object in gender-related news content.
- Almost 95% stories avoided presenting women as sexual object, which reflects the high level of socially responsible attitude by English mainstream print media.

Traditional Stereotyping (like feminine and masculine)

	Feminine	Masculine	Undetermined	
Dawn	281	18	590	889
Express Tribune	179	16	397	592
The News	194	13	417	624
Daily Times	92	5	176	273
Other	134	9	262	405
Total	880	61	1842	2783

Traditional Stereotypes



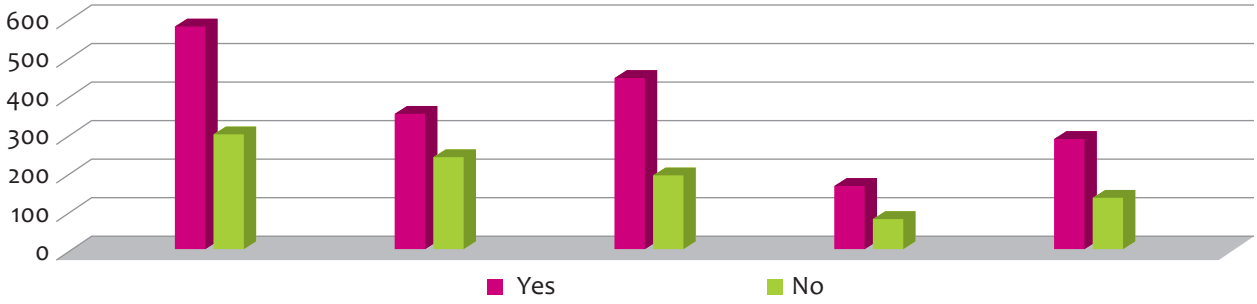
Findings:

- It is believed that the terms femininity and masculinity denote one's gender, refer to a complex set of characteristics and behavior prescribed for a particular sex by society and learned through the socialization process. It is assumed that there are different roles and behaviors for men and women. Media tend to reinforce those roles and behavior through their content.
- It was found that 34% of news items depicted traditional stereotyping in their content and interestingly almost 32% reflected femininity and only 2% masculinity.
- *Dawn* published 32% gender-related content where traditional stereotyping of femininity was clearly reflected while only 2% mentioned masculinity attributes.
- *The Express Tribune and The News* carried 30% and 31% gender-specific news items with stereotyping, respectively.
- *Daily Times* portrayed more traditional stereotyping in its gender-related content as more than 36% of news items had such stereotyping while almost 34% portrayed femininity.

Women Portrayed as Victim

	Yes	No	
Dawn	580	309	889
Express Tribune	361	231	592
The News	435	189	624
Daily Times	182	91	273
Other	278	127	405
Total	1836	947	2783

Women Portrayed as Victim



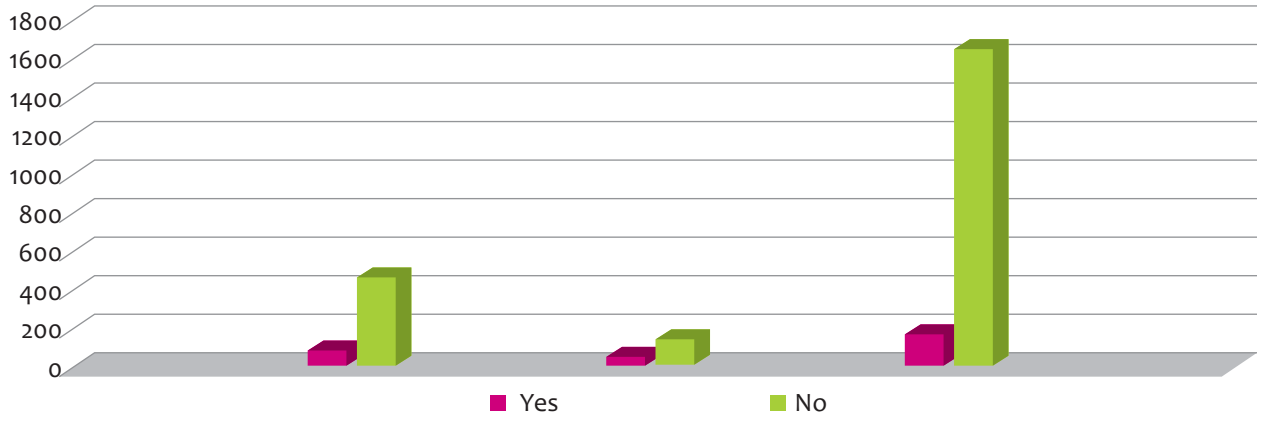
Findings:

- Depicting women as victims is one of the major stereotypes in gender-specific news. Media tend to portray individuals facing violence as victims; especially women who face domestic violence or crimes in society are labeled as victims.
- It has been found that more than 66% of gender-specific news portrayed women as victims in one way or the other.
- *The News* carried most such stories where women were portrayed as victims constituting 70% of gender-related news.
- Almost 65% of gender-specific news in *Dawn and Daily Times* portrayed women as victims.

Journalistic Effort Challenging Socio-Cultural Stereotypes

	Yes	No	
Male	88	516	604
Female	39	181	220
Other	247	1712	1959
Total	374	2409	2783

Journalists Challenging Stereotype



Findings:

- Challenging the existing stereotypes is always considered to be the prime responsibility of the media.
- Female reporters showed more courage in challenging gender stereotypes as compared to their male colleagues.
- Nearly 28% of female reporters challenged gender stereotypes in their stories.
- Male reporters' performance was 17% which is quite low considering English print media.
- English print media reporters did not, however, show courage in challenging the existing stereotypes.
- *The Express Tribune* showed the highest level of challenging ability against the stereotype with an average of 17%. *The News* showed lesser ability of challenging the existing stereotypes and had an average of 12%.
- Overall, this category shows weak capacity of journalists to challenge the prevailing norms. No media organization was able to cross the 20%-mark.

Media-Related Gender Balance

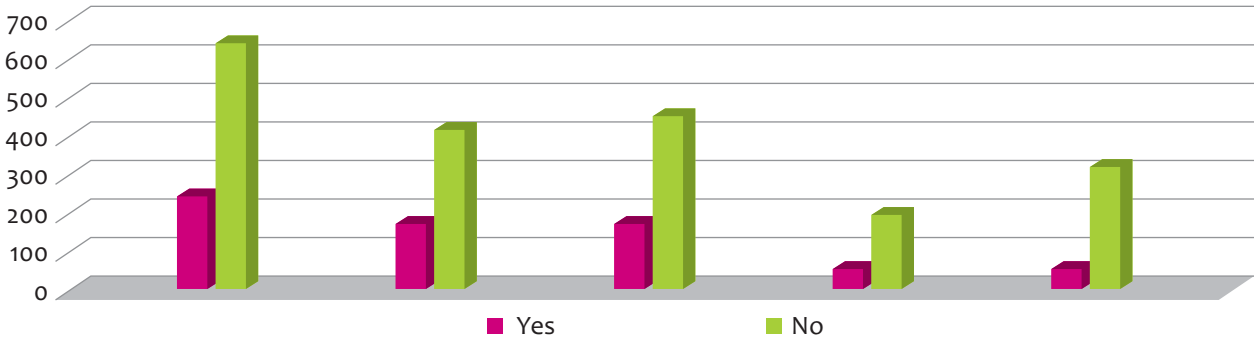
Some of the dimensions of this construct have already been discussed in the preceding pages like use of derogatory language in stories, proportion of time/space given to gender-related news content, use of terms like survivor or victim and identification of women etc. Other aspects indicating whether print media are gender-balanced in their coverage of women-related issues are as under:

- Respect for privacy of women in news content (whether privacy invaded)
- Whether media used well-researched data

Privacy of Women Invaded

	Yes	No	
Dawn	248	641	889
Express Tribune	170	422	592
The News	173	451	624
Daily Times	73	200	273
Other	84	321	405
Total	748	2035	2783

Privacy of Women Invaded



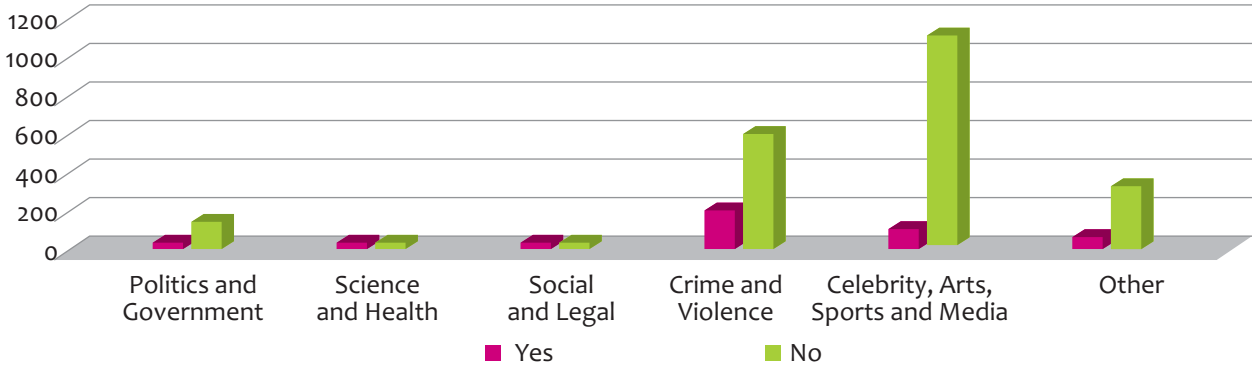
Findings:

- Privacy invasion is one of the key issues especially in gender-related stories. In such stories, the depiction of name or identity of women is considered to be a big violation of privacy rights. However, current trend shows that English print media remained sensitive regarding privacy in stories published during the research period.
- Policy of respecting privacy was found very strong in English print media. More than 70% media content strictly followed privacy policy.
- Privacy of individuals was completely protected in 73% of gender-specific reports published in Daily Times. *Dawn* and *The News* showed equally good results with 72% content protecting privacy.
- Stories from Islamabad, Peshawar and Karachi showed that 70% to 75% of gender-specific content guarded the privacy.
- Stories from Lahore showed poor performance where 52% of gender-related news violated the privacy of the individuals.

Use of Well-Researched Data

	Yes	No	
Politics and Government	34	173	207
Science and Health	11	15	26
Social and Legal	18	21	39
Crime and Violence	233	571	804
Celebrity, Arts, Sports and Media	162	1094	1256
Other	82	369	451
Total	540	2243	2783

Well-Researched Data Used?



Findings:

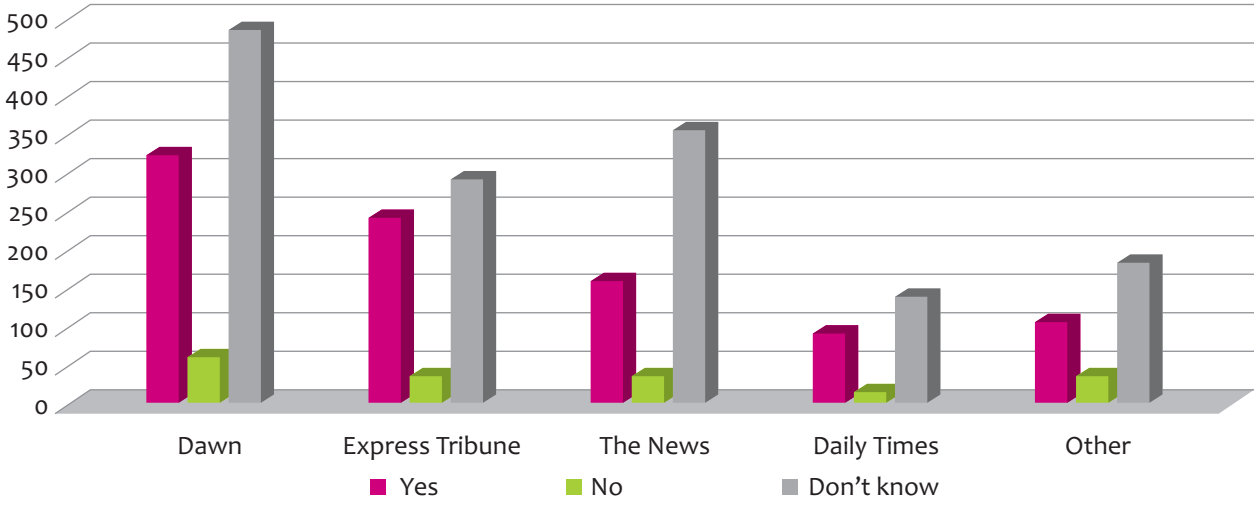
- Results reveal that well-researched data was used in all themes except crime and violence.
- Approximately 40% stories of crime and violence depict lack of probing and research.
- Reporters of legal and social beats had highest accuracy rate with 86% of their stories based on research.
- Science and health was a little away from legal and social reporting with 73% of their stories based on researched data.

News Balance and Objectivity

Accuracy and Trustworthiness

	Yes	No	Don't know	
Dawn	323	82	484	889
Express Tribune	249	46	297	592
The News	213	46	365	624
Daily Times	95	28	150	273
Other	115	47	243	405
Total	995	249	1539	2783

Gender of the Reporter



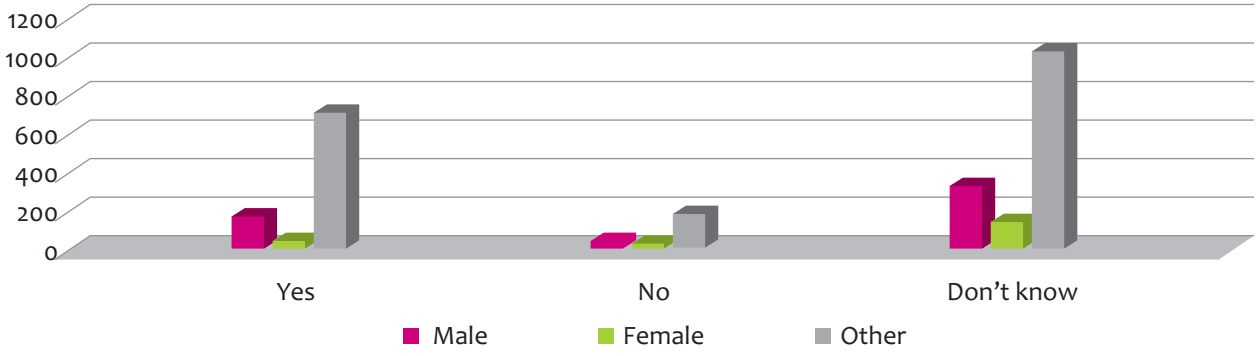
Findings:

- Accuracy and trustworthiness is considered to be the key when we have to keep balance and objectivity in a news story. It was found that the national English print media have done well in precision and trustworthiness in their gender-related stories.
- Almost all newspapers were objective and accurate in their reporting. Around 80% of news stories met the criterion.
- *The Express Tribune* was on top with 85% of its news content achieving accuracy and trustworthiness status while Daily Times was a little behind at 78%.

Reporters' Accuracy and Trustworthiness

	Yes	No	Don't know	
Male	214	38	352	604
Female	72	16	132	220
Other	709	195	1055	1959
Total	995	249	1539	2783

Reporters' Accuracy and Trustworthiness



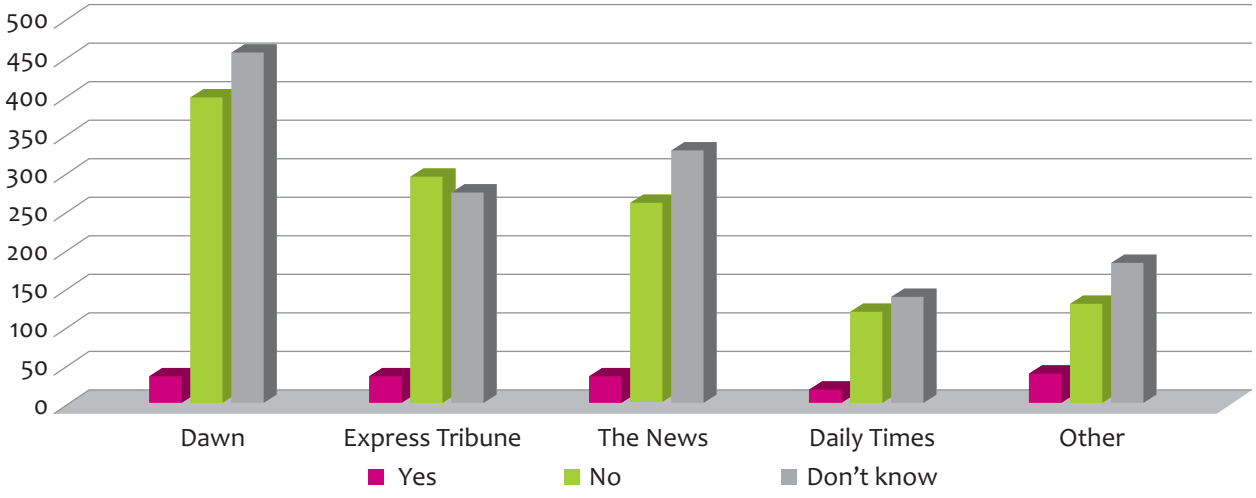
Findings:

- Female reporters not only were ahead in challenging stereotypes but also showed healthy accuracy rate.
- Male reporters reported 34% stories with accuracy and trustworthiness. Female reporters were not too far behind - their 32% stories depicting accuracy and trustworthiness.

Twisting of Facts

	Yes	No	Don't know	
Dawn	27	404	458	889
Express Tribune	20	294	278	592
The News	25	262	337	624
Daily Times	9	120	144	273
Other	34	138	233	405
Total	115	1218	1450	2783

Twisting of Facts



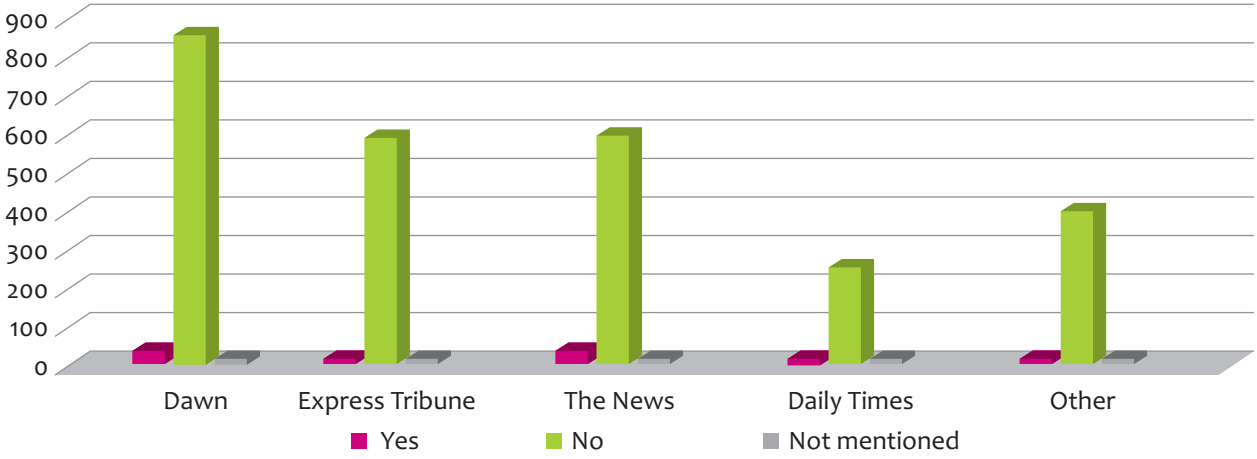
Findings:

- Journalists have the power to shape news. Their choices of angle and words have great influence on readers.
- Twisting becomes more questionable when it is dealing with gender-related issues.
- It was observed that English print media supported the victim or survivor without twisting facts.
- Entire English print media showed almost 01% twisting of facts and figure.

Discrimination on Ethnicity Basis

	Yes	No	Not mentioned	
Dawn	28	860	1	889
Express Tribune	15	577	0	592
The News	27	596	1	624
Daily Times	4	269	0	273
Other	8	397	0	405
Total	82	2699	2	2783

Discrimination on Ethnicity Basis



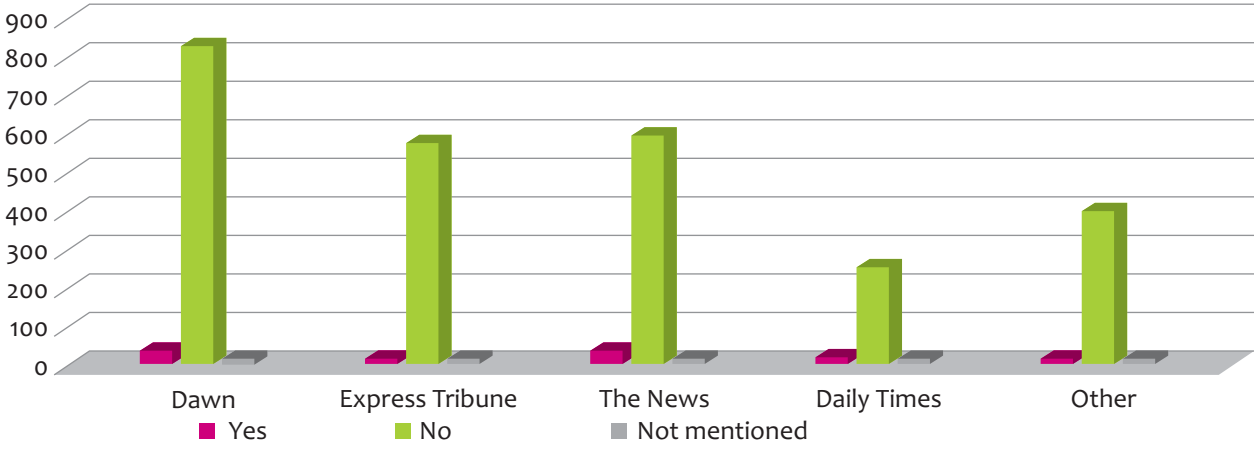
Findings:

- Ethnic minority women face double discrimination because of their gender and race. Therefore, it is important that media persons hide ethnicity of such women in their stories as it might create double problems for these women.
- It is remarkable that English print media have shown a healthy tendency as almost no discrimination on the basis of ethnicity was depicted in gender-specific news reports.
- Only *The News* published some stories that reflected discrimination regarding ethnicity, but this did not cross the 4% average.
- *Daily Times* showed more balanced reporting when considering ethnicity, 99% of its stories showing no discrimination on the basis of ethnicity.

Discrimination on Religion Basis

	Yes	No	Not mentioned	
Dawn	33	821	35	889
Express Tribune	11	569	12	592
The News	19	590	15	624
Daily Times	14	254	5	273
Other	13	382	10	405
Total	90	2616	77	2783

Discrimination on Religion Basis



Findings:

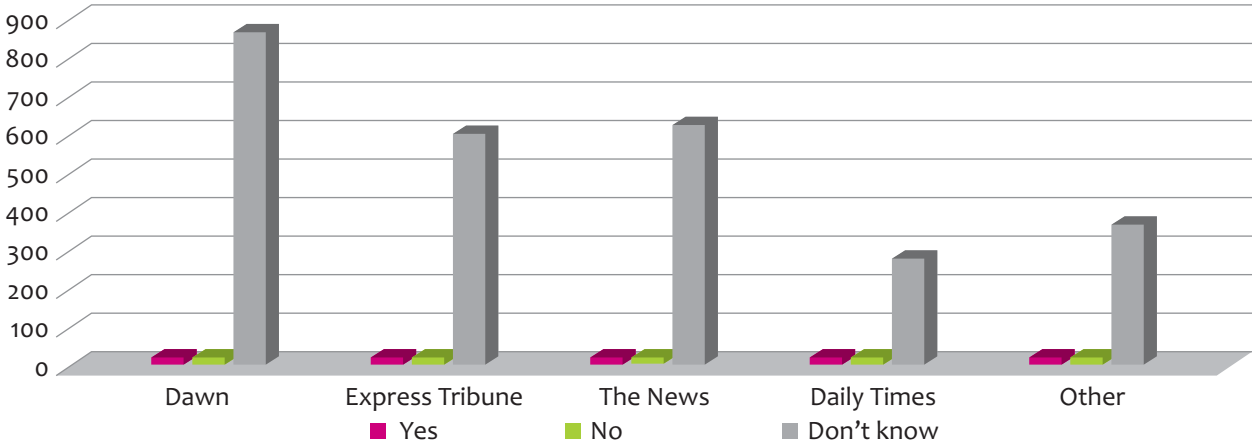
- Religious discrimination involves treating a person unfavorably because of his or her religious beliefs. Discrimination on the basis of religion again creates double trouble for women.
- Highly responsible behavior was demonstrated by the English print media while dealing with issues involving religion. All selected newspapers showed mature and responsible attitude.
- 99% news stories in English newspapers avoided discrimination on the basis of religion.

Women at Work Place (Harassment and Violence)

Equal Pay

	Yes	No	Not mentioned	
Dawn	0	0	889	889
Express Tribune	0	0	592	592
The News	0	0	624	624
Daily Times	0	0	273	273
Other	0	0	405	405
Total	0	0	2783	2783

Equal Pay



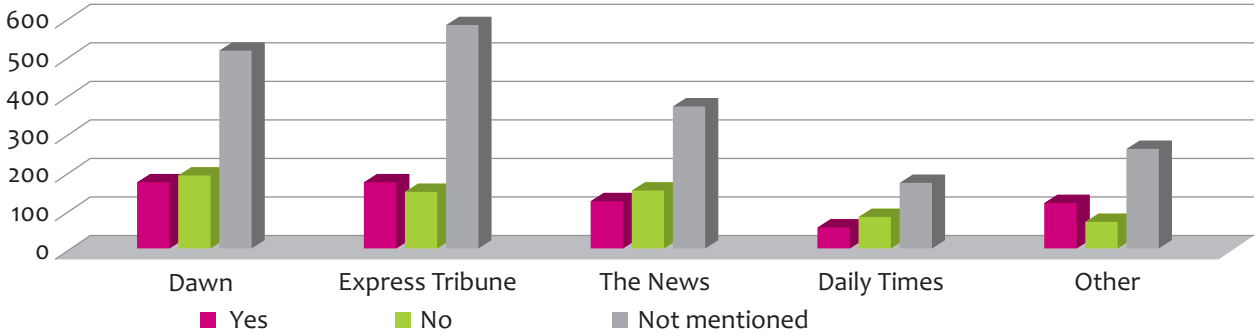
Findings:

- One of the most neglected areas in reporting on gender stories was found to be the working condition of women. Almost all stories in English print media did not talk about unequal pays for women.

Gender Awareness through News Contents

	Yes	No	Not mentioned	
Dawn	186	191	512	889
Express Tribune	171	112	309	592
The News	118	141	365	624
Daily Times	50	72	151	273
Other	110	60	235	405
Total	635	576	1572	2783

Gender Awareness through News Contents



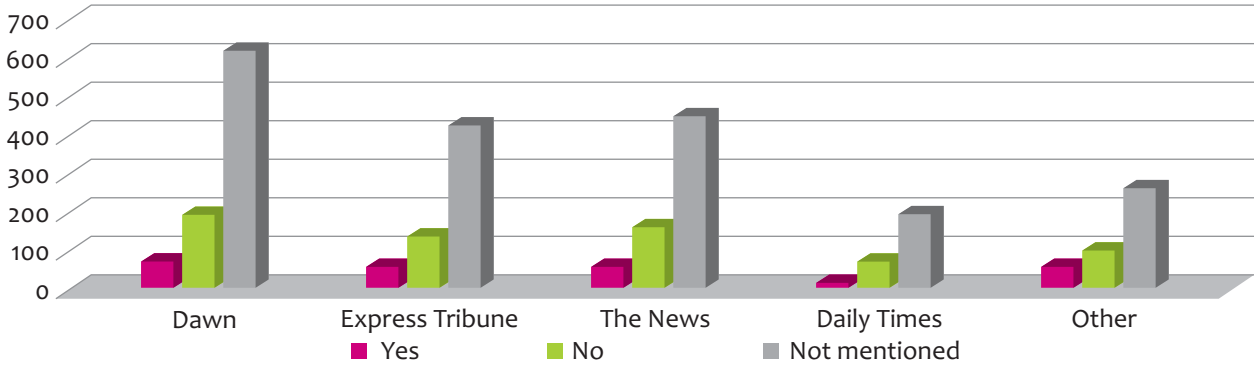
Findings:

- Gender awareness is imperative for creating favorable environment for women. Media play an important role in creating this awareness. Media not only show reality of the society but also try to create new realities. Gender awareness by media is important in shaping and reshaping the behavior of the society.
- Most of the selected stories published in English print media did not show high level of gender awareness under the umbrella of women at work. However, around 25% of the stories described as being having gender awareness.
- *The Express Tribune* ranked high with 28% of its stories depicting gender awareness.
- *The News* and *Daily Times* had 18% stories respectively with gender awareness.

Women Participation in Decision-Making at Workplace

	Yes	No	Not mentioned	
Dawn	66	202	621	889
Express Tribune	48	127	417	592
The News	41	152	431	624
Daily Times	9	61	203	273
Other	41	92	272	405
Total	205	634	1944	2783

Women Participation in Decision-Making at Workplace



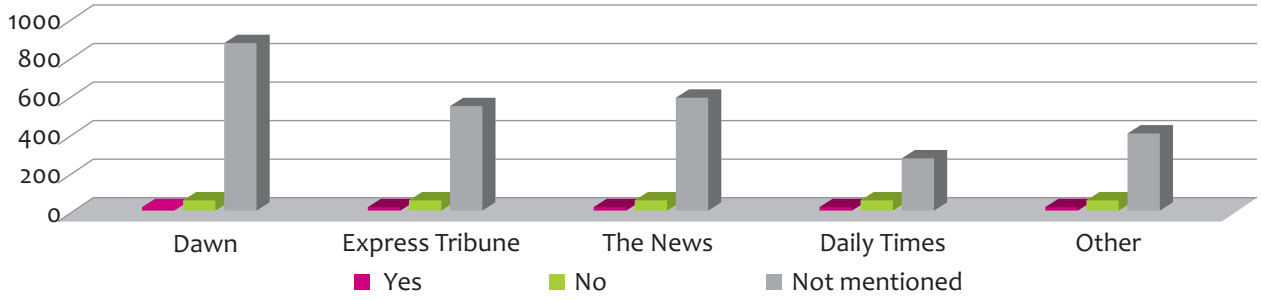
Findings:

- Most of the media neglected to mention the role of women in decision-making at workplace.
- Almost 70% to 80% English print media did not think it necessary to mention women's role in decision-making process.
- *Daily Times* was in the worst position with only 3% stories reflecting the role of women in decision-making.

Safe Working Environment

	Yes	No	Not mentioned	
Dawn	8	29	852	889
Express Tribune	7	30	555	592
The News	9	17	598	624
Daily Times	1	17	255	273
Other	4	22	379	405
Total	29	115	2639	2783

Safe Working Environment



Findings:

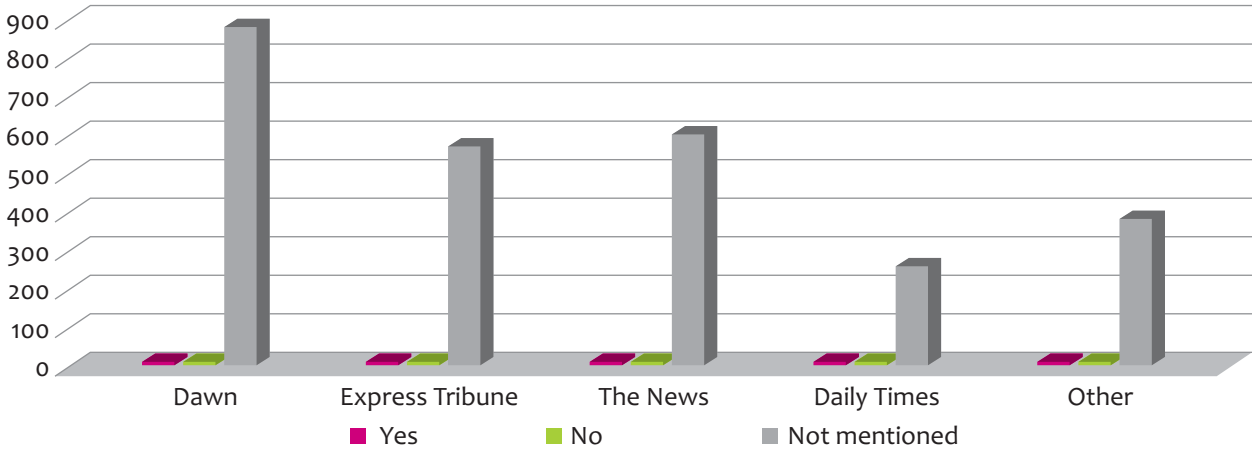
- One of the most disregarded sides of gender-specific reporting was the working environment of women.
- Almost 98% of English print media did not address issue linked with the working environment.

Working Conditions for Women

Equal Working Hours

	Yes	No	Not mentioned	
Dawn	6	0	883	889
Express Tribune	6	1	585	592
The News	1	0	623	624
Daily Times	1	0	272	273
Other	1	1	403	405
Total	15	2	2766	2783

Equal Working Hours



Findings:

- Another misplaced area was the equal working hours, whether women were working for the same number of hours as men.
- Almost every English newspaper neglected this segment; only 1% stories of the selected English newspapers mentioned working hours of women.

Quantitative Analysis of Print Media Contents

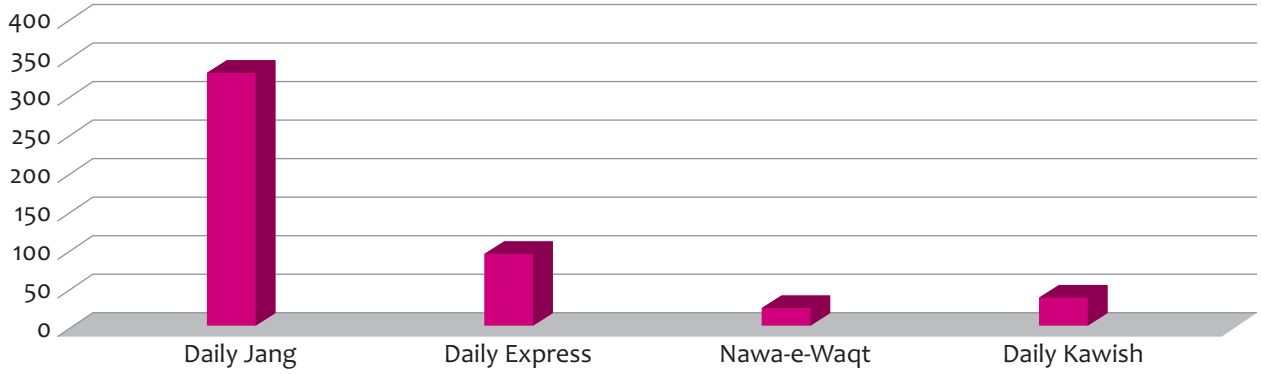
Urdu Newspapers

Print media components also include *Daily Jang, Daily Express, Daily Nawa-i-Waqt and Daily Kawish(Sindhi)*. From 2012 to 2015, there were about 550 gender-specific stories in these newspapers. This figure included all genres like hard news, soft news, features, editorials, investigative reports etc. The following table and graph will help us understand the quantum of news items in the newspapers:

Newspapers Carrying Gender- Specific Content from 2012-2015

	Frequency	Percent
Daily Jang	354	64.4
Daily Express	107	19.5
Nawa-e-Waqt	41	7.5
Daily Kawish	48	8.7
Total	**550**	**100.0**

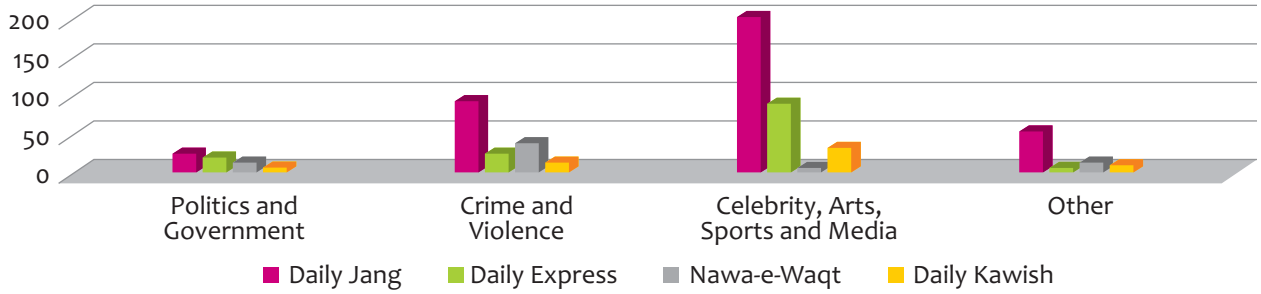
Newspapers Carrying Gender-Specific Content from 2012-2015



GMMP Themes

	Politics and Government	Crime and Violence	Celebrity, Arts, Sports and Media	Other	
Daily Jang	13	91	200	50	354
Daily Express	5	17	82	3	107
Nawa-e-Waqt	4	22	5	10	41
Daily Kawish	0	10	30	8	48
Total	22	140	317	71	550

GMMP Themes



Findings:

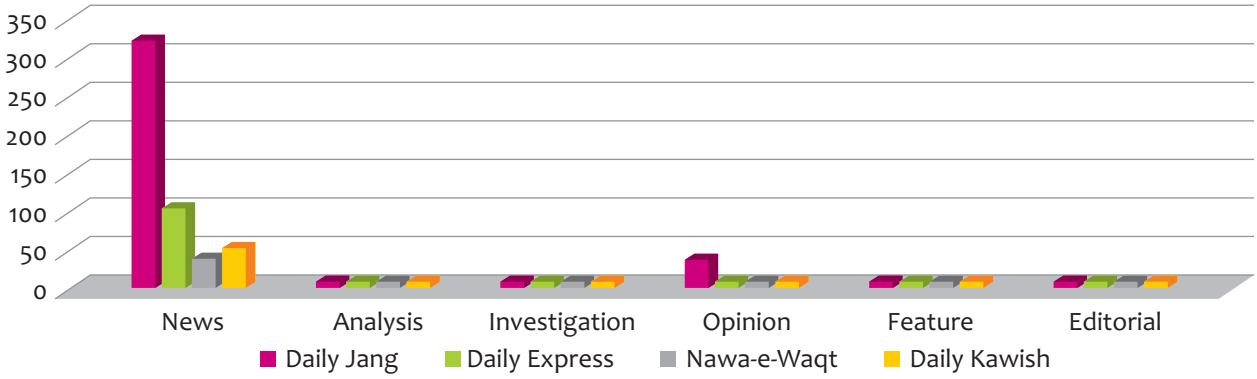
- Among different themes of gender-related reporting in the Islamabad editions of selected Urdu newspapers, it was found that Politics and Government was the most neglected field of reporting. Only 4% stories fell under different sub-themes of Politics and Government.
- The theme of crime and violence constituted 25% of news stories based on women- related violence and crime.
- An overwhelming 60% stories were about celebrity, arts, sports and media. Gender-based reporting revolved around showbiz, fashion and celebrities' lifestyle. Mostly the focus was on women in entertainment news.
- The theme of celebrity, arts, sports and media got more coverage in gender-related reporting among different selected themes.
- *Daily Jang* gave 57% coverage to celebrity, arts, sports and media in gender-related reporting and almost 26% to crime and violence. The least covered was the politics and government theme with only 4% such news items.
- Similarly, *Daily Express* gave more coverage to news related to celebrity, arts, sports and media with 77% such news items. The theme of crime and violence constituted 16% of news in gender-specific content.

- The pattern of coverage in D*aily Nawa-e-Waqt* was slightly different as more news (54%) was about crime and violence with only 12% relating to celebrity and arts.
- *Daily Kawish* had 63% news about celebrity, arts, sports and media and 21% about crime and violence. Interestingly no coverage was given to news related to politics and government in gender-related content.

Genre of Gender-Specific Media Content

	News	Analysis	Investigation	Opinion	Feature	Editorial	
Daily Jang	315	5	2	26	2	4	354
Daily Express	101	2	0	4	0	0	107
Nawa-e-Waqt	29	1	2	5	2	2	41
Daily Kawish	42	0	0	6	0	0	48
Total	487	8	4	41	4	6	550

GMMP Themes



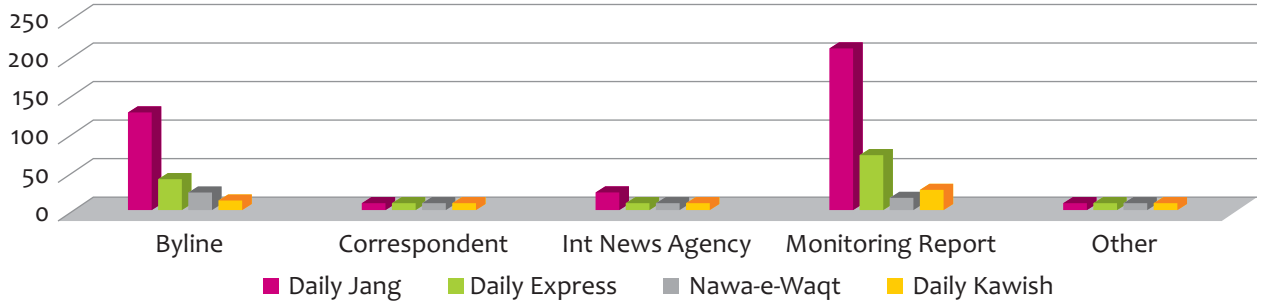
Findings:

- The prime focus of Urdu dailies was on hard news in gender-related reporting as almost 90% fell under the ambit of news. It seems newspapers did little work on producing investigative reports and features on content related to gender.
- Opinion-based stories (7%) also found some space in Islamabad editions of selected Urdu dailies.
- Little space was given to content related to gender on analysis and editorial pages.
- 89 per cent of the content related to gender issues fell under the ambit of news in Urdu print media.
- Opinion-based articles constituted the second most published news items related to gender as almost 7% of the selected news content fell under this category.
- Features and editorial pages did not given much space to gender-related content -only 4 and 6 items respectively falling under these categories out of 550 news items in the Urdu print media.

Gender-Specific Stories and their Sources

	Byline	Correspondent	Int News Agency	Monitoring Report	Other	
Daily Jang	129	3	14	207	1	354
Daily Express	34	2	5	66	0	107
Nawa-e-Waqt	21	0	2	18	0	41
Daily Kawish	17	0	2	29	0	48
Total	201	5	23	320	1	550

Gender-Specific Stories and their Sources



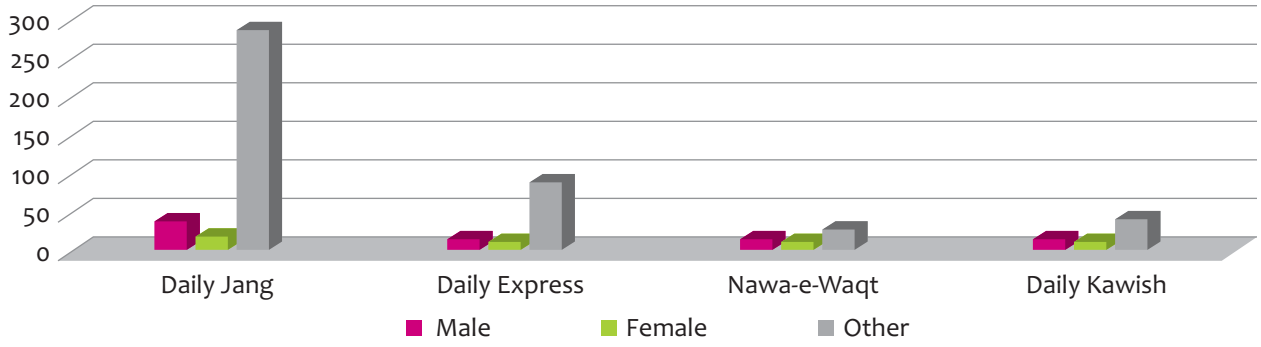
Findings:

- Almost identical trends were observed in selected Urdu newspapers about the sources of news items. Monitoring desks of Urdu newspapers seemed to be quite diligent with 58% of gender-based news disseminated by them.
- Reporters of the selected newspapers also did quite well - 37% of gender-based news content being produced by them.
- International news agencies generated almost 4% of gender-related content.

Gender of the Reporter

	Male	Female	Other	
Daily Jang	43	15	296	354
Daily Express	8	3	96	107
Nawa-e-Waqt	9	6	26	41
Daily Kawish	6	2	40	48
Total	66	26	458	550

Gender of the Reporter



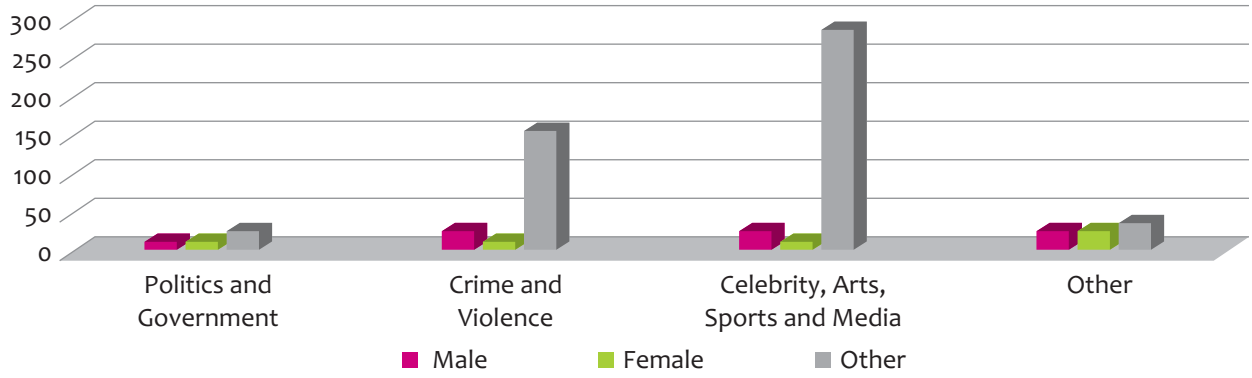
Findings:

- Women make up almost 50% of world population and more than 50% in our country but newsrooms are heavily occupied by men. Under-representation of women reflects in the media content as well. There is a global glass ceiling for female news reporters in newspaper bylines and newscast reports, with 37% of stories reported by women.
- *Nawa-e-Waqt* had the most stories (15%) reported by female reporters as compared to their competitors.
- *Daily Jang* and *Kawish* had 5% and 4% gender-related news items respectively reported by female reporters.
- Only 3% of gender-specific stories in Daily Express were filed by female reporters.

Gender of Reporters in GMMP Themes

	Politics and Government	Crime and Violence	Celebrity, Arts, Sports and Media	Other	
Male	4	18	21	23	66
Female	2	6	2	16	26
Other	16	116	294	32	458
Total	22	140	317	71	550

Gender of Reporters in GMMP Themes



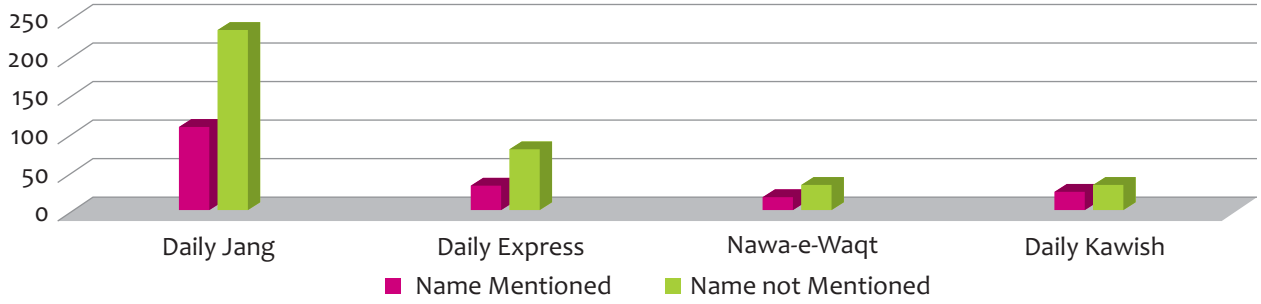
Findings:

- Most news stories related to women were filed by male reporters. These, under the main theme of politics and government, were double in size of stories reported by female reporters.
- Similarly, male reporters also dominated the theme of crime and violence-filing higher number of stories as compared to those reported by their female colleagues.
- Male reporters heavily dominated the theme of Celebrity, Arts, Sports and Media- more than 90% of stories being reported by them.
- It is important that gender-based reporting be done by female reporters, especially stories where opinion of women and their approach to a certain issue is critical.
- *Daily Jang* had only 5% stories filed by female reporters- male reporters dominating content related to gender.
- The situation was even worse in *Daily Express* as only 3% of gender-related stories were reported by female reporters.
- The same trend was observed in *Daily Kawish*-only 4% stories being reported by female reporters with other gender-related content is being done by their male colleagues.
- In *Daily Nawa-e-Waqt* almost 15% gender-related news stories were filed by female reporters.

Recognition of Women

	Name Mentioned	Name not mentioned	
Daily Jang	110	244	354
Daily Express	33	74	107
Nawa-e-Waqt	8	33	41
Daily Kawish	14	34	48
Total	165	385	550

Recognition of Women



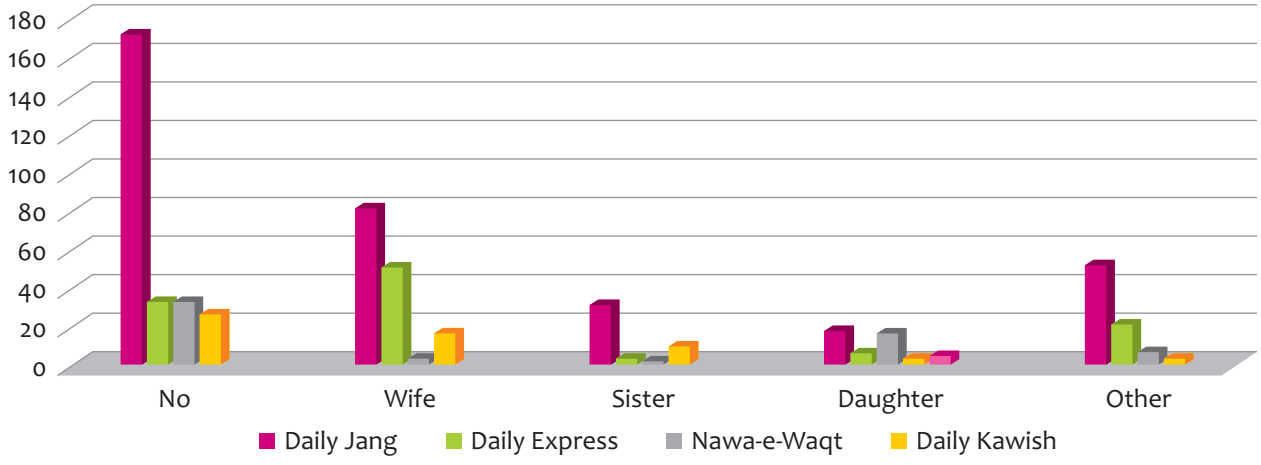
Findings:

- It is important that capabilities of women be recognized in newspaper content, however, in crime and violence-related stories their names should not be mentioned.
- Almost 70% of news items published in the selected newspapers did not have names of women in gender-specific content.
- *Daily Jang* and *Daily Express* had 69% news items where names of women were not mentioned.
- In *Daily Nawa-e-Waqt*, almost 80% of gender-specific news items did not mention names of women while *Daily Kawishhad* 70% such content.

Identification of Women

	No	Wife	Sister	Daughter	Other	
Daily Jang	171	80	29	20	54	354
Daily Express	32	46	4	6	19	107
Nawa-e-Waqt	32	2	0	0	7	41
Daily Kawish	26	9	7	3	3	48
Total	261	137	40	29	83	550

Identification of Women



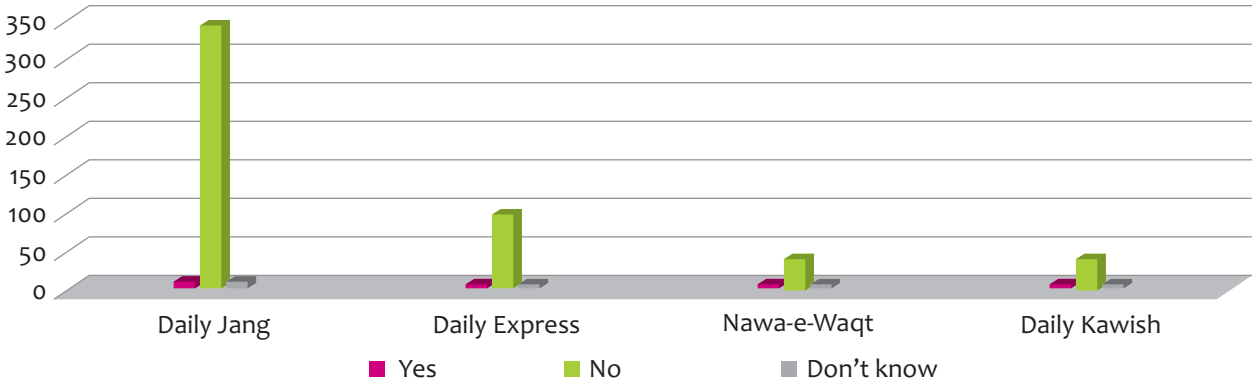
Findings:

- Under the theme of politics and government, women were not given due recognition and acknowledgment as more than 80% of news stories did not carry names of women. Since these are considered as positive stories related to women, recognition is important and should be encouraged by newspapers.
- Thirty-two per cent of stories had names of women mentioned under the theme of crime and violence. Here, the identity of women should not have been revealed.
- Almost 27% of news stories under the theme of celebrity and arts had names of women mentioned in their content while 73% did not.

Women Portrayed as Role Models

	Yes	No	Don't know	
Daily Jang	7	340	7	354
Daily Express	1	103	3	107
Nawa-e-Waqt	3	38	0	41
Daily Kawish	2	45	1	48
Total	13	526	11	550

Women As Role Models



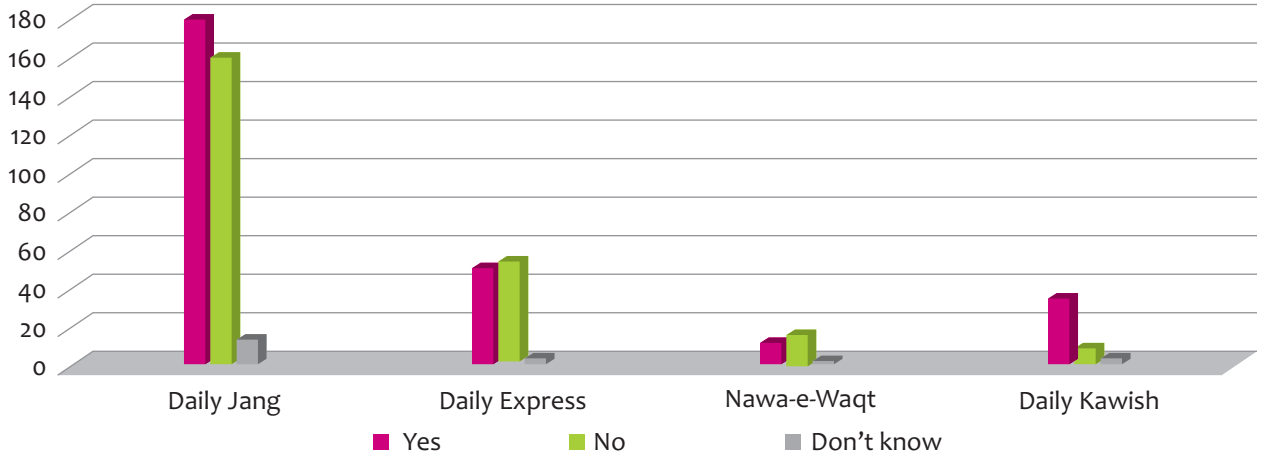
Findings:

- The number of positive gender-specific news items was far less than those related to crime and violence.
- Only 2% news items in the selected newspapers portrayed women as role models.
- *Daily Jang* had only 2% news where women got portrayed as role models.
- In *Daily Express* only one story out of 107 portrayed women as role models.
- *Daily Nawa-e-Waqt* had only three such items while *Daily Kawish* had only two.

Derogatory Language used for Women

	Yes	No	Don't know	
Daily Jang	179	161	14	354
Daily Express	52	54	1	107
Nawa-e-Waqt	17	21	3	41
Daily Kawish	38	10	0	48
Total	286	246	18	550

Derogatory Language used for Women



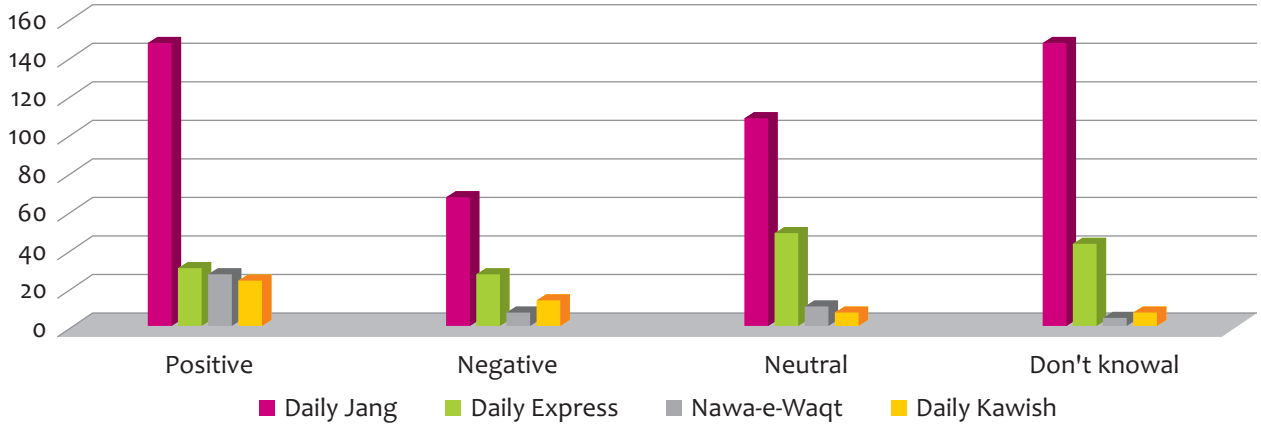
Findings:

- The use of derogatory language is meant to hurt and insult someone. Journalists are required to avoid such language in the content they produce. Sadly, the Urdu print media freely used derogatory words in their gender-related content.
- *Daily Jang* had almost 50% gender-related news items where derogatory language was used by reporters while *Daily Express* had about 48% such content and *Daily Nawa-e-Waqt* 41%.
- *Daily Kawish* featured the highest number of stories (80%) having derogatory language.

Favorability towards Women

	Positive	Negative	Neutral	Don't knowal	
Daily Jang	149	75	107	23	354
Daily Express	32	21	48	6	107
Nawa-e-Waqt	23	6	9	3	41
Daily Kawish	22	12	8	6	48
Total	226	114	172	38	550

Favorability towards Women



Findings:

- Most of the time, media tend to favor women or remain neutral in their content, especially in stories related to crime and violence against women. The findings also support this perception. More than 41% of news items gave positive support to women.
- More than 42% of news in *Daily Jang* showed positive favorability towards women in gender specific content.
- *Daily Nawa-e-Waqt* however, was more positive with over 56% such news.
- *Daily Express* had 30% gender-specific news with positive favorability towards women while 45% of its content reflected neutrality.

Gender-Balanced Reporting

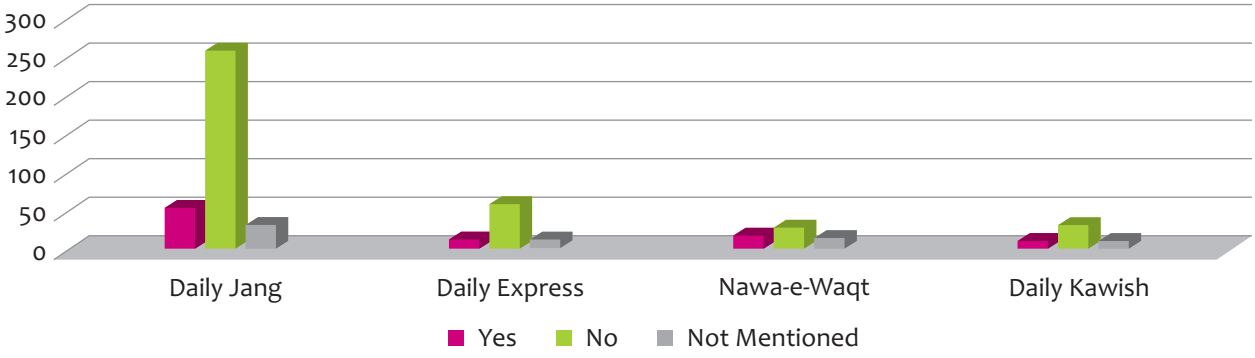
For newspapers in Urdu and other languages like Sindhi, the gender-balanced reporting construct was measured in various dimensions, which included women centrality in news stories neglected, percentage of news stories related to women as compared to men, and type of stories where women are centered etc.

The following are the results:

Women Centrality in News Stories

	Yes	No	Not mentioned	
Daily Jang	58	257	39	354
Daily Express	11	82	14	107
Nawa-e-Waqt	17	21	3	41
Daily Kawish	7	39	2	48
Total	93	399	58	550

Women Centrality in News Stories



Findings:

- Women centrality in gender-specific news stories is considered vital. It is also one of important aspects of gender-balanced reporting but Urdu print media do not seem to give centrality to women in their content.
- Only 17% of news items in the selected newspapers gave women a central position in their gender-related content.
- *Daily Jang* had only 16% news featuring women centrality.
- *Daily Nawa-e-Waqt* topped with 41% stories that

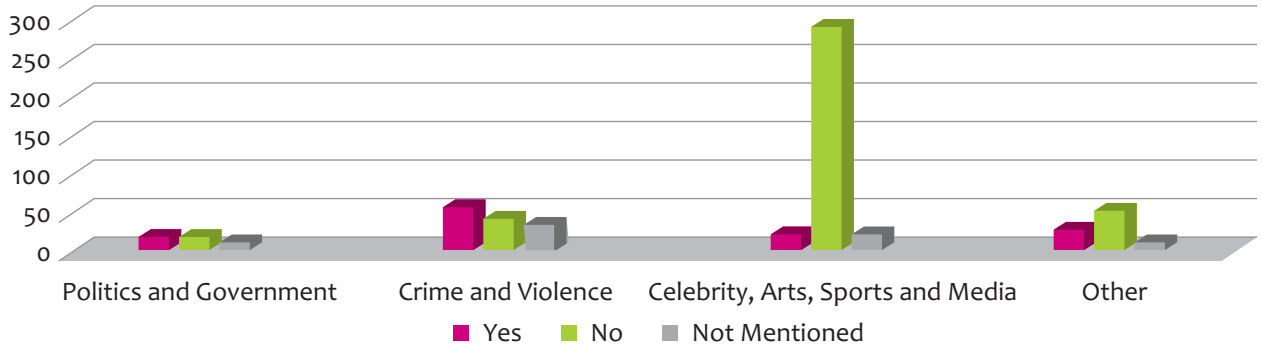
ensured women centrality.

- *Daily Express* and *Daily Kaswish* had only 10% and 14% gender-specific news respectively having women centrality.

Women Centrality in GMMP Themes

	Yes	No	Not mentioned	
Politics and Government	9	8	5	22
Crime and Violence	58	46	36	140
Celebrity, Arts, Sports and Media	9	296	13	318
Other	16	50	4	70
Total	92	400	58	550

Recognition of Women



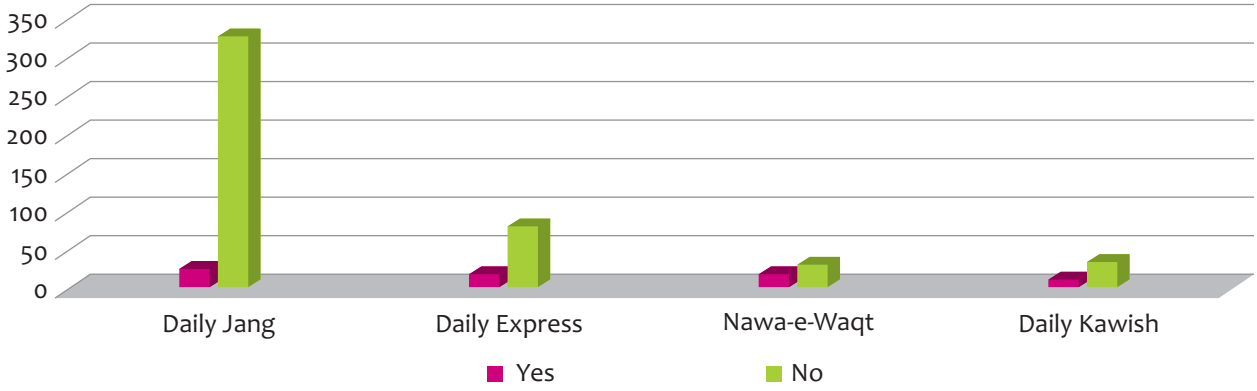
Findings:

- Majority of stories were not women centered except those falling under crime and violence.
- Under the theme of celebrity, arts, sports and media, 92% news did not place women at the center.
- Almost 42% stories fell under the theme of crime and violence but mostly not for positive reasons.
- More than 50% news in selected Urdu newspapers gave due importance women in stories related to the politics and government.

Opinion sought from women on gender-related issues

	Yes	No	
Daily Jang	25	329	354
Daily Express	11	96	107
Nawa-e-Waqt	4	37	41
Daily Kawish	3	45	48
Total	43	507	550

Opinion sought from women on gender-related issues



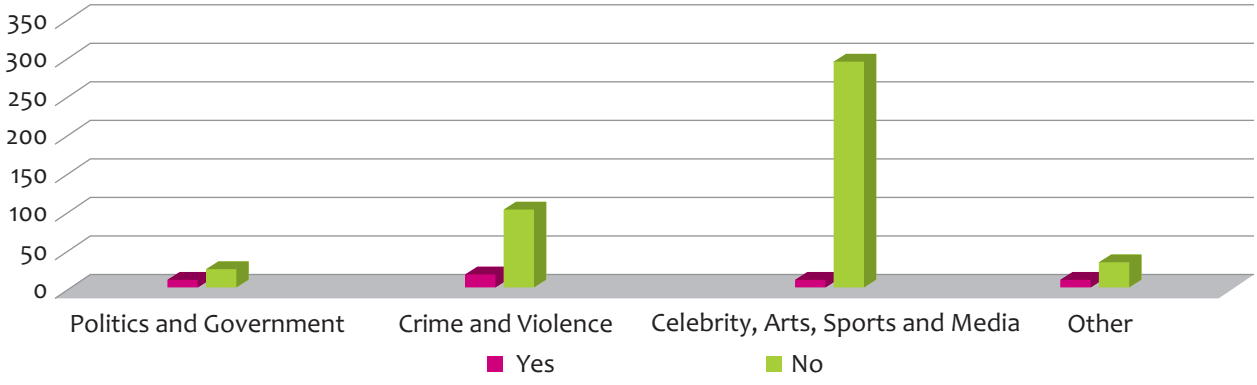
Findings:

- Reporters of *Daily Jang* demonstrated professionalism as compared to those on other newspapers with almost 23% of their stories featuring women's expert opinion.
- *Daily Nawa-e-Waqt* and *Daily Kawish* had only four and three stories respectively that included expert opinion of women in gender-specific news.
- *Daily Express* had only 10% news with women's expert opinion.

Opinion sought from women on gender- related issues

	Yes	No	
Politics and Government	2	20	22
Crime and Violence	19	121	140
Celebrity, Arts, Sports and Media	14	304	318
Other	8	62	70
Total	43	507	550

Opinion sought from women on gender- related issues



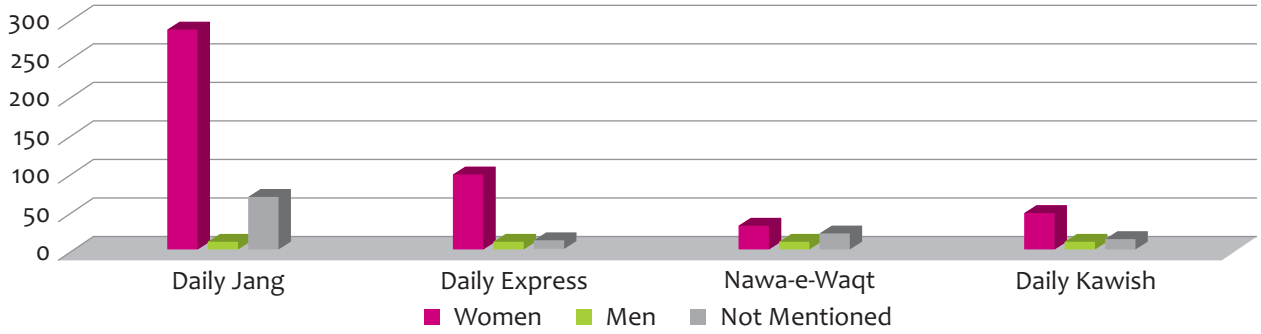
Findings:

- Expert opinion is considered important in gender-related news and should be encouraged by the print media.
- Only 13% news stories under the theme of crime and violence (against women) included women's expert opinion.
- *The news* falling under the theme of celebrity, arts, sports and media largely lacked women's expert opinion with only 4% stories featuring women's opinion.

Social status of women neglected

	Women	Men	Not mentioned	
Daily Jang	287	4	63	354
Daily Express	96	0	11	107
Nawa-e-Waqt	26	0	15	41
Daily Kawish	41	2	5	48
Total	450	6	94	550

Social status of women neglected



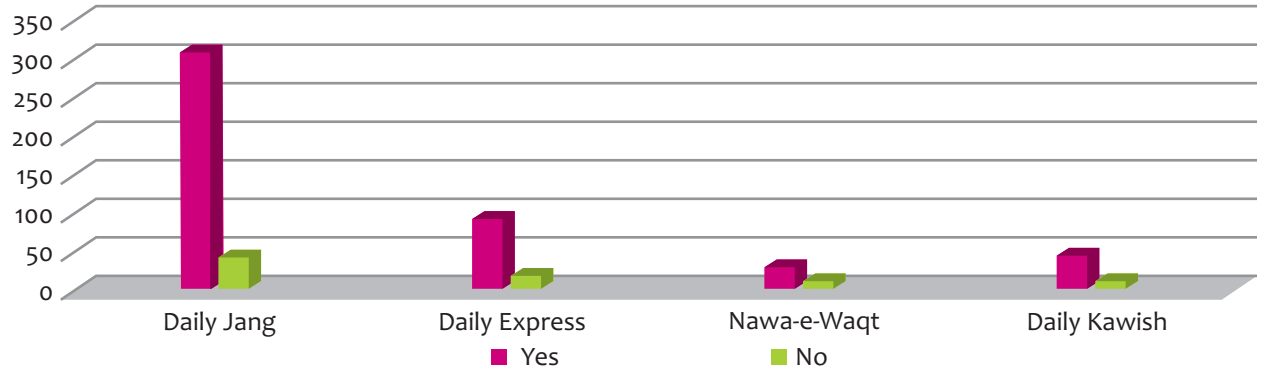
Findings:

- Social status of women is a complex issue around the world. Most of the time, reporters tend to neglect this important aspect in gender-specific stories.
- More than 80% news in *Daily Jang* and *Kawish* neglected the social status of women while reporting on gender-related issues during the research period.
- *Daily Express* had the most stories (90%) where the social status of women was neglected.
- In *Nawa-e-Waqt* 63% of news related to gender neglected women's social status.

Women-Related News stories as compared to men

	Women related	Men related	
Daily Jang	311	43	354
Daily Express	95	12	107
Nawa-e-Waqt	37	4	41
Daily Kawish	43	5	48
Total	486	64	550

Women-Related News stories as compared to men



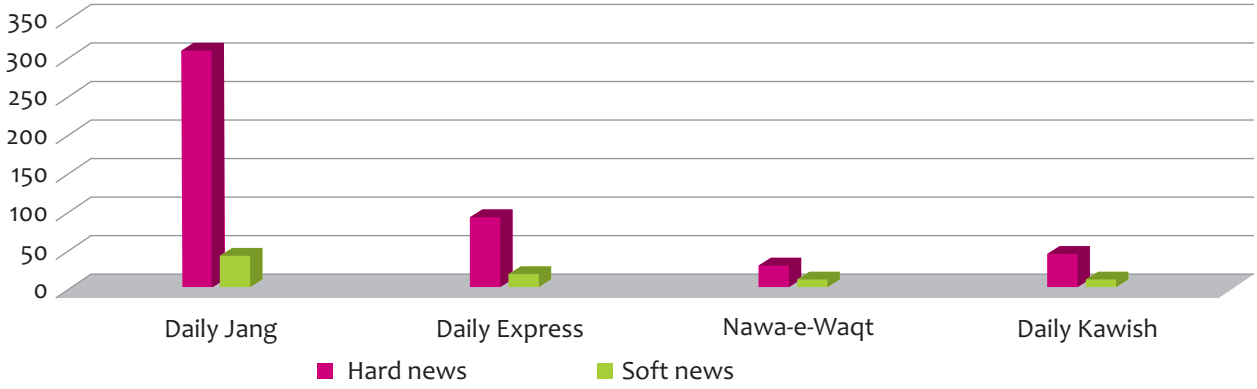
Findings:

- There were more women-related stories in the media than those related to men. Coverage of women was more likely to include mention of personal appearance, marital status, and spouse.
- More than 88% of gender-specific news stories related to women and only 11% linked to men.
- *Daily Jang* and *Daily Express* had almost 88% of gender-specific news related to women.
- Almost 90% of gender related news in *Daily Nawa-e-Waqt* and *Daily Kawish* was about women.

Type of women-centered stories

	Hard news	Soft news	
Daily Jang	301	53	354
Daily Express	96	11	107
Nawa-e-Waqt	33	8	41
Daily Kawish	37	11	48
Total	467	83	550

Type of women-centered stories



Findings:

- There were more women-centered hard news stories (84%) in the selected newspapers.
- *Daily Jang* had more than 85% hard news items with women placed at the center.
- *Daily Express* had 89% such content.
- *Daily Nawa-e-Waqt* featured 80% hard news stories with centrality of women followed by *Daily Kawish* at 77%.

Socio-Cultural Gender Stereotype

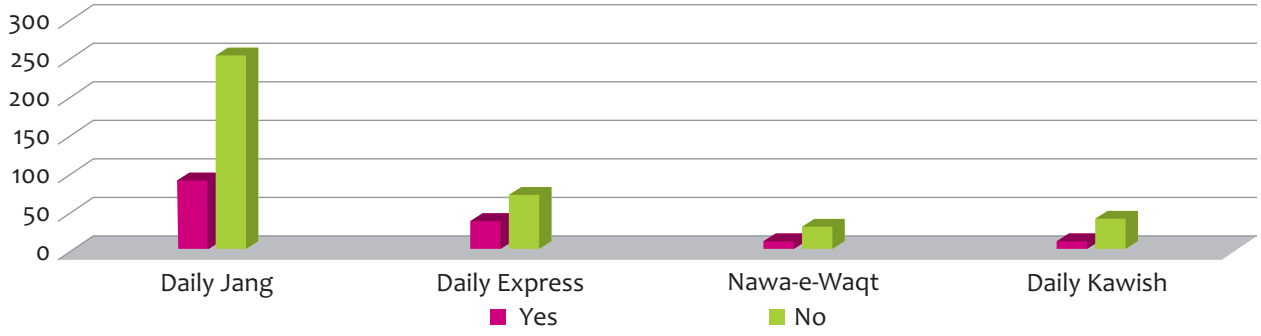
Like English print media, here again construct has the following indicators:

- Stereotyping of women as a sexual object
- Traditional stereotyping (like feminine and masculine)
- Women portrayed as victim
- Journalistic efforts challenging socio-cultural stereotypes

Stereotyping of women as a sexual object

	Yes	No	
Daily Jang	100	254	354
Daily Express	44	63	107
Nawa-e-Waqt	13	28	41
Daily Kawish	10	38	48
Total	167	383	550

Stereotyping of women as a sexual object



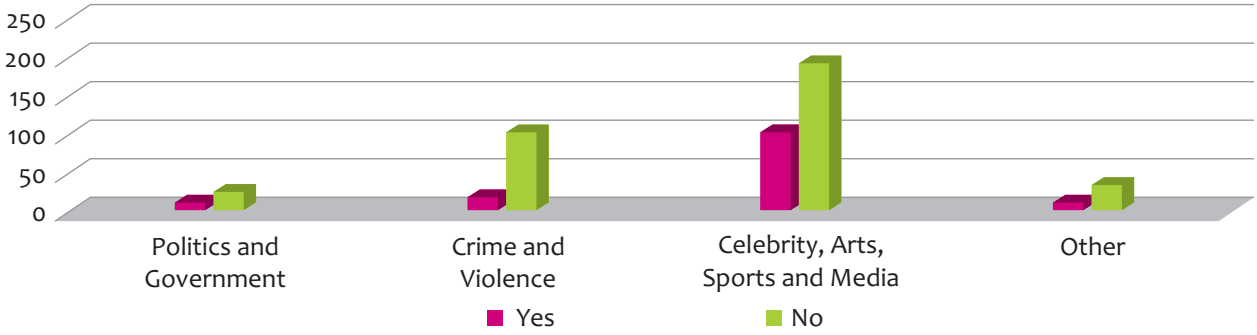
Findings:

- Most of the time the mainstream Urdu newspapers avoided portraying women as sexual objects in gender-related news.
- Almost 70% stories avoided presenting women as sexual objects in the Urdu print media.
- *Daily Jang* had 28% gender-related news that depicted women as sexual objects while *Daily Express* had 41% such stories. *Nawa-e-Waqt* followed with 31% and *Daily Kawish* 20%.

Stereotyping of women as a sexual object (GMMP Wise)

	Yes	No	
Politics and Government	6	16	22
Crime and Violence	29	111	140
Celebrity, Arts, Sports and Media	113	205	318
Other	19	51	70
Total	167	383	550

Stereotyping of women as a sexual object (GMMP Wise)



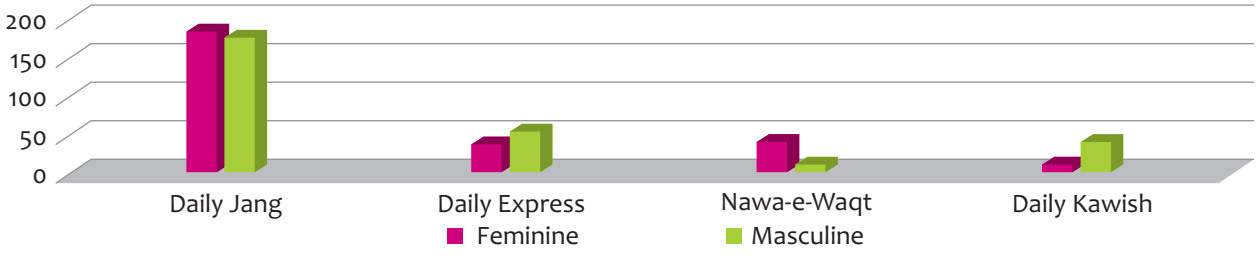
Findings:

- Sexual objectification basically means treating a person as a commodity or an object without regard to their personality or dignity. Women are portrayed as attractive commodity in the media especially in showbiz news.
- Thirty-six per cent of news stories under the theme of celebrity and arts presented women as sexual objects while the theme of Crime and Violence had 20% such news content.

Traditional stereotyping (like feminine and masculine)

	Feminine	Masculine	
Daily Jang	179	175	354
Daily Express	50	57	107
Nawa-e-Waqt	29	12	41
Daily Kawish	16	32	48
Total	274	276	550

Traditional stereotyping (like feminine and masculine)



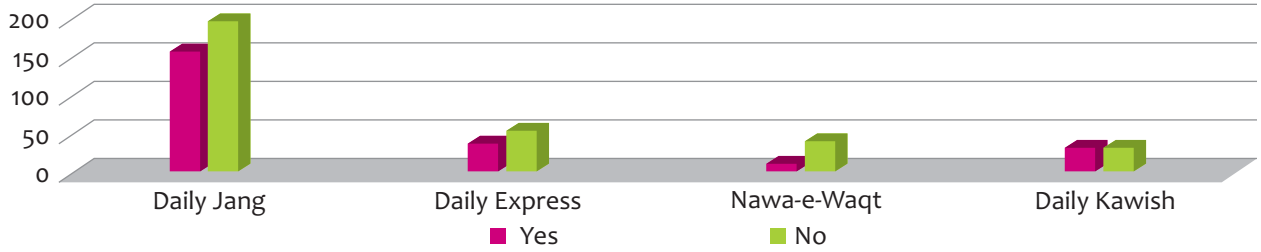
Findings:

- Media tend to portray traditional stereotypes like feminine and masculine. The reporters especially seem to project feminine stereotypes more in their reporting. In the Urdu print media, almost the same trend was observed.
- Almost 50% of news items depicted femininity and masculinity.
- *Daily Jang* had almost 51% content related to gender that depicted traditional stereotyping of femininity and 49% of masculinity.
- It is believed that femininity is more common in media. However, *Daily Express* portrayed masculinity more in its content 53% compared to 47% of femininity.
- *Nawa-e-Waqt* portrayed more traditional stereotyping of femininity in its gender-related content with more than 70% such news items.
- *Daily Kawish* had more than 66% news items depicting masculinity.

Women portrayed as victim

	Yes	No	
Daily Jang	159	195	354
Daily Express	48	59	107
Nawa-e-Waqt	8	33	41
Daily Kawish	24	24	48
Total	239	311	550

Women portrayed as victim



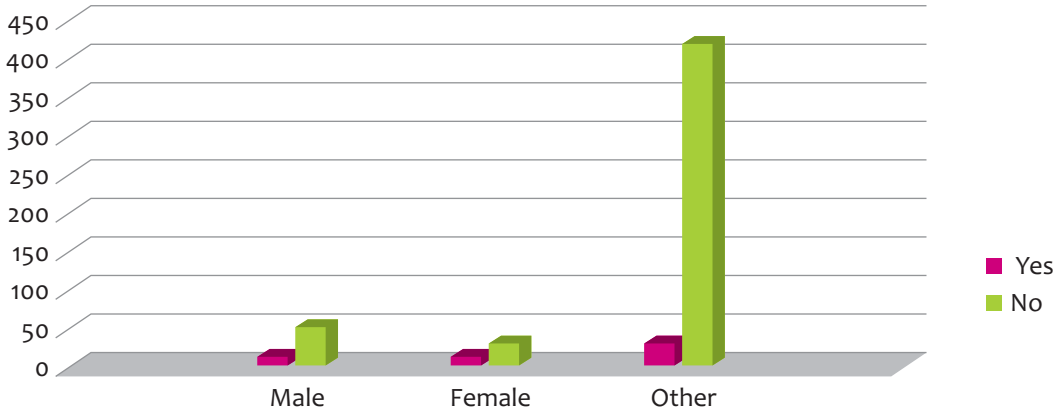
Findings:

- Depicting women as victims is one of the major stereotypes in gender-specific news. Media tend to portray individuals facing violence as victims, especially women who face domestic violence or crimes.
- More than 43% of gender-specific news in the Urdu print media portrayed women as victims in some way or the other.
- *Daily Jang* and *Daily Express* had almost 45% such stories.
- *Nawa-e-Waqt* had 19% gender-related news portraying women as victims while *Daily Kawish* had 50% such news stories.

Journalistic effort challenging socio-cultural stereotypes

	Yes	No	
Male	6	60	66
Female	2	24	26
Other	31	427	458
Total	39	511	550

Traditional stereotyping (like feminine and masculine)



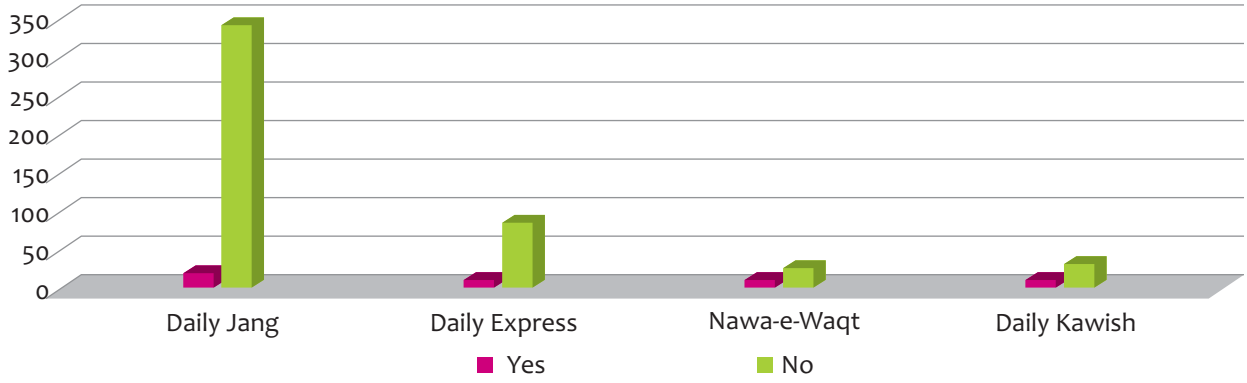
Findings:

- A gender stereotype not only limits the capacities of women and men to develop their personal abilities but also hinders the choices they make about their lives and careers. Assigning an individual woman or man specific attributes or roles just because of his or her gender, results in violation of human rights and fundamental freedoms. More than 80% stories reflected no effort by journalists to tackle this issue.
- Male reporters put in more efforts in this regard as compared to their female colleagues. There were six stories where male reporters produced content challenging gender-based stereotyping. However, the number of stories is too small to address an issue that is quite big.
- The role of women reporters in this regard was found to be below average only two news stories where some effort was done by the reporters to negate this problem or to discourage such phenomenon in our society.

Journalistic effort challenging socio-cultural stereotypes

	Yes	No	
Daily Jang	23	331	354
Daily Express	9	98	107
Nawa e Waqt	3	38	41
Daily Kawish	4	44	48
Total	39	511	550

Journalistic effort challenging socio-cultural stereotypes



Findings:

- Challenging existing stereotypes through their content is considered to be the responsibility of journalists but there seemed no serious efforts on part of the print media journalists to tackle this issue.
- *Daily Jang* had only 6% gender-specific news stories where journalists did some work to negate gender-based stereotyping.
- *Daily Express* and *Daily Kawish* each had 8% such news stories.
- Almost the same trend was seen in *Nawa-e-Waqt* only 7% gender-based news items challenging such stereotyping.

Media-Related Gender Balance

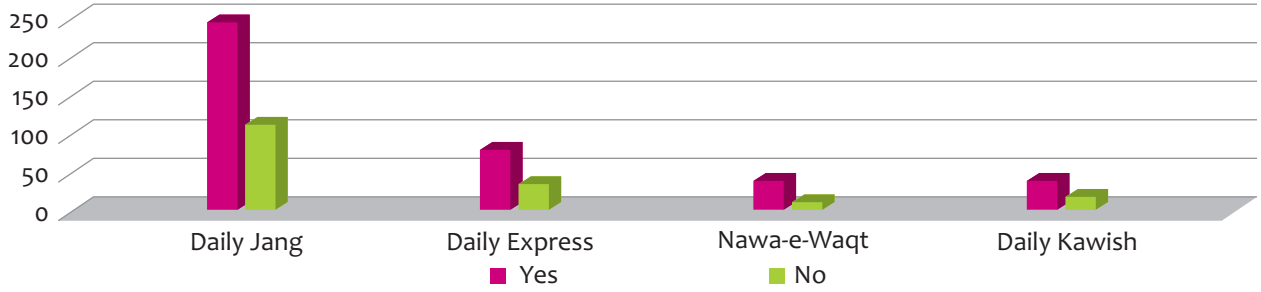
Some of the dimensions of this construct have already been discussed in the preceding pages like use of derogatory language in stories, proportion of time/space given to gender-related news, use of terms like survivor or victim and identification of women etc. Other aspects indicating whether print media have been gender-balanced in their coverage of women-related issues are as under:

- Respect for privacy of women in news contents (whether privacy invaded)
- Whether media used well-researched data

Privacy of Women Invaded

	Yes	No	
Daily Jang	243	111	354
Daily Express	74	33	107
Nawa e Waqt	33	8	41
Daily Kawish	34	14	48
Total	384	166	550

Privacy of Women Invaded



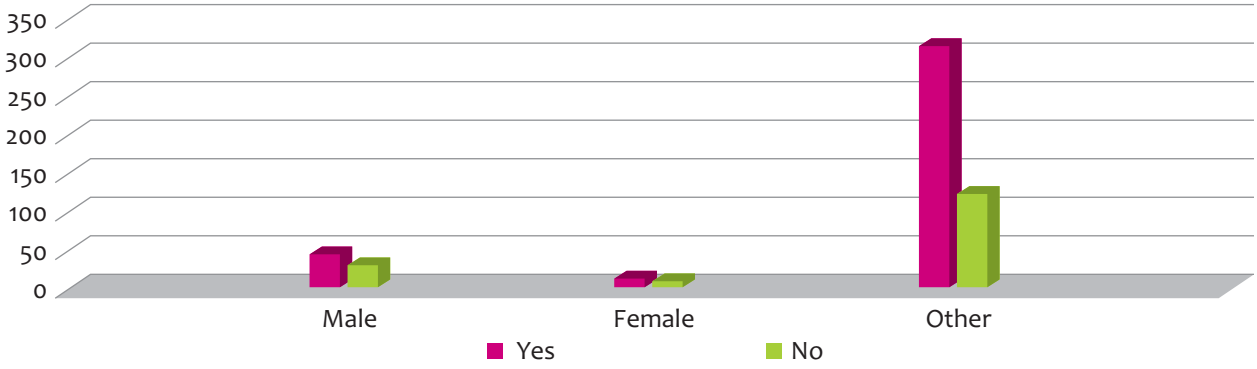
Findings:

- Privacy invasion is one of the major gender-related issues. In gender-specific news the depiction of name or identity of women by the press is strongly criticized. Current trend shows that Urdu print media frequently invaded privacy of individuals by publishing almost 70% such content.
- Mainstream Urdu dailies, *Jang* and *Express* each had almost 69% content that violated the privacy of individuals. Some serious efforts by journalists are needed to tackle this.
- *Nawa-e-Waqt* had almost 80% gender-related content invading privacy.
- The same trend was seen in the regional print media as *Daily Kawish* had 71% gender-specific content under different selected themes where privacy of individuals was invaded.

Privacy of Women Invaded (Reporter Gender Wise)

	Yes	No	
Male	45	21	66
Female	17	9	26
Other	322	136	458
Total	384	166	550

Privacy of Women Invaded (Reporter Gender Wise)



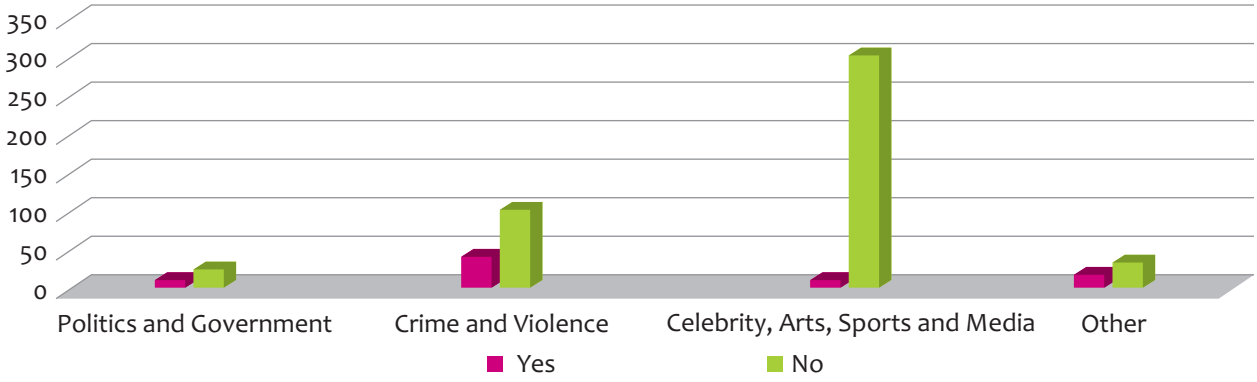
Findings:

- Almost identical trends were observed in reports on gender-based violence filed by male and female reporters most of the stories carrying names and identity of victims without considering what consequences this may have for the affected families. In some instances, the names of parents or siblings were mentioned that could also reveal the identity of victims.
- Almost 66% of news stories by male reporters in some way invaded the privacy of victims while reporting on gender-based violence.
- Similarly, almost 65% stories by female reporters violated privacy of victims, although women reporters are considered more sensitive to such issues.
- Overall results show that almost 70% of news stories invaded privacy in reporting on gender-based violence in selected Urdu dailies.

Well-Researched Data Used?

	Yes	No	
Politics and Government	2	20	22
Crime and Violence	43	97	140
Celebrity, Arts, Sports and Media	12	306	318
Other	24	46	70
Total	81	469	550

Well-Researched Data Used?(GMMP Themes)



Findings:

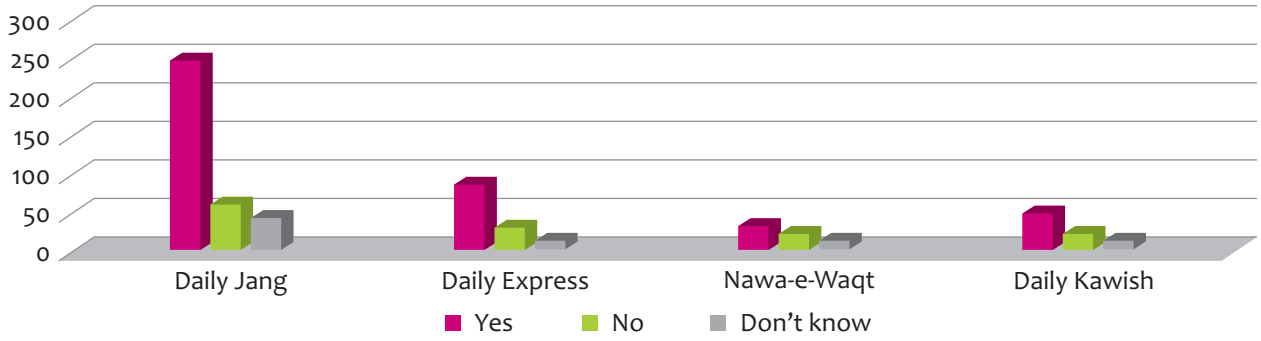
- It is considered a prime responsibility of journalists to add factual information and verifiable data in their news stories and they should not distort facts and figures.
- News related to Crime and Violence should be well-researched. Fabricated content could cause problems for victims and aggrieved families. It was however found that 70% of news under this theme did not have well-researched data. It seemed that more speculations and newsroom analysis were incorporated in such stories.
- More than 90% of news under the theme of Celebrity, Arts, Sports and Media lacked well-researched data. Mostly news stories related to scandals were given space under this category; content was fabricated and featured rumors.
- More than 95% of news under the theme of Politics and Government also lacked well- researched data as such news normally comprised statements without going into much detail and verifying facts.

News Balance and Objectivity

Accuracy and Trustworthiness

	Yes	No	Don't know	
Daily Jang	252	59	43	354
Daily Express	77	18	12	107
Nawa-e-Waqt	24	10	7	41
Daily Kawish	36	8	4	48
Total	389	95	66	550

Accuracy and Trustworthiness



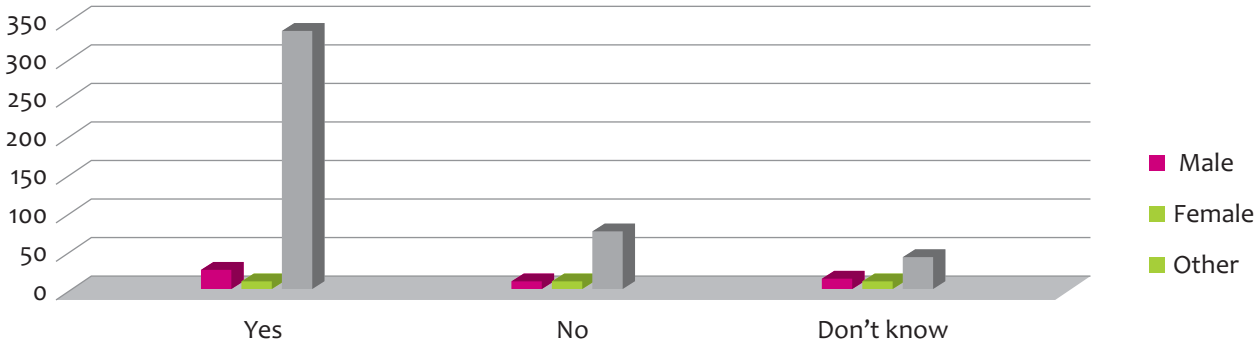
Findings:

- Accuracy and trustworthiness are considered vital for balance and objectivity of news stories as well as for the reputation of the reporter and the media outlet as a whole. Print media did a satisfactory job as more than 70% of news featured accuracy and trustworthiness.
- *Daily Jang* and *Daily Express* each had nearly 71% news stories that showed higher level of accuracy and trustworthiness.
- *Nawa-e-Waqt* showed slightly lower level of accuracy and trustworthiness and had 58% news reflecting these qualities.
- Interestingly, regional newspaper *Kawish* had the highest level of accuracy and trustworthiness with 75% such stories.

Accuracy and Trustworthiness (Reporters)

	Yes	No	Don't know	
Male	45	7	14	66
Female	12	6	8	26
Other	333	82	43	458
Total	390	95	65	550

Accuracy and Trustworthiness (Reporters)



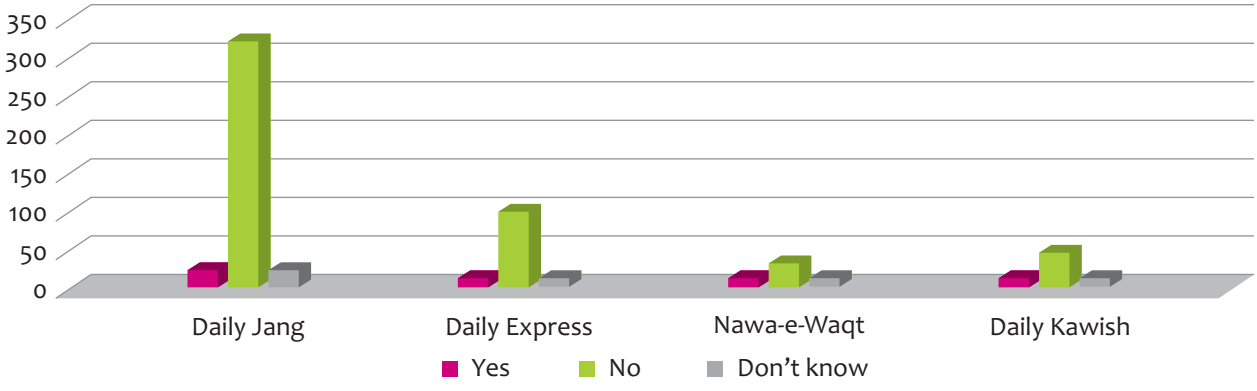
Findings:

- Male reporters had more accuracy and trustworthiness levels in gender-based reporting more than 80% of their news stories reflecting these qualities.
- Level of accuracy and trustworthiness of female reporters was low at 65% as compared to male reporters.

Twisting of Facts

	Yes	No	Don't know	
Daily Jang	18	319	17	354
Daily Express	5	97	5	107
Nawa e Waqt	4	35	2	41
Daily Kawish	2	43	3	48
Total	29	494	27	550

Twisting of Facts



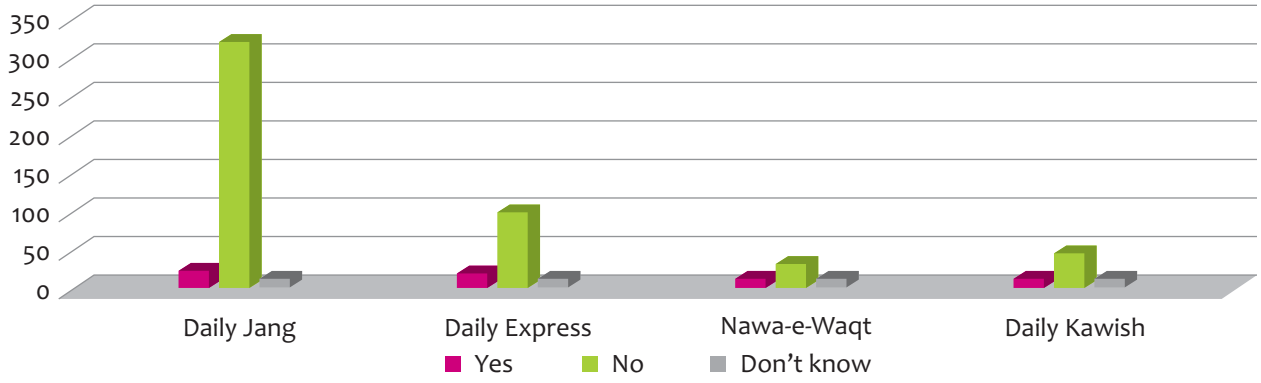
Findings:

- Media not only shape news stories but also at times manufacture them. They make issues by sometimes adding fabricated information or facts and figures. Their choice of words can change the nature of a certain issue entirely. Twisting of facts in gender-related content, especially news related to violence against women, can adversely affect victims or their families.
- The Urdu print media showed excellent responsibility and courage in supporting victims and their families while also avoiding twisting facts. They added factual information and accurate facts and figures in their stories.
- Only 5% of gender-related news items had some sort of twisting in the Urdu print media. *Daily Jang* had 5% and *Daily Express* 4%such news.
- Urdu dailies were well-balanced and objective in reporting gender-related news.

Discrimination on Ethnicity Basis

	Yes	No	Not mentioned	
Daily Jang	26	326	2	354
Daily Express	9	96	2	107
Nawa e Waqt	0	41	0	41
Daily Kawish	6	42	0	48
Total	41	505	4	550

Discrimination on Ethnicity Basis



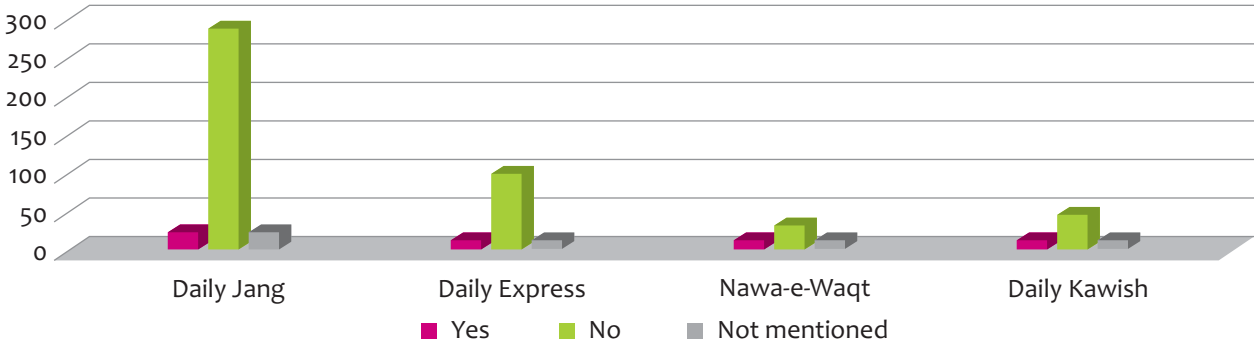
Findings:

- It is important that ethnicity in gender-related content not be highlighted as it becomes more problematic for women and their families. Women from ethnic minority have to face dual effects of discrimination, because of their race and gender.
- Overall the Urdu print media showed good tendency as almost 92% of gender-related news items reflected no discrimination based on ethnicity.
- *Daily Jang* had some news stories (7%) where discrimination regarding ethnicity was found.
- Similarly, *Daily Express* (8%) and *Daily Kaswish* (11%) also had such stories.
- *Nawa-e-Waqt* did not have a single story reflecting ethnic discrimination in its gender-related content.

Discrimination on Religion Basis

	Yes	No	Not mentioned	
Daily Jang	31	294	29	354
Daily Express	18	81	8	107
Nawa-e-Waqt	0	37	4	41
Daily Kawish	0	46	2	48
Total	49	458	43	550

Discrimination on Religion Basis



Findings:

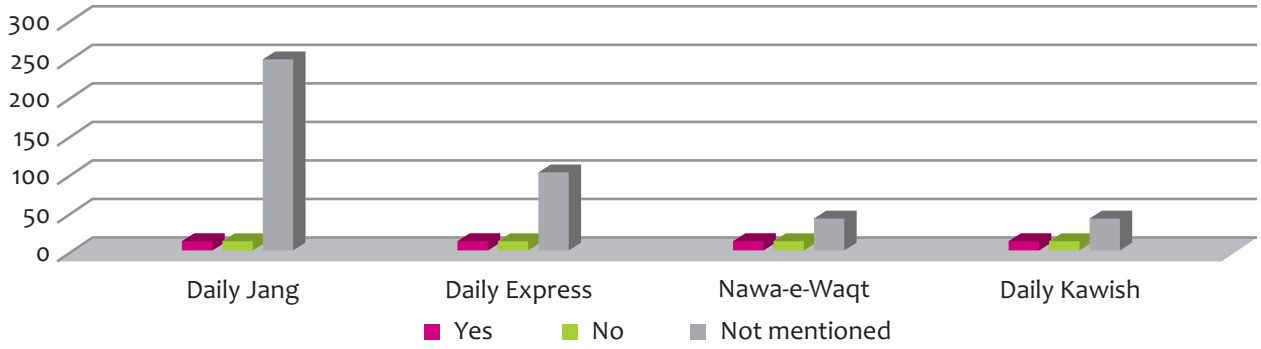
- Religious discrimination involves treating a person unfavorably because of his or her religious beliefs. Discrimination-based reporting especially about women's religion poses grave danger to them.
- Only 8% gender-related news reflected some sort of discrimination regarding religion.
- *Daily Jang* and *Daily Express* had 8% and 16% such news stories respectively.
- *Nawa-e-Waqt* and *Kawish* published no such stories.

Women at Work Place (Harassment and Violence)

Equal Pay

	Yes	No	Not mentioned	
Daily Jang	0	0	354	354
Daily Express	0	0	107	107
Nawa e Waqt	0	0	41	41
Daily Kawish	0	0	48	48
Total	0	0	550	550

Equal Pay



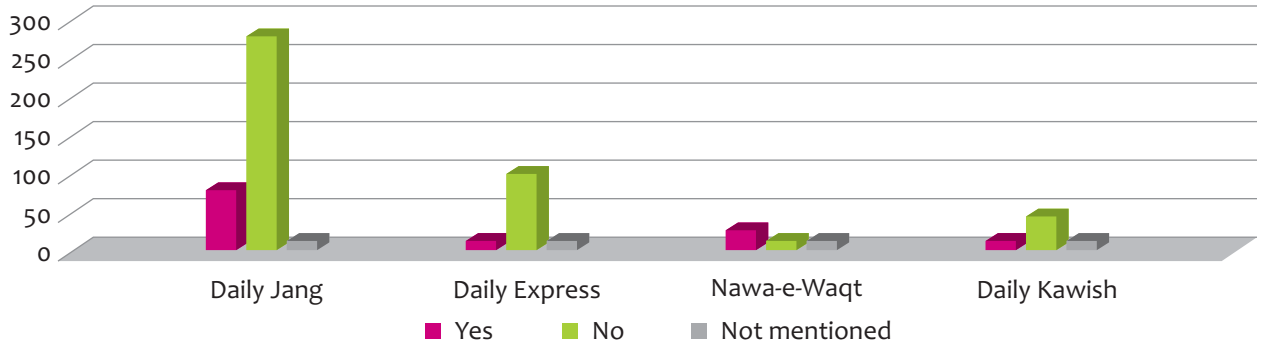
Findings:

- The working conditions for women are a neglected part of gender-related reporting. Urdu newspapers gave no attention to this issue through their content. There was not a single story in the selected newspapers mentioning salaries of working women, and if they were being paid equally as men, or if their salaries were disproportionate because of gender.

Gender Awareness Depicted in News Content

	Yes	No	Not mentioned	
Daily Jang	72	270	12	354
Daily Express	10	97	0	107
Nawa-e-Waqt	25	10	6	41
Daily Kawish	5	40	3	48
Total	112	417	21	550

Gender Awareness Depicted in News Content



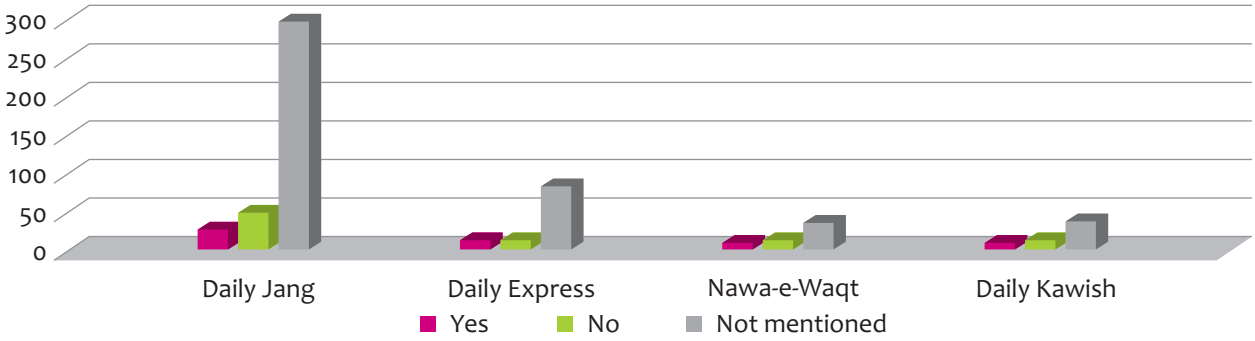
Findings:

- It is considered the responsibility of media to depict gender awareness through their content. The Urdu print media did not do well in this regard as only 20% news items reflected gender awareness.
- *Daily Jang* had 20% news related to gender aimed at creating awareness among masses about gender-related issues.
- *Daily Express* and *Daily Kawish* published only 10% such news.
- *Nawa-e-Waqt* was the best with nearly 61% gender-specific news depicting gender awareness.

Women Participation in Decision-Making at Workplace

	Yes	No	Not mentioned	
Daily Jang	18	37	299	354
Daily Express	9	7	91	107
Nawa-e-Waqt	3	9	29	41
Daily Kawish	1	5	42	48
Total	31	58	461	550

Women Participation in Decision-Making at Workplace



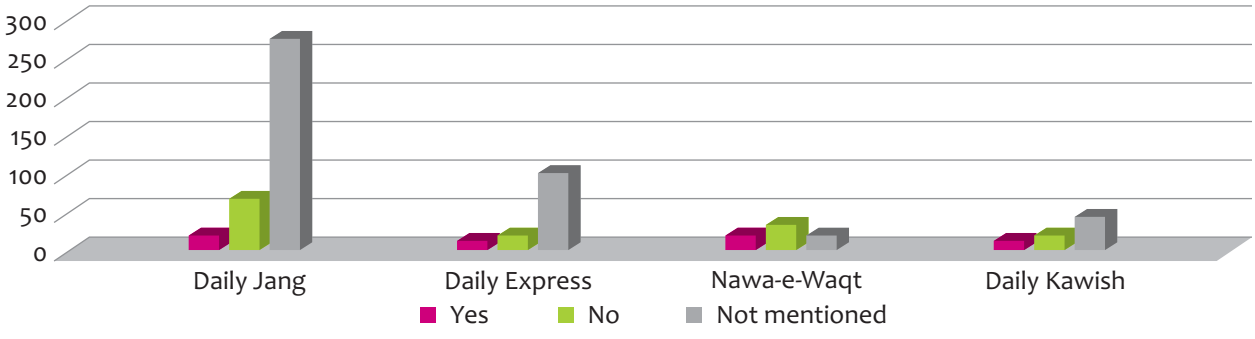
Findings:

- The media largely neglected mentioning the role of women in decision-making at their workplace. Since the media significantly highlighted gender awareness at workplace, it is equally necessary to also highlight women's role in decision-making as it depicts their social status.
- Only 5% Urdu print media depicted women's role in decision-making at workplace.
- *Daily Jang* and *Daily Express* only had 5% and 8% news items respectively highlighting the role of women in decision-making.
- *Nawa-e-Waqt* and *Kawish* only got three and one news respectively depicting this role of women.

Safe Working Environment

	Yes	No	Not mentioned	
Daily Jang	17	63	274	354
Daily Express	2	9	96	107
Nawa e Waqt	10	24	7	41
Daily Kawish	0	8	40	48
Total	29	104	417	550

Safe Working Environment



Findings:

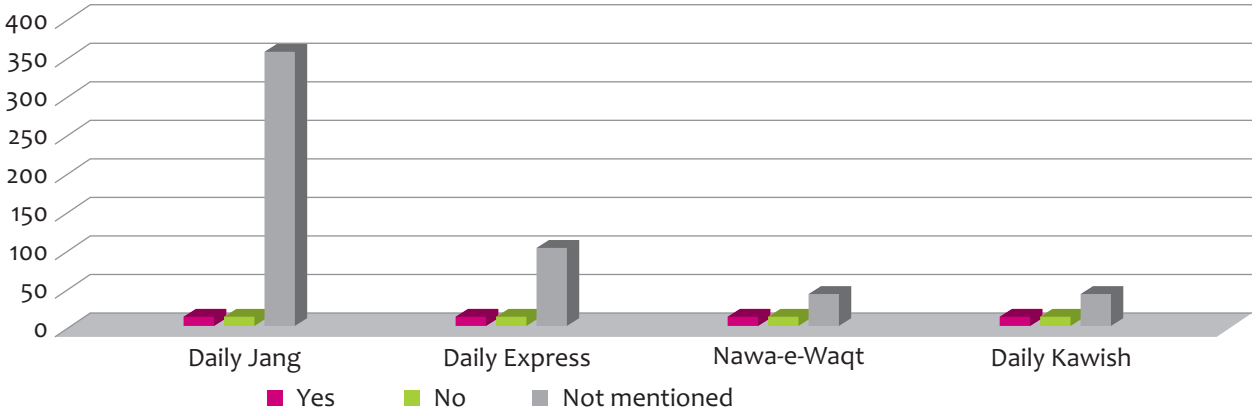
- Safe working environment is important for physical and psychological health of women and has an impact on their performance as well. Journalists need to pay attention to this issue.
- The Urdu print media paid little attention to this.
- Only 5% of news stories related to gender-balance discussed this aspect.

Working Conditions for Women

Equal Working Hours

	Yes	No	Not mentioned	
Daily Jang	0	0	354	354
Daily Express	0	0	107	107
Nawa e Waqt	0	0	41	41
Daily Kawish	0	0	48	48
Total	0	0	550	550

Equal Working Hours



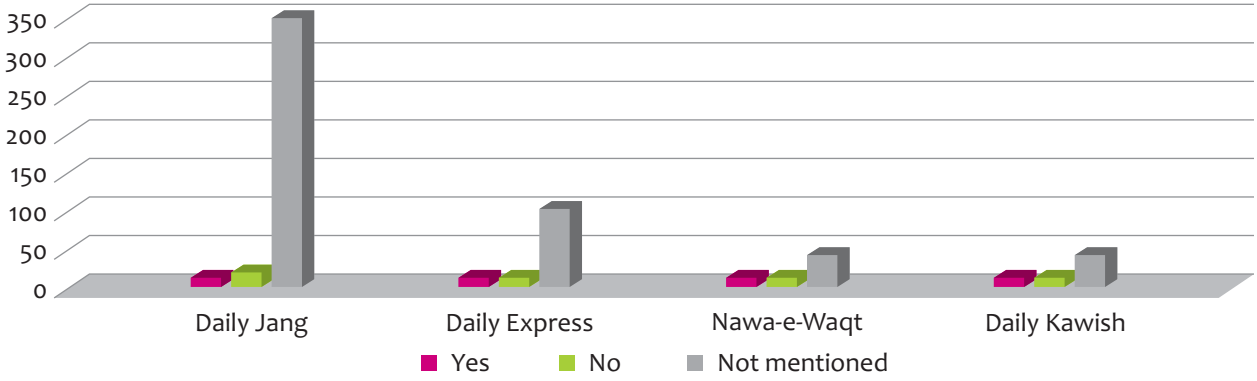
Findings:

- Equal working hours is another neglected aspect of gender-related content in Urdu print media. No news item was found that mentioned women's working hours.

Facilities available at workplace (Working condition of working women)

	Yes	No	Not mentioned	
Daily Jang	0	6	348	354
Daily Express	0	0	107	107
Nawa e Waqt	0	4	37	41
Daily Kawish	0	0	48	48
Total	0	10	540	550

Facilities available at workplace



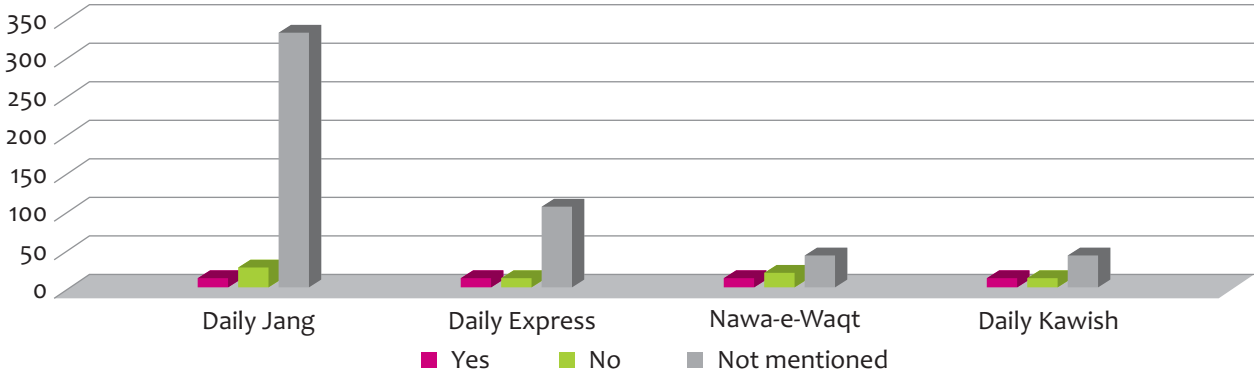
Findings:

- There was not enough data to analyze the facilities available for working women in the print media. No media house was willing to provide a true picture relating to working women employed by them. Similarly, news stories about issues of working women did not reflect the true picture of facilities available for women.
- There was some data in *Daily Jang* and *Daily Nawa-e-Waqt* that showed no proper facilities were available for working women at workplace.

Equal Employment (Women at Work)

	Yes	No	Not mentioned	
Daily Jang	3	22	329	354
Daily Express	0	0	107	107
Nawa e Waqt	1	14	26	41
Daily Kawish	0	2	46	48
Total	4	38	508	550

Equal Employment (Women at Work)



Findings:

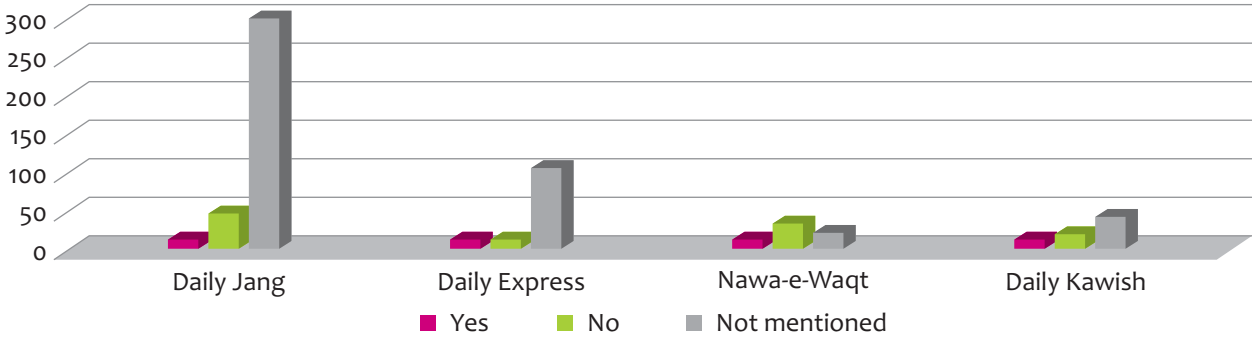
- Equal employment opportunities are considered the basic right of each individual. However, we see that women are not given their due proportion. Media are supposed to raise gender equality issues.
- It was found that Urdu print media do not show much interest in highlighting this problem in their gender-related content. Almost 92% of gender-specific news did not discuss this issue at all.

- Seven per cent of news stories in the print media revealed there are no equal employment opportunities for women in the society.
- Less than 1% of news items endorsed that women have equal opportunities for employment.

Job Security at Work Place

	Yes	No	Not mentioned	
Daily Jang	10	44	300	354
Daily Express	0	1	106	107
Nawa e Waqt	5	23	13	41
Daily Kawish	0	8	40	48
Total	15	76	459	550

Job Security at Work Place



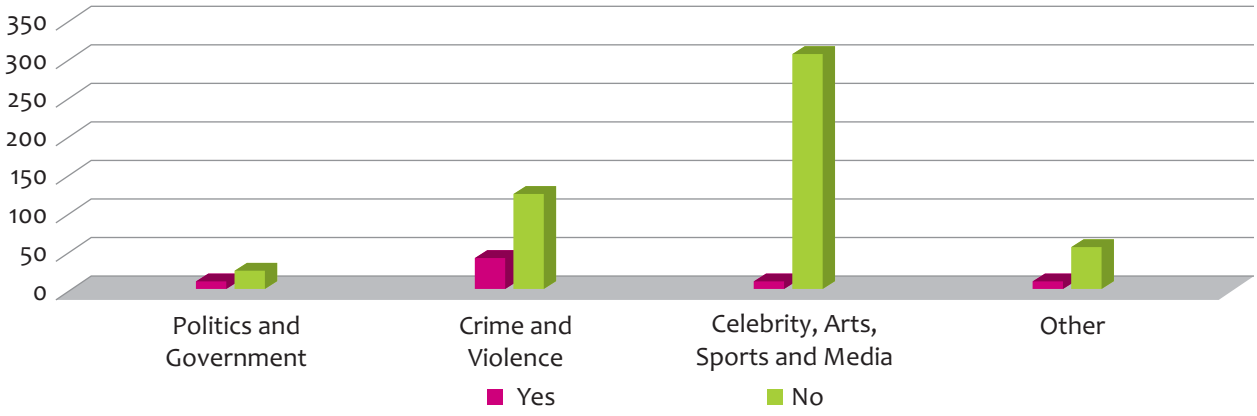
Findings:

- Job security is considered crucial and essential for performance of any individual at work. There should be no gender discrimination regarding job security but we see that the situation is not as consistent as it should be for working women. Media need to encourage working women by supporting good working conditions for them through news content. Job security for women is not as good as compared to men who enjoy more advantages in this regard.
- Urdu print media seem to have a careless approach regarding this important issue as almost 83% of gender-related news made no mention of this issue.
- Fourteen per cent of news stories showed there is no job security for women.
- Only 3% of gender-related news items in the Urdu print media endorsed that there is job security for women at workplace.

Gender Equality Promoted at Workplace

	Yes	No	
Politics and Government	3	19	22
Crime and Violence	15	125	140
Celebrity, Arts, Sports and Media	1	317	318
Other	6	64	70
Total	25	525	550

Gender Equality Promoted at Workplace



Findings:

- Reporting under the theme of Celebrity, Arts, Sports and Media showed the least gender equality as more than 99% news under this category did not promote it.
- Eighty-nine per cent of stories under the Crime and Violence theme did nothing to promote gender equality.
- This trend was also seen in the theme of Politics and Government with 86% of news ignoring gender equality.

Qualitative Analysis of TV Contents

***Geo News* Talk-Show Analysis**

- *Geo News* is one of the most popular private news channels in Pakistan. It is considered to be an authentic news source. Normally, *Geo News* is also known for raising sensitive issues that other channels hesitate to take up.
- Most of *Geo News* talk shows are managed professionally. These shows not only educate people about diverse opinions but they are presented in a manner that the issue becomes important for common people.
- One good example is talk show "Jugnu" where sensitive social issues are discussed and stereotypes are challenges very successfully. The show discussed issues such as dowry, violence, honor killing divorce in a very objective manner.
- One of the leading characteristic of *Geo News* talk shows was that they were women -centered. Another primary characteristic was that the shows discussed all social, legal and political aspect of the issue.
- Socio-culture gender stereotypes were strongly challenged in these talk shows. For example in the issue of divorce, normally it is perceived that if husband and wife are living in hateful union, both should continue this relationship at all cost. In Jugnu, *Geo news* challenged this stereotype and generated a debate on hateful unions. It was discussed that instead of living in a violent relationship throughout her life, it is better for a girls to go for a divorce.
- The involvement of political leaders is another strong characteristic of these talk shows. On every issue, *Geo news* too political leaders on board. Not only political leaders were involved but female politician were also presented as role models.
- Expert opinion from women is another leading characteristic of these talk shows. However on legal and security related issues, *Geo News* consulted more male experts instead of female ones.

***Geo News* Analysis**

- When we talk about gender-specific reporting in Pakistani media, we see that focus is always on

news related to violence and crime against women and celebrity related news where women are presented more as a sexual object rather focusing on their professional abilities and talent.

- In news analyses of *Geo Television*, crime and violence were found to be the dominant theme. In crime and violence news stories, privacy invasion was clearly demonstrated such as showing victim's face and family etc. Though the face of the victim girl was made blur but mentioning of name or showing the faces of family members is a major privacy violation.
- Investigative journalism was also missing in most of the news stories. Clarity of actual situation was also missing in most of the content. For example in one story, the headline said that "The father killed her eleven month old child" but within the news package, grandmother of the girl blamed her mother for this act. Similarly, neighbors also blamed mother for this act. Police on the other hand claimed that father was responsible for the crime. The story on such a sensitive matter clearly missed the investigative touch and was based on the conflicting statements of different people.
- The second dominant theme was news on women celebrities, arts and sports. These stories were women centered and women were also portrayed as role models. For example in news on Mallala Yousaf Zai, she was not only presented as an international celebrity but also as a role model of courage, braveness and modesty for Pakistani girls.

Samaa News Talk-Show Analysis

- *Samaa news* is again one of the most popular news channels in Pakistan. The channel is famous for sensationalizing the news content through story angle, language and presentation style.
- Qualitative analysis of talk show depicts frequent privacy invasion especially in gender-related talks show. For example in the talk show Qutab online, the host started the program with a girl who was sexually harassed by Karachi University administration. Girl and her aunt were shown on the television. Another trend observed during the monitoring was the representation of religious scholars in gender specific talk shows. For example in same program of Qutab Online, host consulted with a religious scholar about the issue and tried to focus on religious justifications of harassment. Instead of focusing more on social and legal aspects of the issue, more time was given to the religious comments.
- Socio-culture discriminatory gender stereotypes were not effectively challenged in these talk shows. Instead, they were presented in old traditional stereotypical ways where more focus was on the conduct of complainant while having a sympathetic approach towards the accuser. Such bitter social realities were discussed at micro level instead of taking it to macro level for the larger benefit of the society. *Samaa* also failed to take up sensitive issues.
- The involvement of political leaders, both men and women, in such discussions was also found missing. Instead of political leaders, more religious leaders were highlighted.

Samaa News Bulletins Analysis

- In *Samaa news* bulletin, crime and violence were again the dominant theme. Crime related stories lacked investigative touch and most of the stories were reenacted. Investigative journalism asks to expose what is behind the picture. It demands to dig out story when the case is not solved, but normally our television channels broadcast only those stories which are solved by police or intelligence agencies.
- Privacy invasion is another problem reflected in the news bulletins. Faces of the victims were frequently shown on the screen. Again, the face of sufferer was made blur but declaring his or her name or showing the face of the family was frequently done.
- Reports had no focus on the challenges women face in their work environment even if the news involved a working women.
- One thing found encouraging was that *Samaa News* supported the victim or survivor without any twisting the facts.

ARY News Talk-show Analysis

- In gender related news content, expert opinion is one of the most important variables which shows how much importance is given to issue. The

qualitative analysis of *ARY News* depicts that very little space was given to women experts.

- The gender specific content of talk shows was again dominated by issues such as sexual harassment, violence against women, workplace harassment and acid attacks. It is also observed that *ARY News* focused more on reenactment of crime shows such as "Shabbir to Dekhay Ga", "Jurm Bolta Hai", "Sar-e-Aam and Criminal Most wanted" programs for highlighting women-specific issues as compared to highlighting these issues in the talk-shows.
- It was encouraging to note that ARY News did not portray women as sexual object and encouraged the viewers to respect and provide security to women. For example, in a program named "Khaber@3", the host Maria Memon invited the first PHD qualified nurse of Pakistan Riffat Jan in her talk show to highlight the gender inequality and socio cultural discrimination against women. The doctor lamented that they face a lot of difficulties at workplace. She shared that women feel insecure in this profession and they are mentally and physically harassed at workplace by the society.

ARY News Bulletins Analysis

- The cases of violence against women, celebrity news and women in arts again dominated the gender-specific news in the news bulletins.
- High level of insensitivity towards privacy of victim or survivor was witnessed. The pictures and names of the victims were aired in the news headlines. Negative information regarding the victims was also shared with the viewers. For example in a news story, opinion of children with unstable families was aired. Presenting such comments invades the privacy of the individual and could expose them to vulnerable position.
- During the coverage of Tehmina murder case, student from a village of Chakwal who was killed in mysterious circumstances. Name of the victim was repeatedly used besides giving details of her family background. The channel even showed blurred face of the victim. Details of her home town and area were also shared with the viewers. Reporters based their story on incomplete and unconfirmed information about personal aspects of victim's life such as her relationship with the suspect and the way they became friends etc.
- *ARY News* did not show any enthusiasm or sensitivity to challenge existing socially harmful stereotypes.
- Twisting of stories was not very visible in *ARY news* coverage. More accuracy was recorded in the headlines whereas basic principles of investigative journalism were not applied appropriately while covering such issues.
- As compared to the other news channels, *ARY news* had more tendency of sensationalism. In the news of acid attacks and honor killings, the wordings and the style of news readers as well as background music sensationalized the incident.

Express News Talk Shows Analysis

- Main theme of the talk shows was related to politics and security situation of the country.
- Less effort was made to engage women politicians.
- In the given time period, the media monitoring team came to the conclusion that no serious efforts was made by the channel to generate healthy discussion on gender-based issues. Such talk shows only included individual cases of violence and crime against women. In almost all such talk shows, expert opinion was sought mostly by men.
- Talk shows lacked the content directed towards challenging stereotypes or discouraging gender imparity in the society. The channel seemed to make no effort in involving more and more women participants in such shows.

Analysis of _Express News_ Bulletins

- About women issues covered in *Express TV news* bulletin, most of the time was dedicated to violence and crime against women, celebrity, arts and sports. Some coverage was given to news related to women political participation during elections.
- News of honour killings, acid attacks, domestic violence, kidnapping and rape made frequent headlines.
- Alarming level of privacy invasion was observed as

the name of victims along with their footages or photos was regularly shown in the news. Sensationalism was another trend regularly followed in news without realization of the sensitivity of problem and its impacts on aggrieved family and society. Whether it was Tehmina (girl from a village of Chakwal murdered in mysterious circumstances) murder case, incident of a baby girl killed by her father or suspicious death of a nurse in Rawalpindi, privacy invasion was witnessed in the coverage of all such stories. The information was shared without due investigation.

- One the positive side, the channel supported the victims and condemned the assailants portraying them as criminal, to an extent that the reporters sometimes became judgmental.
- Expert opinion was taken mostly by male experts in gender-based news. Interviews of ordinary women as housewives, students etc. also made part of the reports.
- Celebrity and arts related news had sensational touch depicting women as sexual objects. Such stories made part of the entertainment news. News related to Reham Khan is the example of such coverage where the channel presented her as an entertainment product. Use of words and footages was aimed at attracting more and more viewers.
- Despite such violations, there were some reports where abilities of women were highlighted. Coverage of the accident of first PAF pilot Mariyam Mukhtar focused on the courage, ability and commitment of the girl which in turn helped in discouraging gender stereotyping in the society. But positive women-centered news was given lesser time and was placed at the end of the bulletin.
- Role of women in politics and governance was highlighted only in terms of their participation in elections. Here again, more focus was give to their attire rather than admitting their talent and courage for challenging social norms and actively participating in male-dominated political activities.
- Issues of working women were found to be ignored by channel. Even when reporting on an incident related to a working woman, the channel ignored discussing working environment for women.

KTN News Talk-shows Analysis

- *KTN* is the first regional language private cable television established in 2002. This channel was specifically established to inform, entertain and educate the people of Sindh in regional language.
- Talk shows were found sensitive about the issue of honor killing and discussed the menace in detail with experts and human rights activists. These talk shows were aimed at pressurizing the authorities to get rid of this evil from the society.
- Other women specific issues such as gender discrimination, harassment, working conditions for women were not given much space in *KTN* talk shows.
- Politics and security situation was again the dominating theme.
- Women politicians and activists were given considerable space in talk shows.

KTN News Bulletins Analysis

- Issues such as women's slavery, victimization, harassment and selling of women are very common in Sindhi society. The *KTN news* bulletin reported such incidents effectively. Besides honor killing, the channel gave due importance to the issue of giving away or selling of girls or women to settle disputes.
- A newly married couple was victimized in the name of honor in Jacobabad. After implementing the decision of Jirga (illegal court), the dead bodies of both were thrown in the jungle. Another story of an eight year old Rahimas' was also aired on the channel who was gang raped by eight men. The Jirga imposed Rs 500 thousand penalty on the gang. In other cases, two couples were killed on the order of Panjait (illegal court) for love marriage.
- Again, issues related to violence, crime and harassment against women were highlighted more as compared to other gender-related topics like working conditions for women, discrimination, stereotypes that are hurdles their way to development and empowerment.

- The stories of abduction, killing, harassment and victims were presented in favor of victims which are a positive sign.
- The channel was insensitive towards privacy invasion. Name of the women and the pictures of dead body were regularly broadcasted.
- It is observed that the channel challenges the stereotypes to a reasonable extent. Human right activists demanded special courts for women rights violations. They strongly criticized the Jirga system and urged media to play due role in promoting awareness.

***Dawn News* Talk-Shows Analysis**

- *Dawn News* is known for having most liberal and balanced content as compared to other channels. The channel is famous for highlighting social issues in professional manner and challenging the status quo. It is also know for avoiding sensationalism and exaggeration.
- Prime focus of Dawn News talk shows was again politics, security and governance. Gender-based topics were hardly touched as main topic of the talk shows.
- *Dawn news* talk show "In-focus" by Jawad Ahmed and 'Dusra Rukh' by Batool Rajput highlighted gender specific issues mostly around crime and violence.
- Programs were well researched, based as factual information backed by authentic data.
- Female experts invited in the penal to discuss the consequences and remedies to the abuse faced by women. Female panelists such as Tahira Abdullah were invited on the show who straightforwardly and in strong words rejected the social justifications of any king of gender-based violence.
- Issue of sexual objectification of women was also discussed in the talk shows. Guests argued that women should not be projected for their gender orientation but for their abilities. They urged views to admire women's talent instead of promoting stereotypical roles of women.
- Issue of harassment against women was discussed in detail at the talk show of Batool Rajput. She raised different aspects of the issue such as negative use of social media and its impact on society, role of the families and law enforcement agencies etc. More male than female experts were invited to the show.
- Talk shows in Dawn News were found lacking in projecting the positive role of women in the society and the measures taken by government and other private institutions to improve the existing situation of women empowerment in the society.
- Overall, the channel was successful in creating awareness on certain women specific issues and generated debate against harmful stereotypes but more focus was given to individual cases rather than giving due attention to policy changes for the wellbeing of women.
- Not much attention was given to the role of women in economy, science and law.

***Dawn News* Bulletin Analysis**

- *Dawn News*, like all other news channels, had more focus on news related to crime and violence against women. Over the period of jour years, massive coverage was given to that news where women were tortured, killed in the name of honor killing, attacked with acid, became victim of domestic violence and crimes.
- Celebrity and arts related news were the second most popular category of news reporting regarding women.
- During coverage of news on violence against women, Dawn News also violated the privacy of the victim or survivor. Names of victims or survivors were disclosed in news reports and questions were asked which could be disturbing for the grieving families.
- Mostly male reporters covered gender-based news and expert opinion also came from men in most of the cases.
- In other news reports, more men were interviewed as compared to women, be it ordinary residents, homemakers or students etc.
- *Dawn News* reporters frequently included formal sources in their reports on crime and violence against women instead of only relying on street versions.
- The channel gave positive coverage to women in politics and government mainly about the female

candidates contesting elections. Report about female candidates contesting Local Body Elections in South Punjab is one such example in which the reporter moved around the area along with the contesting candidates to interact with voters.

Wasaib Talk-shows Analysis

- *Wasaib* is a community based Saraiki language television channel.
- It was observed that the channel was not vigilant about producing quality content.
- The talk-shows also had weak content as compared to the mainstream channels.
- Issues regarding abduction, workplace harassment and gender-based violence made part of the headline but talk shows failed to highlight these issues effectively and focused more on politics and security situation of the country.
- Certain issues such as honor killings, increase in divorce rates and health issues were raised in a few talk shows.
- Women were ignored while taking expert opinion on different issues. Majority of women experts invited on talk shows were psychologists or medical doctors.

Wasaib News Bulletin Analysis

- Limited number of news stories regarding violence against women, honor killing and sexual harassment of women were covered by the channel.
- News balance was violated in women specific stories giving more space and time to specific gender. For example, in a story about love marriage, girl, whose name also mentioned, was blamed for helping police in arresting her husband. All information was sought from men involved in this story.
- At the same time, the privacy was invaded in news content. Many stories shared the name and pictures of the victims.
- Overall, no professionalism was seen in news contents where almost all the news stories regarding gender discrimination, harassment and violence against women were broadcasted in the headline without proper investigation.

PTV Talk-shows Analysis

- *PTV* is the state-owned media organization with access to all parts of the country.
- A good number of talk shows were organized on *PTV* around women-related issues. Besides crime against women, the channel also gave ample time to discuss social mindset and gender discrimination.
- For example, Lubnza Zamir hosted a program named "Paishraft" at *PTV* News on the "International Day for the Elimination of Violence against Women." The program discussed the condition of Pakistani women, gender discrimination, objectification, violence and harassment issues. The host held a strong panel discussion where a famous human rights activist like Aasma Jahangir, Fozia Waqar from Punjab Commission on the Status of Women, Dr Samiha Raheel Qazi and Alya Aftab critically analyzed the topic.
- Another program named "Ajj ki Baat Sheerin k Sath" highlighted the role of women in society. In the panel discussion, the human rights activists lament that the condition of women requires government attention.

PTV News Bulletins Analysis

- Overall, the state-owned television is known for being more sensitive towards social issues but in case of crime against women, the set pattern of covering such crucial issues in headlines without proper investigation was followed by PTV as well.
- Privacy was invaded as, on many instances, names of victim and family were aired. In the coverage of Tehminas' murder case, the real name of the girl was used which is against the ethics whereas the boy who was alleged for murdering the girl was referred as "Larka" (boy).
- However, *PTV* covered many seminars, conferences and award ceremonies promoting awareness on women rights.
- *PTV* gave special coverage to International Day of Violence against Women and aired SOTS of politicians and government around the issue.

- Women were promoted as role models through news on Malala Yousafzai.
- Number of stories regarding harassment, abduction, honor killing and harassments were aired in lesser number as compared to stories related to awareness on women rights.

Qualitative analysis of Radio Pakistan

- Radio can play vital role in the empowerment of Pakistani women as it reaches far-flung areas where other means of communication are scarce. Radio can become an effective voice for voiceless.
- Radio Pakistan came into existence on August 14, 1947 with the creation of Pakistan.
- Radio Pakistan broadcasts a good number of women specific programs like Sertin Saghar, Adhi Dunya Pori Dunya, Sukhi Ghar, Range Jahan. Besides that, women made vital part of the other programs as well such as in programs Mulaqat and Rabta, women politicians and officials were regularly interviewed, In addition, in youth programs, such as Bolo Jawan, young girls took active part and expressed their views challenging the stereotypes in an effective way.
- The language used in Radio Pakistan was also not judgmental or sensational though phrases reinforcing stereotypes like "Hawa ki Baiti" "Izzat ki muhafiz" were often used in the programs specifically aired for women.
- The names of the women specific programs depict the basic content of these programs. 'Sukhi Ghar' (Peaceful Home) focused more on the established social role of women which discourages them from working outside. Though program host often called women experts to speak about laws and new developments, the focus was always women's role in the household.
- Range Jahan's (Color of the World) again reinforces the image of women as color and beauty of the world. The program, at times, appreciated women at work but the focus was on the way they surrender to the society in order to make things beautiful in the world.
- One positive trend was appreciation for working women and acknowledgment of their contributions. Discussion on laws was also very informative for women living in far flung areas.
- On the other hand, most of the broadcast, especially news bulletin, focused on politics, security situation, economic development and conflict situation where men still dominate in the production, content management and expert opinion. A lot more effort is required to have gender equality in the main content.
- News on women was mostly related to crime and violence against women.
- Women in work force and the challenges they face was again a neglected area in Radio Pakistan programs. Discrimination in task assignments was also visible in radio as low profile segments were assigned to women in radio programs.

Differences of Reporting on Gender by Trained and Untrained Journalists

Media enjoys strong influence on the minds of general public. It plays an important role in creating awareness among the masses in order to bring required change in the social mindset that is vital for social development.

Journalists, if trained on gender sensitive reporting, can effectively highlight the contributions of women and the challenges they face in the society. They can break or reinforce the stereotypes that serve as hurdles in the way of women empowerment. Hence, it is the foremost duty of journalists to report on issues faced by women with an aim to have positive impact on the social mindset.

Working on this theme, ILO trained around 1000 working journalists from the 36 districts all across Pakistan. The assessment of selected news from electronic and print media outlets at the trainings depict considerable difference between the work of trained and untrained journalists with regard to gender specific reporting. A few examples of the work of trained journalists have been shared in the report.

Qualitative Analysis of Selected Reports by Trained Journalists:

Trained journalists had clear idea about the concept of gender and they acknowledged the existing

diversity in gender identities and their performances while reporting gender-based news.

Trained journalists were sensitive about privacy invasion while reporting on violence and crimes against women. They seemed well-aware of the fact that privacy invasion can have adverse long term impact on women and their families. Trained journalists refrained from disclosing the identity of victim or her family.

Trained journalists never used derogatory language in their news reports. Almost always, they used descent words and phrases to explain gender-based issues especially while covering crime or violence against women.

The portrayal of women in the reports of trained journalists was always positive appreciating their contributions and appreciating their struggle.

Trained journalists challenged the existing socio-cultural stereotypes in society about women. They represented women as an individual not as a spouse or daughter of a man.

They avoided representing women as sexual objects rather presented them as equal citizens without highlighting their physical orientation or appearance.

Trained journalists did not emphasize on women's image as victims or dependent survivors of violence or crimes but tried to depict them as an individual who faced crime committed by other individual.

Trained journalists also avoided highlighting discriminations on the basis of ethnicity and religion.

Qualitative Analysis of Reporting by Untrained Journalists

Selected stories of untrained journalists depict that they focused more on reporting the incident as it is happened without acknowledging the sensitivity of issue.

Untrained journalists used insensitive language and words against women in their reporting. For example, they blamed appearance and clothing of women in harassment and sexual assault cases.

Instead of considering a normal or equal citizen, the untrained journalists portrayed women as victim or survivor in crime and violence against women stories.

Untrained journalists failed to challenge socio-cultural gender stereotypes as they were not able to comprehend the problems women face as a result of these stereotypes. In fact at some places, they were found reinforcing stereotypes.

Untrained journalists became judgmental while reporting gender-based. They tend to guess and report the background of any crime without any prior investigation.

Untrained journalists did not have any sensitivity towards social issues as they seldom report conditions of working women. Even if they cover such issues, they fail to comprehend and highlight the work environment and other aspects related to women economic participation.

They lacked the capacity to apply principles of investigate journalism on gender-specific reporting.



"In our region, number of the incidents of honor killing, acid attacks and Karo-Kari is higher as compared to other areas of Sindh. To create awareness among the local population against such crime, it is important to cover these issues in professional and ethical way. Unfortunately, these stories are not presented in a balanced and gender sensitive way. I feel pleasure to share that after attending this workshop, I am able to cover gender-specific issues in an objective manner."

GulzarGulOtho, Dharti TV, Tharparker.

SECTION - IV

Key Findings



Quantitative research

English Newspapers:

- From 2012 to 2015, around 2783 gender-specific stories were published in *Dawn, The News, Daily Times and The Express Tribune*.
- 45 per cent of these stories belonged to the category of Celebrity, Arts, Sports, and Media, 29 per cent reported Crime and Violence, 7 per cent were about Politics and Government and only .99 % were related to Science and Health.
- More women focused stories were published in Karachi, Islamabad and Lahore based editions.
- Among all published content, 50% place was given to news stories, whereas features got 19 per cent space, and among the data of total 2783 news items, only 42 were editorials.
- Almost 50% gender-related stories were hard news and 7% stories were based on investigative journalism.
- Less than 10% stories were filed by female reporters.
- 31% stories on Violence and Crime were filed by male reporters as compared to 41 % by female reporters.
- In crime and violence stories, almost 66% news items mentioned the identity of women in some way or the other.
- In only 12% of the total news items, women were portrayed as role models.
- No instance of derogatory language was found in reporting gender related news.
- More than 80% stories were favorable towards women.
- More than 75% of total news items in the selected newspapers placed women in a central position.
- In *Express Tribune*, 17% stories included expert opinion from women. The News and Daily Times had only 11% news items with expert opinion from women. Dawn had only 12% news with expert opinion of women.
- Almost 25% news items neglected the social status of women.
- More than 95% of total news was women centered and 5% was men centered.
- 95% stories avoided presenting women as sexual object.
- 34% of news items depicted traditional stereotyping in their content.
- More than 66% of news portrayed women as victims and 16% presented them as survivors.
- Female reporters showed more courage in challenging gender stereotypes as compared to their male colleagues. Nearly 28% of female reporters challenged gender stereotypes in their stories as compared to 17% male reporters.
- More than 70% content respected privacy.
- Approximately 40% stories of crime and violence depicted lack of research.
- It is surprising to find that almost 76% of gender-related news items in English print media did not use well-researched data to support the factual status of stories.
- Around 80% of news stories met the criterion of news balance and objectivity.
- Male reporters reported 34% stories with accuracy and trustworthiness as compared to 32% stories of female reporters.
- Only 01% stories had the evidence of twisting the facts.
- Almost no discrimination on the basis of ethnicity was depicted.
- 99% news stories in English newspapers avoided discrimination on the basis of religion.
- Almost 80% of news content did not mention women's role in decision-making process.
- Almost 98% of news content did not address working environment for women.
- Only 1% stories of the selected English newspapers mentioned working hours of women.
- Less than 1% stories highlighted the conditions of safety for women at workplace.

Urdu Newspapers

- Urdu print media components included *Daily Jang, Daily Express, Daily Nawa-i-Waqt and Daily Kawish(Sindhi)*. From 2012 to 2015, around 550 gender-specific stories were published in these newspapers.
- Politics and Government was the most neglected theme as only 4% stories fell under this category. Crime and violence constituted 25% of news stories whereas 60% stories were about celebrity, arts, sports and media.
- 90% stories fell under the ambit of news, opinion-based stories were only 7% of the total content

- *Nawa-e-Waqt* had the most stories (15%) reported by female reporters as compared to their competitors. *Daily Jang* and *Kawish* had 5% and 4% gender-related news items respectively reported by female reporters. Only 3% of gender-specific stories in Daily Express were filed by female reporters.
- More than 90% of Celebrity, Arts, Sports and Media linked stories were reported by men.
- Almost 70% of news items did not mention names of women.
- Under Politics and Government themes, women were not given due recognition as more than 80% of news stories did not carry names of women.
- 32% of stories had names of women mentioned under the theme of crime and violence where identity of women should not have been revealed.
- Almost 27% of news stories under the theme of Celebrity and Arts had names of women mentioned in their content while 73% did not.
- Only 2% news items in the selected newspapers portrayed women as role models.
- The Urdu print media freely used derogatory words in their gender-related content. *Daily Jang* had almost 50% gender-related news items where derogatory language was used while Daily Express had about 48% such content and *Daily Nawa-e-Waqt* 41%. *Daily Kawish* featured the highest number of stories (80%) having derogatory language.
- More than 41% of news items were favorable towards women.
- More than 50% news items gave due importance women in stories related to the politics and government.
- Although opinion of women should be given more importance in gender-specific news, it is not so in the national media. Here *Daily Jang* topped the list with almost 23% of their stories featuring women's expert opinion. *Daily Nawa-e-Waqt* and *Daily Kawish* had only four and three stories respectively that included expert opinion of women.
- Only 13% news stories under the theme of Crime and Violence included women's expert opinion.
- Only 4% of the Celebrity, Arts, Sports and Media stories featured women's expert opinion.
- More than 80% news in *Daily Jang* and *Kawish* neglected the social status of women. 90% stories of Daily Express and 63% of stories in *Nawa-e-Waqt* 63% neglected this aspect.
- More than 88% stories were women centered and 11% were men centered.
- Almost 70% stories avoided presenting women as sexual objects. 36 % news stories under the theme of Celebrity and Arts presented women as sexual objects while stories related to Crime and Violence had 20% such content.
- Almost 50% of news items depicted gender stereotyping.
- More than 43% of gender-specific news in the Urdu print media portrayed women as victims in some way or the other. Almost 19% of gender-related news items depicted women as survivors.
- More than 80% stories did not challenge the stereotypes. Male reporters put in more efforts in this regard as compared to their female colleagues.
- In 70% news content by both male and female reporters, privacy was invaded.
- 70% of crime related news did not have well-researched data.
- More than 90% of news under the theme of Celebrity, Arts, Sports and Media lacked well-researched data. Mostly news stories related to scandals were given space under this category.
- More than 95% of news under the theme of Politics and Government also lacked in research.
- Only 15% of gender-related news stories in the Urdu print media featured well-researched content. More than 70% of news featured accuracy and trustworthiness.
- Only 5% of gender-related news items had some sort of twisting of facts.
- 87 % of content reflected balanced approach while 13% reflected bias towards women.
- Almost 92% of gender-related news items reflected no discrimination based on ethnicity.
- Only 8% gender-related news reflected some sort of discrimination regarding religion.
- The working conditions for women were a neglected part of gender-related reporting.
- Only 5% Urdu print media depicted women's role in decision-making at workplace.
- 96% of Urdu print media did not report on working

environment for women.

- Almost 92% of gender-specific news did not discuss equal employment.
- 7 % of news stories revealed there are no equal employment opportunities for women.
- Almost 83% of gender-related news made no mention of job security for women.

Qualitative Analysis of TV Contents

- Different news channels reported the gender-based issues differently. Mainstream news channels like *Geo News, Dawn, PTV News* and *Samaa News* avoided objectification of women in news bulletin and talk-shows whereas *ARY News, Express News, KTN* and *Wasaib* had the tendency of objectifying women in their celebrity and arts news content. With regard to women centered content, *Geo News* and *PTV* news portrayed women in proactive manner and ensures that women related reports remain women centered whereas this side of other channels was found weak. Majority of channels sought expert opinion from women with some channels like *Samaa* and *Express News* preferred more male experts. *Samaa* gave more space to the opinion of religious scholars as compared to other channels.
- Electronic media had the tendency to portray women in a stereotypical manner. Some of the channels like *ARY, Express* and *Samaa News* were more inclined towards this trend especially in Celebrity and Arts news. In most of the content, electronic media presented women as victims instead of survivor. *PTV* and *Geo News* showed better results in challenging stereotypes and generating debate on such issues in a constructive way. One positive aspect was the all channels refrained from using abusive language.
- Almost all news channels invaded the privacy by airing names and pictures of the victims, survivors and their families. It was observed that majority of reports were not well-researched. The channels gave surface level coverage to stories related to crime and violence against women, especially in *ARY, Samaa, KTN* and *Waseb News*. Re-enactment of issues related to women was also very common in electronic media. Talk-shows and news stories of *Dawn* and *Geo News* were comparatively very well-researched and professional.
- Majority of gender-specific news especially those related to crime and violence against women got space in headlines. Valid references, accuracy and authenticity was also lacking in most of the content. Some channels were exceptions like *Dawn* and *PTV News* in this regard where news stories and talk-shows were well-researched.. The twisting of facts was low in the mainstream channels whereas in regional channels, the news and expert opinions depicted biasness and twisting towards one gender. News regarding violence, harassment and abduction were presented with sensationalism whereas these issues were hardly raised in the talk-shows for in depth analysis. However, gender discrimination on the basis of ethnicity, nationality or religion was not highlighted.
- Only a few channels like *PTV*, *ARY* and *Dawn News* highlighted working conditions of women in their talk shows. Very little coverage was given to equal pay and equal job opportunities in all news channels. The safe working environment, participation of women and job security were also completely ignored by the electronic media. Economic participation of women was highly neglected in the media content of two mainstream news channels including *Samaa* and *Express News*. These channels preferred to give more space to the opinion of men in these fields.

Qualitative analysis of Radio Pakistan

- Radio Pakistan broadcasts a good number of women specific programs like Sertin Saghar, Adhi Dunya Pori Dunya, Sukhi Ghar, Range Jahan. Besides that, women made vital part of the other programs as well. In addition, in youth programs young girls took active part and expressed their views challenging the stereotypes in an effective way.
- The language used in Radio Pakistan was also not judgmental or sensational though phrases reinforcing stereotypes like "Hawa ki Baiti" "Izzat ki muhafiz."
- The names of the women specific programs depict the basic content of these programs. 'Sukhi Ghar' (Peaceful Home) Range Jahan's (Color of the World).
- Appreciation for working women and

acknowledgment of their contributions.

- Discussion on laws was also very informative for women living in far flung areas.
- Most of the broadcast, especially news bulletin, focused on politics, security situation, economic development and conflict situation where men still dominate in the production, content management and expert opinion.
- News on women was mostly related to crime and violence against women.
- Women in workforce and the challenges they face was a neglected area.

Qualitative Analysis of Selected Reports by Trained Journalists:

- Trained journalists had clear idea about the concept of gender and they acknowledged the existing diversity in gender identities.
- Trained journalists were sensitive about privacy invasion.
- They never used derogatory language in their news reports.
- The portrayal of women was always positive appreciating their contributions and struggle.
- They challenged the existing socio-cultural stereotypes effectively.
- They avoided representing women as sexual objects.
- Trained journalists also avoided highlighting discriminations on the basis of ethnicity and religion.



"The training helped me in understanding the significance of being gender neutral and including all voices in my stories. Unfortunately, women are portrayed in stereotypical way in Pakistani media. Even in our newsrooms, we have very few female journalists. We need more in leadership and decision-making positions in our newsrooms. Journalism, like many other areas, remains a male dominated field, which can be a major obstacle in the way of publishing stories on gender issues."

AuonSahi, Bureau Chief for Channel 24, Special Correspondent for LA Times

SECTION - V

Conclusion



Pakistani media are passing through a transformative phase. As established media organizations and journalists tackle existing challenges, new media organizations continue to develop and an army of fresh journalism graduates keeps joining in. Although there are visible improvements in different aspects of Pakistani media, there are also weak links requiring efforts to improve professionalism and ethics.

The impact assessment of current media trends with regard to women issues has brought forth a blend of positive and negative results under themes defined at the start of the study. Certain themes showed the media doing extraordinarily well but under some others, the situation was found to be alarming.

Overall, the reporting trends were completely different in print and electronic media. Print media, especially English, covered a variety of women-related issues whereas the electronic media focused more on women in crime, violence against women and arts and celebrity news stories, largely ignoring other important aspects like women in the workforce, their contributions and the challenges they face. Another noticeable aspect was lack of investigative journalism in electronic media while covering stories about crime and violence against women. The following is the overall analysis of print and electronic media against selected themes:

Gender-Balanced Reporting

Print media performed well under this variable. Reporters of the selected gender-specific stories never portrayed women as objects and kept their stories women-centered instead of giving more importance to men. In most cases, women's opinion was sought. In bigger cities, expert opinion in women-related stories was also taken form women experts. The proportion of expert opinion of women was lesser in smaller cities. Print media gave equal space to stories on Crime and Violence against women and reports on other issues such as economic conditions of women, women in politics, women's contributions while effectively challenging harmful social and traditional stereotypes.

Various news channels reported gender-based issues differently. Mainstream news channels like *Geo News, Dawn, PTV News* and *Samaa* avoided objectification of women in news bulletins and talkshows whereas *ARY News, Express News, KTN* and *Wasaib* tended to objectify women in their Celebrity and Arts news content. With regard to women-centered content, *Geo News* and *PTV News* portrayed women in a proactive manner and ensured that such reports remained women-centered. However, this side of other channels was found weak. Majority of the channels sought expert opinion from women with some like *Samaa* and *Express News* preferring more male experts. *Samaa* gave more space to the opinion of religious scholars as compared to other channels.

Socio-Cultural Gender Stereotypes

Majority of print media news stories did not present men and women in traditional stereotypical way. However, one of the leading and dominant stereotypes that emerged was women being presented as survivors. Overall outcome showed less than satisfactory performance on challenging stereotypes. For example, among the print media, The Express Tribune topped the list of newspapers in challenging stereotypes with an average of only 17%. One positive observation was that women reporters showed more courage in challenging stereotypes as compared to their male colleagues. Print media also strictly refrained from using sexiest language for women.

Electronic media had the tendency to portray women in a stereotypical manner. Some of the channels like *ARY, Express* and *Samaa News* were more inclined towards this trend especially in Celebrity and Arts news. Most of the coverage of women-specific news, the electronic media presented women as victims instead of survivor. *PTV* and *Geo News* showed better results in challenging stereotypes and generating debate on such issues in a constructive way. One positive aspect was that all channels refrained from using abusive language.

Media-Related Gender Balance

To a large extent, print media remained sensitive towards privacy invasion. In more than 70% media stories, privacy of the subject was protected in news related to Crime and Violence against women. Overall result of print media monitoring depicted that majority of stories dealt with women-related issues at societal level instead of the story of an individual thus

highlighting the impact of these issues on the society. Data also show that majority of the stories were well-researched.

Almost all news channels invaded the privacy by airing names and pictures of the victims, survivors and their families. Regarding the presentation of gender issues at societal or individual level, most of the time issues were discussed at societal level. About investigative journalism, it was observed that majority of reports were not well-researched. The channels gave surface level coverage to stories related to Crime and Violence against women, especially *ARY, Samaa, KTN* and *Wasaib News*. Re-enactment of issues related to women was also very common in electronic media. Talk-shows and news stories of *Dawn* and *Geo News* were comparatively very well-researched and professional.

News Balance and Objectivity

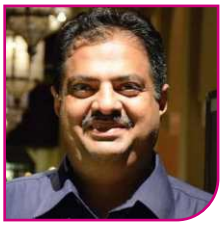
Relevant reference and accuracy are two most important variables in assessing a news report on balance and objectivity. Most of the print media reports used relevant references and assured accuracy without twisting facts. More stories were reported from bigger cities such as Karachi, Lahore and Islamabad as compared to smaller cities or underdeveloped areas. Overall, the print media gave equal attention to highlighting the contributions and struggle of women besides avoiding discrimination on the basis of religion, nationality and ethnicity.

In electronic media, majority of gender-specific stories, especially those related to Crime and Violence against women got space in the headlines. Valid references, accuracy and authenticity was also lacking in most of the content. Some channels were exceptions like Dawn and PTV News in this regard where news stories and talk shows were well-researched and aired after taking care of balance and authenticity. Majority of news reports lacked first-hand information. The twisting of facts was low in the mainstream channels whereas in regional channels, the news and expert opinions depicted biasness and twisting towards one gender. Similarly, the performance of *Geo News, Dawn,* and *PTV News* was better in engaging different points of views from experts, psychologists, educationists and politicians as compared to other news channels. In addition, news regarding violence, harassment and abduction was presented with sensationalism whereas these issues were hardly raised in talk shows for in-depth analysis. However, gender discrimination on the basis of ethnicity, nationality or religion was not highlighted.

Women at Work, Working condition for Women, Women and Informal Economy

Safe working environment, equal pay, and participation of women in formal and informal economy appeared to be a neglected area in print media despite the fact that women are playing an active role in economic development. Neither their contributions nor the challenges they face like lack of equal employment opportunities, social security, job security and safe working environment, were appropriately discussed in the print media.

In the electronic media, a few channels like *PTV, ARY* and *Dawn News* highlighted these variables in their talk shows whereas other channels ignored these aspects. Overall analysis of these variables depicts these issues failed to get due space and importance in the electronic media. Very little coverage was given to sub-variables regarding equal pay and equal job opportunities by all news channels. The sub-variables regarding safe working environment, participation of women and social and job security were also completely ignored by the electronic media. Economic participation of women was highly neglected in the content of two mainstream news channels *Samaa* and *Express News*. They preferred to give more space to the opinion of men in these fields.



"The training was quite comprehensive as it introduced participants to the concept and brought them in direct contact with experts. During the sessions, the issues of female workers were discussed at length and the participants were provided with highly valuable resource material. The best part was that participants were facilitated and made to write news reports on the topics decided during the course of training sessions. It is very important to gender-sensitize media as gender-related issues are often overlooked and not given due coverage in our country. There is a general sanction and acceptability for the discrimination faced by women in the society as well as at workplace. The media in Pakistan needs to highlight these issues in detail and identify their root causes. For this, the media workers will have to equip themselves with knowledge and such trainings are the best way to meet this objective. "

ShahzadaIrfan, The News on Sunday, Lahore

SECTION - VI

Challenges



Since the training program covered virtually the whole of Pakistan in terms of reaching out to media, at both national and local level, the challenges were also multiple. The training program tried to engage with local journalists for the training which was again a new experiment that proved to be a success in majority of the cases but became challenging in areas such as Balochistan and interior Sindh.

The training itself challenged the traditional and social stereotypes of certain areas. The concepts were received well in urban and some rural areas but in some conservative places, the absorption level of journalists for these concepts was found low.

Not all trainees and journalists are alike in terms of their professional abilities and capacities to absorb new concepts and to incorporate them into their work. In several places, especially Balochistan, Punjab and interior Sindh, journalists were not very receptive to the basic concepts such as equal rights, women's empowerment, equal wages and even the fact that working women are a good idea for them and social development.

In some of these places, there was an astonishingly high degree of social and religious conservatism and obduracy in accepting universal values. In other places there was a culture of hostility to some of these ideas.

Key challenges journalists ascribed to reporting on gender and GE4DE issues

1: A common refrain of journalists was that their media houses (newspapers, TV channels and radio stations) simply do not acknowledge that gender is a specific theme that needs to be covered as either a priority or as a special segment, which hampers their ability to be consistent with the coverage of special gender-affirmative reporting.

2. Journalists – particularly in key urban centers – suggested that a distinction needs to be made between promoting 'special' coverage of gender and GE4DE issues quantitatively and promoting 'ordinary' coverage with greater gender perspectives.

3: In several semi-urban areas, journalists believed that focusing on 'gender issues' restricts their chances of making it to better pages or a better slot in the TV bulletin cycle.

4. A key point repeatedly described by journalists almost everywhere as a big impediment in their ability to do good reporting on general gender stories or GE4DE issues was inadequate availability of information, contacts and case studies on these issues that could help their reporting.

5: Journalists said that their media houses do not provide special support or resources for quality reporting on social issues especially gender issues. As it falls on them to access good information sources and resources, they perfunctorily skip the exercise simply to work on 'easier' stories.

6: Journalists also shared that the news desks do not welcome women-specific stories unless it has a touch of sensationalism. As desk takes final decision on assigning, publishing or airing a story, journalists have to act according to their mindset.

7: Regional journalists pointed out the hold of influential on the owners and reporters of local level newspapers. They said that feudal and Jirga members promote their agendas through local media while neglecting all professional ethics. Sometimes, journalists avoid reporting on stories related to honor killing and rape to save their lives. They said that because of this influence and limited capacity of local journalists, discrimination and stereotyping is increasing instead of decreasing in those areas.

8: They also highlighted the fact that there is not much space for covering gender issues. Some media houses carry reports only on special days such as the World Women Day etc.

9: The journalists mostly do not have an understanding of gender issues. That is why they cannot pitch stories properly with their editors.

10: Most of the time, women journalists are assigned to cover gender issues but their energies are focused on covering Meena Bazaars, shopping activities of women, fashion trends, sales offered by brands and so on. It is a big challenge to introduce real gender issues of today to the journalists.

11: Some journalists also shared incidents of noncooperation from general public in sharing accurate information about gender-specific stories. It happens mainly because they relate honor with women or refrain from talking about their women or allowing them to interact with media because of social pressures. Reporters believed that people want to deny the facts and believe that gender discrimination doesn't exist.



"The training helped me in creating more informative content for my programs. I no more overlook the gender aspect of reporting while preparing content for media. Right after the training, I directed a 20 minutes documentary on the issue of economic contribution of labor women and the role of women in workforce in Pakistan. The film received the first ILO journalistic excellence award. I believe that it is extremely important to gender sensitize the media content makers, since we inherently belong to a world of gender discrimination and imbalance. Reporting in the media is heavily biased considering our conditioned patriarchal biases, starting from the use of sexist language in the news headlines right down to blaming the victim just because she happens to be a female for crimes as grave as honor killing, acid throwing and rape. To achieve gender balance in media, we need to emphasize more on female academic achievers, career girls, woman entrepreneur, woman farmers, domestic workers etc."

Nida Fatima Zaidi, Director, Producer and Writer at Pakistan Television

SECTION - VII

Recommendations



Quality coverage of women's issues by the media can put gender equality on the priority list of public policymakers. Media persons can reinforce or challenge the harmful and discriminatory traditional stereotypes. They can hold government accountable to their national as well as international commitments on women's rights. They can be the promoters and protectors of women rights. To play all these important roles effectively, the foremost requirement is to equip journalists with the understanding of the concepts, knowledge and sensitivity of issues faced by women.

ILO's training of journalists on gender-sensitive reporting was an effort to create much needed awareness among a large group of media persons from around the country. The work of trained journalists depicts that reporting with professionalism and ethics can truly contribute to overall women empowerment in the society. The training was received well and the results were encouraging but this exercise also revealed gaps that need to be filled for the implementation of ethics and professionalism in gender-specific reporting.

The project results also highlighted the fact that gender sensitization is a continuous process. It is directly linked to the social mindset which cannot be changed with one intervention. Similarly, roles of other stakeholders including media desks, owners of news organizations, government information departments etc. are equally important in promoting the culture of professionalism and ethics while covering women-related issues.

The following are some recommendations for future action:

1: Journalists belong to the same discriminatory stereotypical social mindset which they are supposed to challenge in their stories. Change in mindset is a slow process. A continuous effort in the form of sustainable training program could help to slowly change discriminatory approaches.

2: As most of the stories related to crime against women are reported from rural areas, there is a strong need to develop the capacity of local journalists. To improve gender-sensitive reporting at the district level, regular sessions and meetings of the core groups of trainees in different districts can contribute to inculcating basic principles of investigative gender-sensitive reporting.

3: Different organizations have formulated codes of ethics for gender-related reporting. Media organizations never make available or brief their reporters on these codes before sending them in the field. Making it mandatory for the reporters to study these codes as soon as they join the organization can contribute to gender-specific reporting.

4: Gender insensitive stories continue to make their place in the media because of lack of accountability mechanism. Any mechanism where violations can be reported and addressed is need of the time. A strong Press Council can be a good platform to ensure accountability. An inspiring example is the politically strong Press Council in Maldives, a South Asian country with more or less the same social dynamics.

5: Majority of journalists shared that they are asked by their organizations to cover women- related issues in a certain manner. The journalists can be encouraged to take stand but huge responsibility lies on the shoulders of media organizations to ensure strict implementation of code of ethics. This situation also highlights the need to gender-sensitize the desk staff and decision-makers in the media organizations who either frame editorial policies or affect reports filed by professionals in the field.

6: Training of media persons to pitch stories in a way that they get approved by their editors is also an aspect that can be included in future trainings.

7: As findings conclude that more violations of ethics were observed by local journalists, there is a need to focus future interventions more on district level journalists.

8: Gender is a cross-cutting theme and applies to every reporting field equally. Every story whether related to security and conflict, has a gender angle. Journalists usually reserve women issues to Crime, Art and Celebrity news. The analysis of media content produced by trained and untrained journalists has proved that training on gender sensitization should not be specific to a bunch of professionals working specifically in this

area. As gender encompasses all aspects of reporting ranging from culture and socials issues to politics and crimes, and even economics; hence, it is important that such trainings should be for all and sundry regardless of professionals' beats.

9: Presence of more women in newsrooms can help to bring gender perspective in the media organizations. Keeping in mind the social norms, women are more comfortable in interacting with women. Crime stories related to women, if covered by women, can have more depth and investigative touch. As women journalists face stereotypes, they are also better equipped to challenge stereotypes. Increase in number of women in newsrooms can bring a positive change in gender-related reporting.

10: Government information and regulatory departments also need to focus more on implementation of gender code of ethics. Recently, the Pakistan Electronic Media Regulatory Authority (PEMRA) issued notices to some channels for serious violations of gender ethics. The regulatory body has also taken action against reenactment of crime stories which has reduced the number of such shows on different channels. A comprehensive plan on implementation of ethics and strict monitoring of channels can help to introduce ethical journalism with regard to women-specific reporting.

11: There is a need to encourage accurate and non-judgmental language in gender-based news. The use of judgmental and stereotypical language and phrases is still common in media and sensationalism created through music and enactments is still widely practiced in media.

12: Encouragement and recognition of journalists practicing ethical journalism at the government level can encourage more journalists to adopt professional, responsible and sensitive approach towards women.

13: For informed opinion, journalists must be encouraged and facilitated to study laws and policies on gender issues through trainings in the short-term.For the long-term, training of journalists on human rights, laws, policies and international commitments can be made part of the trainings planned at the National Commission of Human Rights. The Government of Pakistan has allocated budget for the construction of this institute in the current fiscal year.

14: To train the future generation about gender-sensitive reporting before they join the field, students of final year of mass communication departments can be made part of such trainings.

15: It will be beneficial to enhance the scope of such trainings to entertainment shows including television drama writers and morning show hosts and staff as they play an important role in reinforcing stereotypes that lead to discrimination against women.



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